THALES

Alexandrie
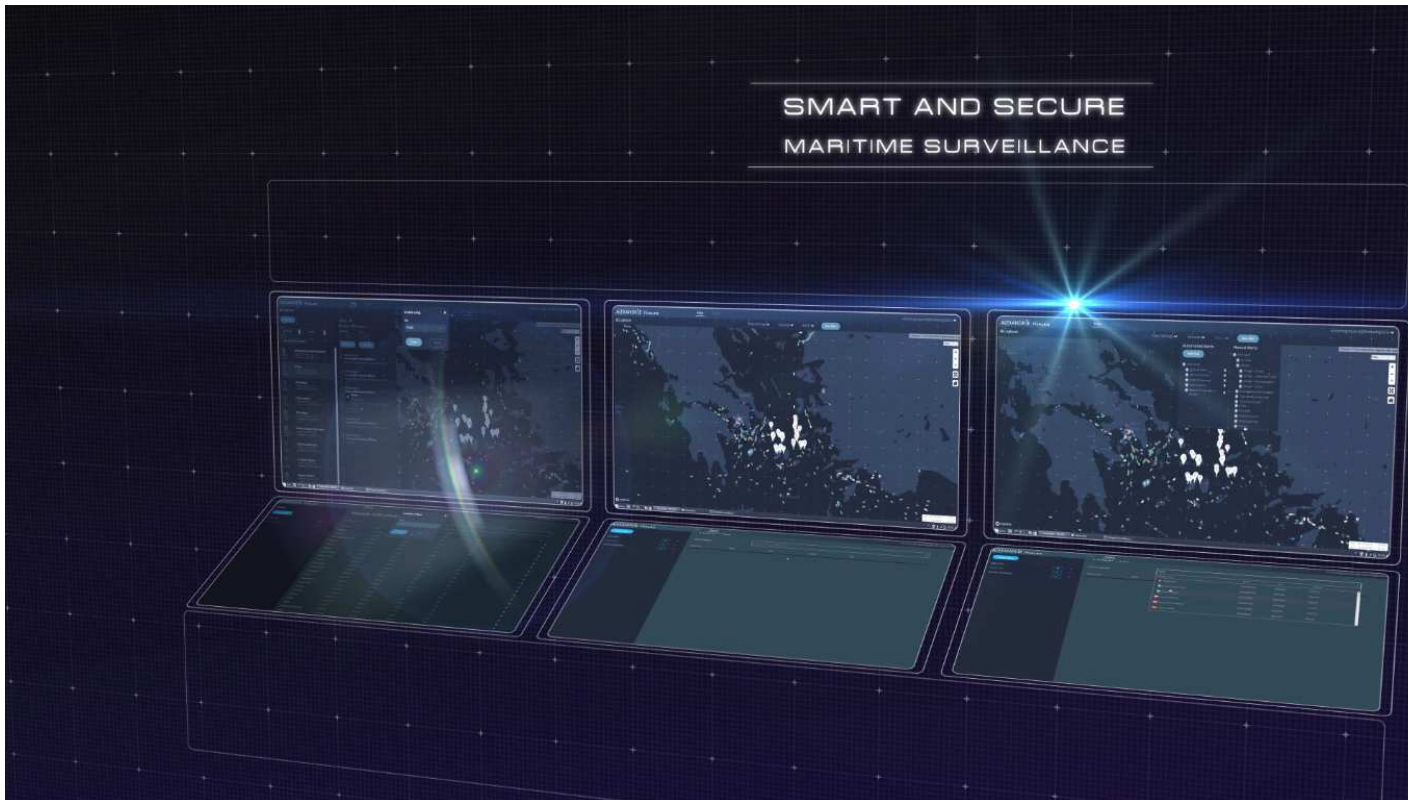## "Maritime Intelligence as a Service"

Entrepreneurial digital approach

Introduction: Video

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Boost growth & Prepare the future together

