RightShip

Setting a new industry standard with advanced analytics hosted in a SoftLayer environment

Overview

The need
RightShip sought flexible, cutting-edge technology to update its Ship Vetting Information System (SVIS), evolve its risk assessment model and further differentiate its services in the industry.

The solution
IBM delivered a sophisticated risk management solution based on IBM® Cognos® Business Intelligence V10 and IBM SPSS® Analytic Decision Management software and hosted in a SoftLayer® cloud environment.

The benefit
RightShip avoided significant capital investments in hardware, greatly enhanced its agility and improved the accuracy of its risk assessment model to establish a new industry standard.

Established in 2001 and based in Melbourne, Australia, RightShip is committed to improving safety and efficiency in the global maritime industry. The company couples cutting-edge technology with maritime expertise to help customers manage risk by identifying and eliminating substandard cargo ships from their supply chains.

Envisioning next-level risk modeling
To help assess cargo ships for risk, RightShip developed its Ship Vetting Information System (SVIS), a custom-built platform for assimilating and analyzing vessel data. After relying on the system for 13 years, the organization sought a more flexible technology solution that would be easier to update and manage. Additionally, RightShip saw an opportunity to evolve its assessment model and further differentiate its ship vetting services. "Our industry had bumped up against a technology ceiling," says RightShip program manager Bryan Guenther. "We wanted to look at new technologies and move to the next level."

With an IBM predictive analytics solution hosted in a SoftLayer cloud environment, RightShip improved the accuracy of its risk assessment model and gained a significant competitive edge. "We're lowering risk for our customers, driving higher standards across the industry and further differentiating ourselves from the competition," says RightShip program manager Bryan Guenther.

Taking risk assessment to the cloud

RightShip engaged IBM to deliver a sophisticated risk management solution based on IBM Cognos Business Intelligence V10 and IBM SPSS Analytic Decision Management software and hosted in a SoftLayer cloud environment. The predictive analytics platform improves upon the business's previous assessment model by assimilating a vast range of diverse data sources and incorporating the most relevant risk factors.

Hosted in Amsterdam and Singapore, RightShip's SoftLayer infrastructure combines virtual and bare metal servers to support development and production workloads. "We can mix and match servers," says Guenther. "The flexibility SoftLayer offers is just fantastic."

Driving up standards and gaining an edge

The IBM solution sharpens RightShip's risk assessment capabilities and delivers a significant competitive edge. "We've refined our model and improved its accuracy," says Guenther. "We're lowering risk for our customers, driving higher standards across the industry and further differentiating ourselves from the competition."

By hosting its risk management platform in a flexible SoftLayer cloud environment, RightShip avoided significant capital investments in hardware and greatly enhanced its agility. "With SoftLayer, we're able to try different configurations, get things running quickly and develop products faster," says Guenther. "And we don't have to have an infrastructure management team, so we keep our project lean."

Solution components

- IBM® Cognos® Business Intelligence V10
- IBM SPSS® Analytic Decision Management
- SoftLayer®

For more information

To learn more about IBM cloud computing solutions, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:
ibm.com/cloud-computing

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