BLUE GROWTH

71% of the Earth surface is WATER

Traffic density increase

Threats too

without any limits

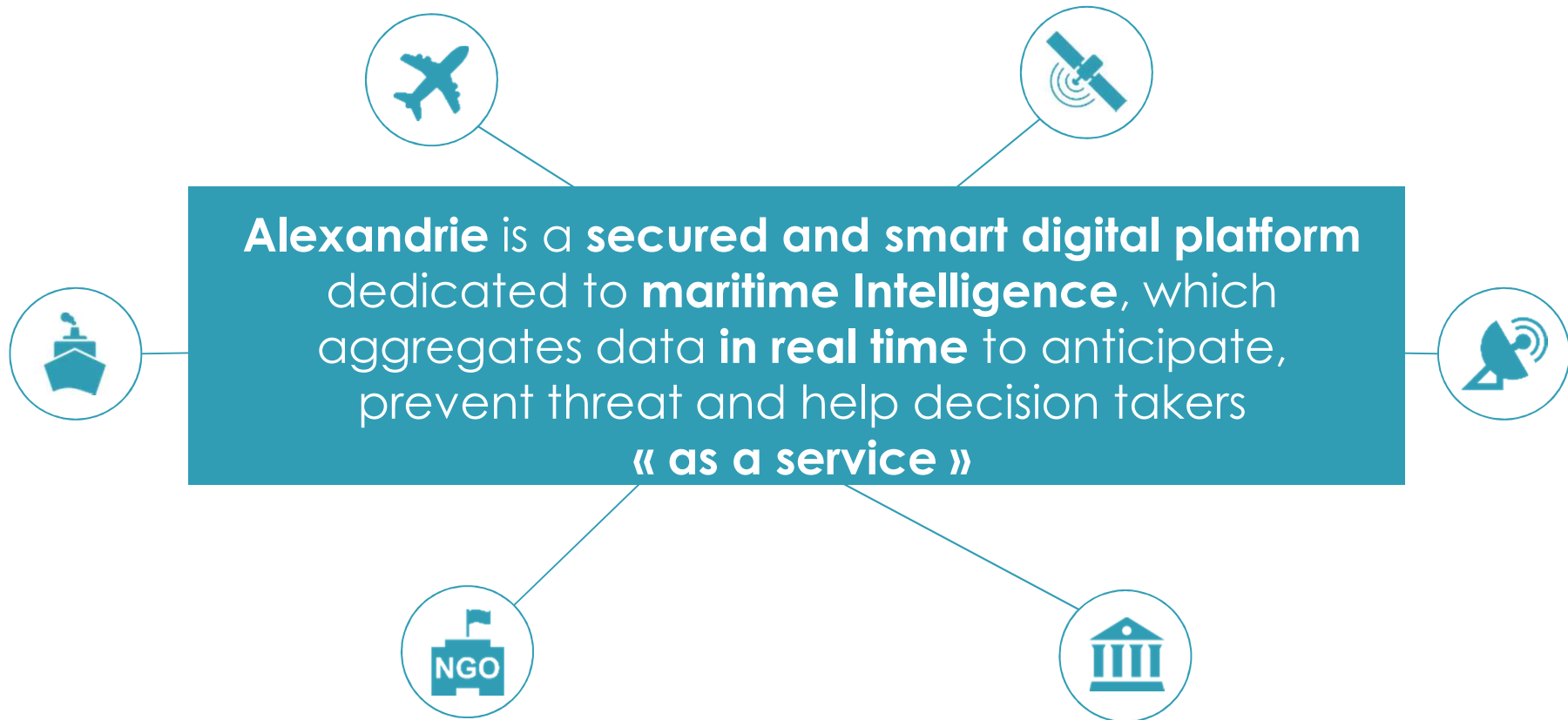Cyber-security – illegal fishing – Traffics pollution – immigration - Piracy

Master your Maritime

Digital Borders

Collaborate to Detect and anticipate faster

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Alexandrie

Alexandrie is a **secured and smart digital platform** dedicated to **maritime Intelligence**, which aggregates data **in real time** to anticipate, prevent threat and help decision takers **« as a service »**

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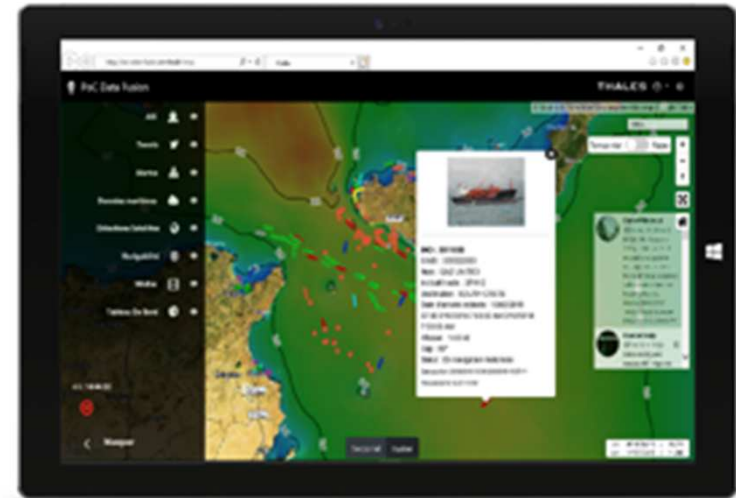# Evolution through digital platform

From complexity

Time consuming investigation

Information manually added
Analysis and warning manually
created

To simplicity

Real-time information
Multi-sources integration

Automatic analysis and warning
generation

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Platform's use benefits

Direct impacts...
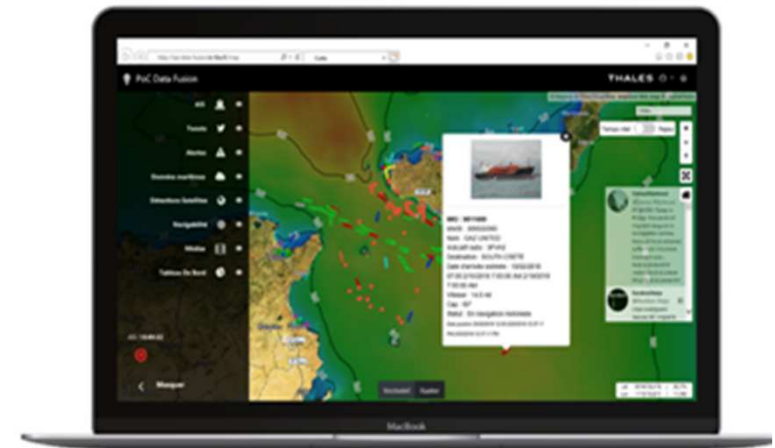
Global view of maritime trafic or a specific area
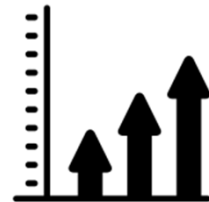
Targeted alerts for specific situations

Information exchange via collaborative reporting

Report about a geographic area or a specific event

...with real benefits

- Exception management
- Automatization
- Greater coverage
- Increased reactivity

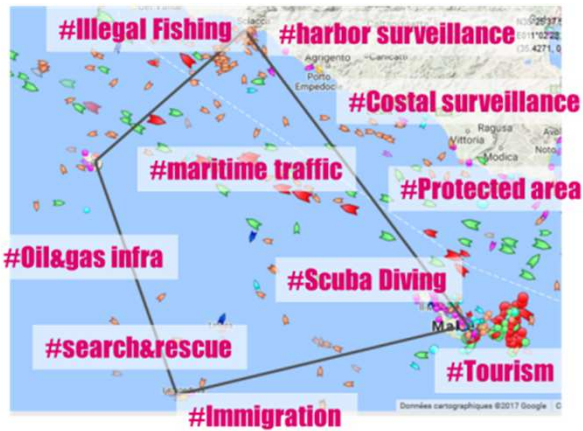**THALES**

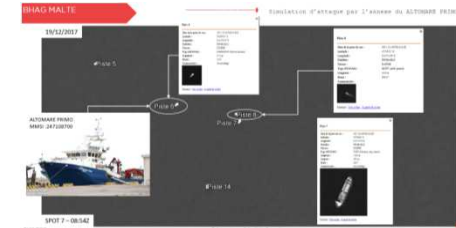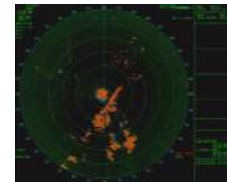# How to start ?

Proof of concept

Corroborate all data to enhance threat detection

#Confidence

Launched with Experts

#Illegal Fishing
#harbor surveillance
#Costal surveillance
#maritime traffic
#Protected area
#Oil&gas infra
#Scuba Diving
#search&rescue
#Tourism
#Immigration

Build confidence with correlated DATA sources
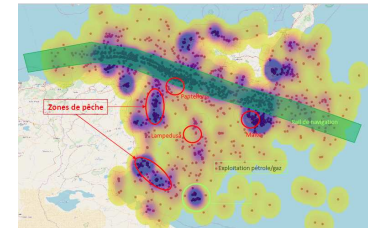
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Enrich maritime situation awareness with open data

ALERT & SHARE

REPLAY

Enrich & Investigate
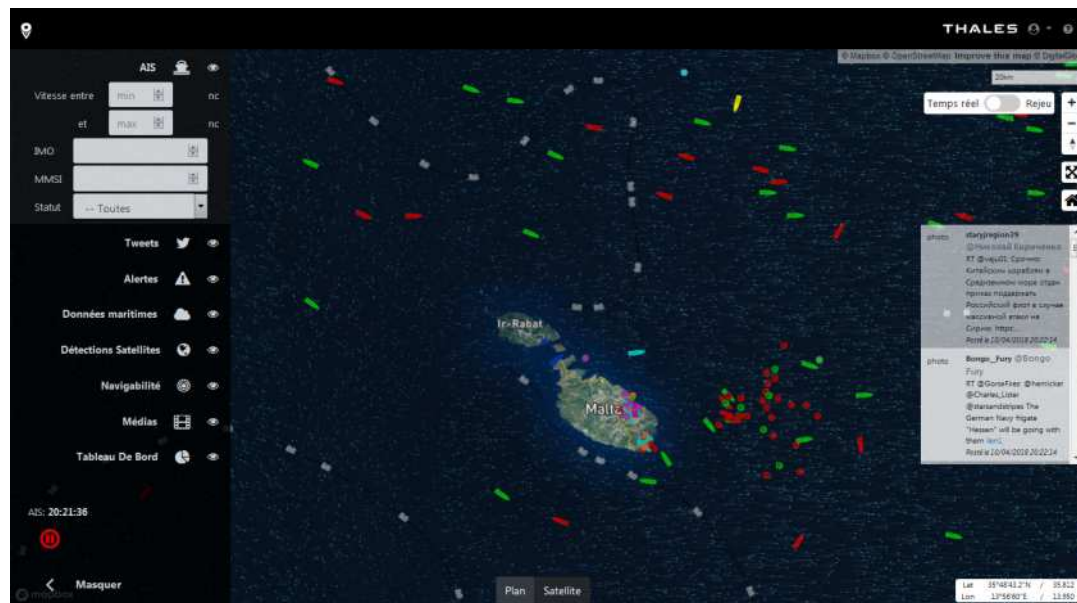
Shared Maritime situation

POC ? MVP

PROOF OF CONCEPT | MINIMUM VIABLE PRODUCT
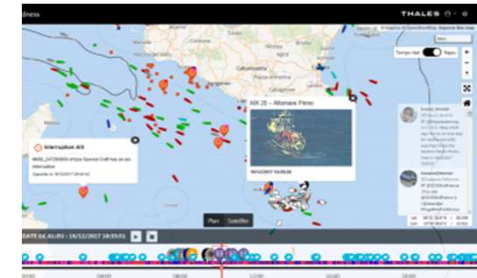
THALES
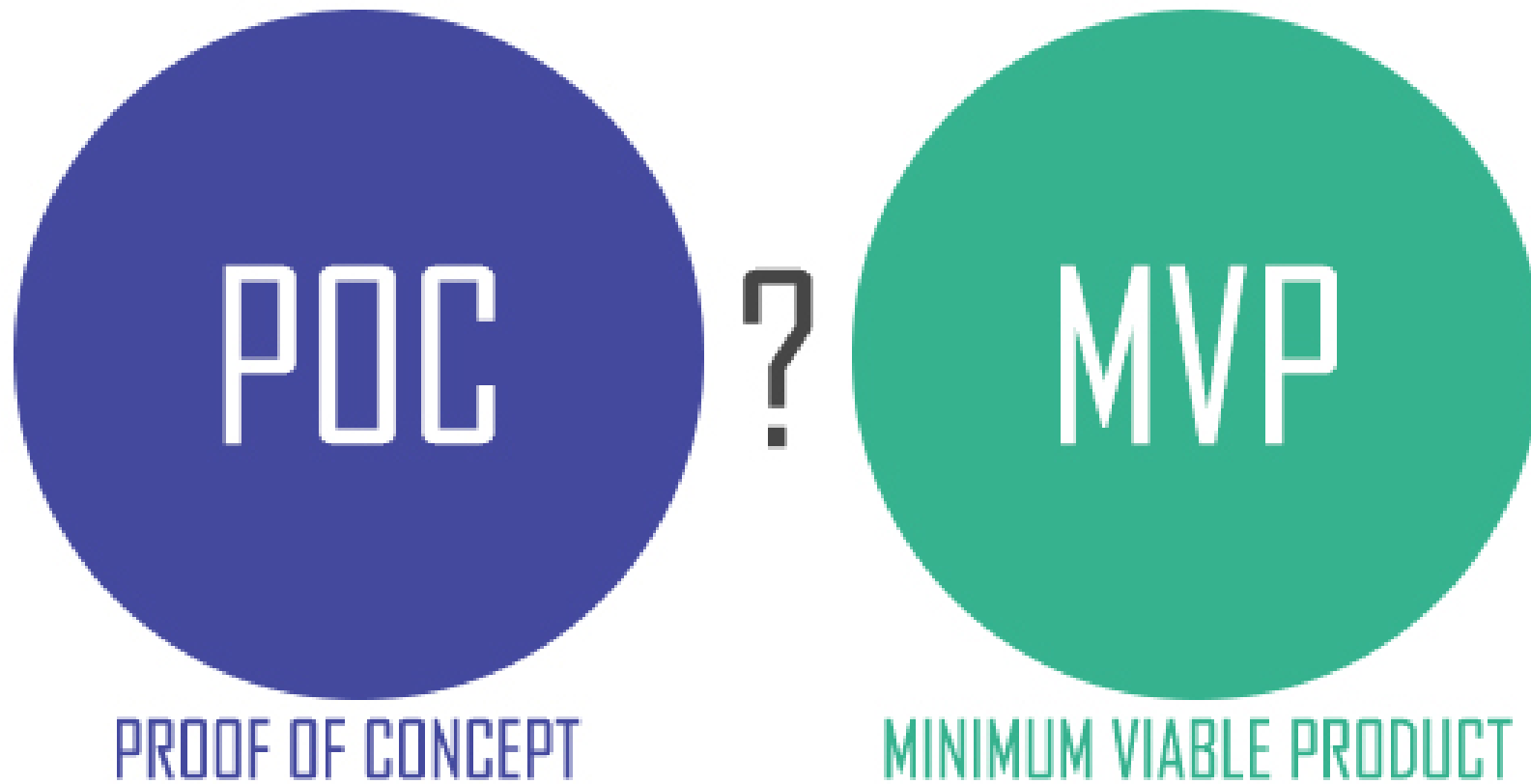
New digital way of working

"Think Big, Start Small, Deliver Quickly, Scale Fast"

Don't build a product like this. You only discover if you have succeeded at the end.

Traditional process (waterfall)

"As Specified few months or years ago"

or

Instead start with something basic and gather feedback as you get more complex.

Release 0   **Release 1**   **Release 2**   **Release 3**

Your product can be use as the first MVP delivery and you can enrich your product quickly and easily with the same logic all along your product life.
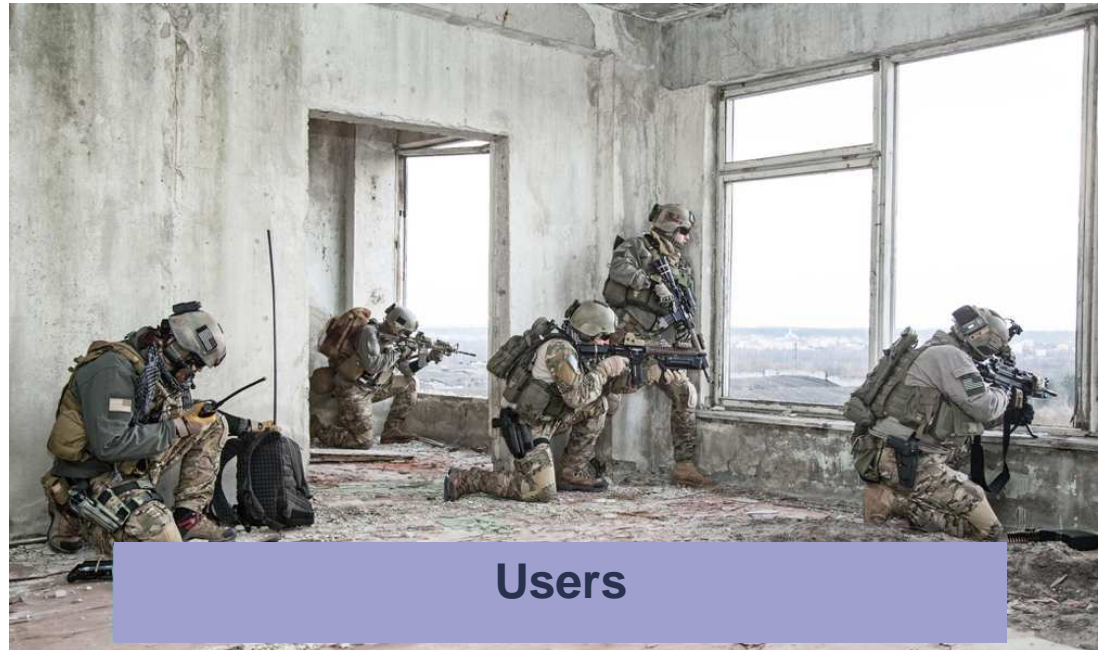
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Focus on User eXperience

Customers

Contract, Requirements, Invoicing, …

Users

Observation, Shadow IT / workarounds, Usage data, Conops, Persona, Journey & Experience maps, Pains & Gains, Simulation, Cognitive analysis, Mock-ups, co-design, user testing, crowd testing, …
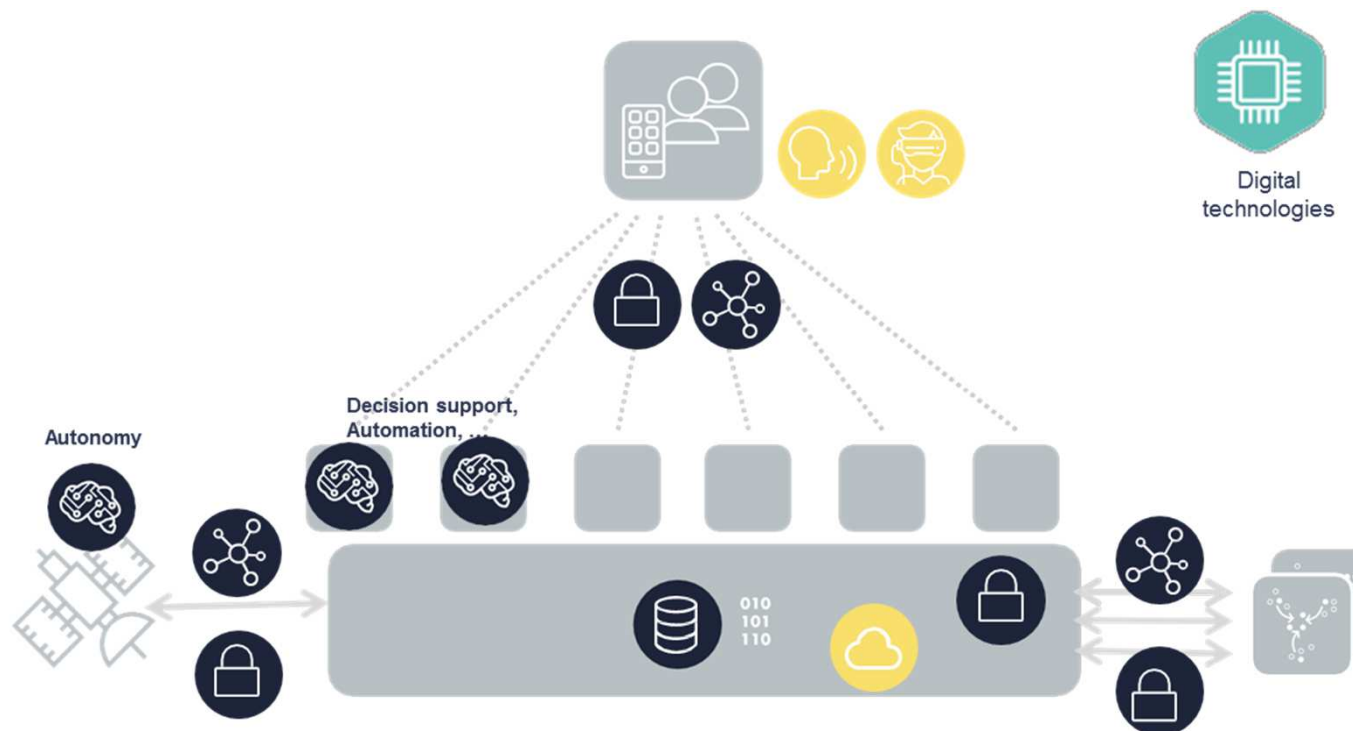
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Key technologies

Continuous digital innovation

USERS

THE LEAN STARTUP
ERIC RIES

THALES GROUP CONFIDENTIAL

#DeployFast

TRL
9

#Sprint

Services

4 months

5

Development

Long Term Partnership

#Incubator
Ecosystem

2

#Test&Learn

Time
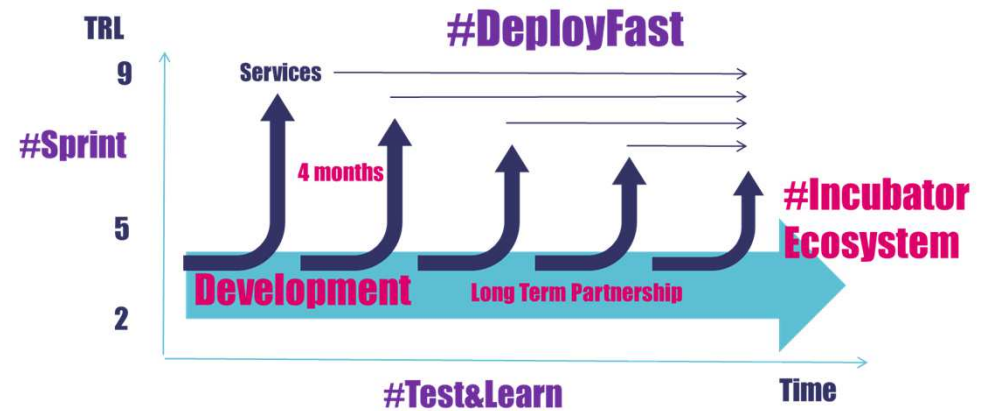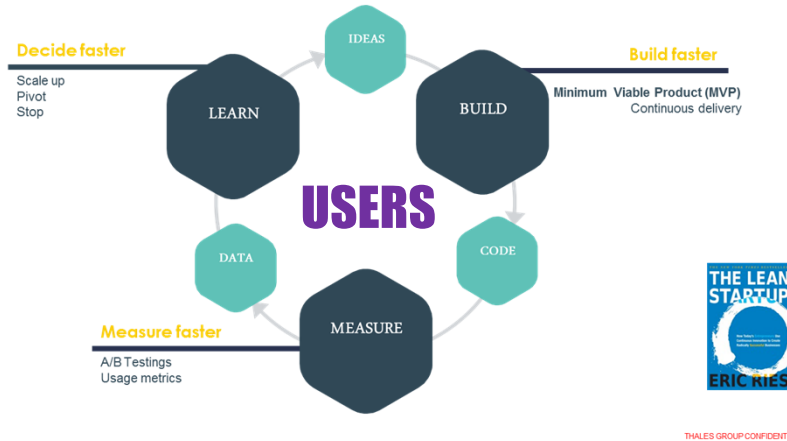
Partnership with SME- Startup
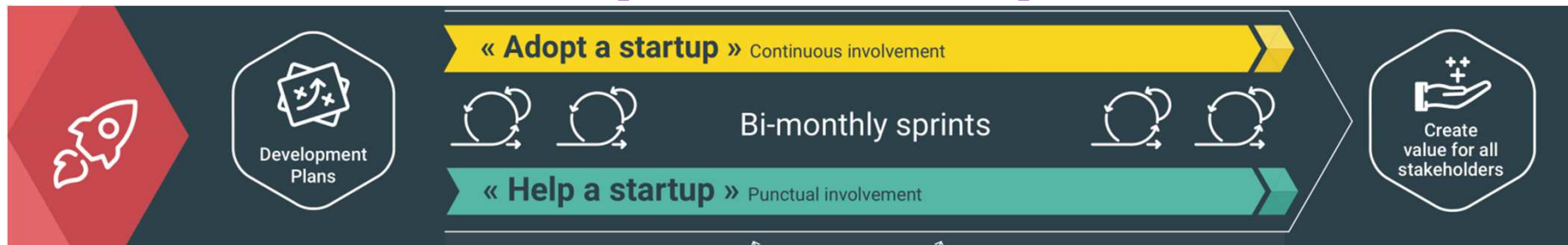
« Adopt a startup » Continuous involvement

Development Plans

Bi-monthly sprints

« Help a startup » Punctual involvement

Create value for all stakeholders

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DEMO

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Invitation

Plan a dedicated visit/workshop at Thales digital Factory

User Club
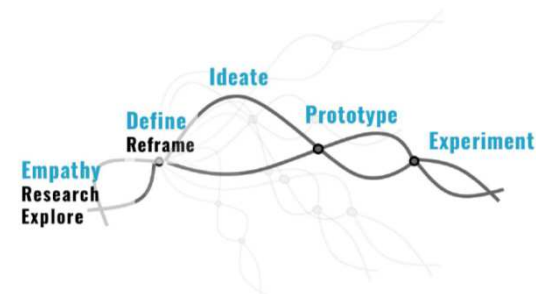
Launch dedicated MVP ?

Access services proposed in the demo

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QUESTIONS

?