



Awake.AI Recognized as the

2021

Entrepreneurial Company of the Year

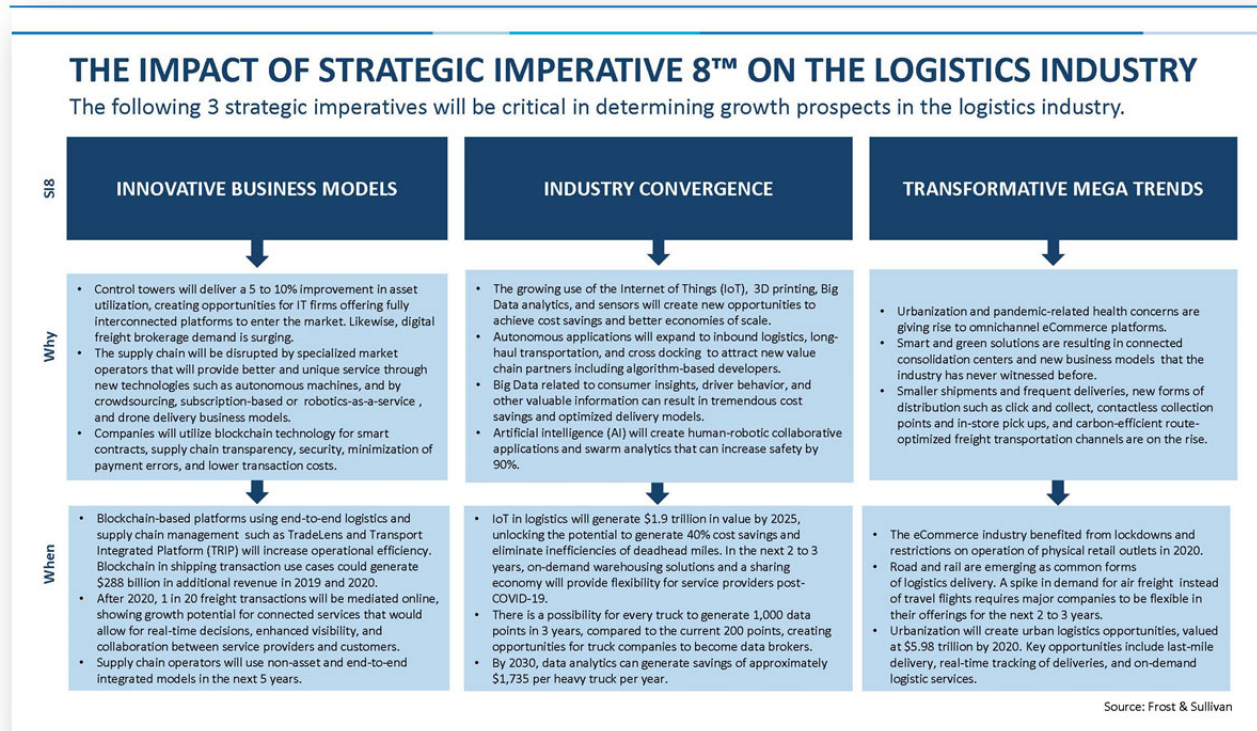
European

Maritime Logistics Industry

Excellence in Best Practices

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the logistics industry: innovative business models, industry convergence, and transformative Mega Trends. Every company that is competing in the logistics space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of Awake.AI is a reflection of how well it is performing against the backdrop of these imperatives.



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Awake.AI excels in many of the criteria in the European maritime logistics space.

AWARD CRITERIA	
<i>Entrepreneurial Innovation</i>	<i>Customer Impact</i>
Market Disruption	Price/Performance Value
Competitive Differentiation	Customer Purchase Experience
Market Gaps	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Passionate Persistence	Brand Equity

Digital Platform Unravelling Threads in Port Logistics Operations

In the logistics infrastructure network, maritime ports and terminals act as a key node for servicing seaborne trade needs and the economy. The ports and their logistics hubs are developed with continuous improvements at regional and local levels to drive efficient cargo movements. The international trade, with globalized production and volatile consumption patterns, has stimulated intense competition among port and terminal operators across regions with an overt interest in operational efficiency and resource management.

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- Suriya Anjumohan, Senior Industry Analyst

European ports have pioneered introducing automation technologies and building connected port community systems. Yet Frost & Sullivan notes that many port logistics operations are still discrete and siloed and dependent on conventional ship-shore communication. Improving the port performance with operational intelligence has been port authorities’ and terminal operators’ clear objective. Frost & Sullivan feels that proper digital transformation, with an open alliance and data sharing, would simplify the engagement by connecting value-chain participants operating in maritime services, port management, and logistics services.

Awake.AI, with its open and collaborative digital platform, refines maritime logistics by integrating industry participants operating in sea, port, and land logistics, such as maritime carriers, port authorities; terminal, warehouse, and yard operators; and logistics services providers. Awake.AI’s digital platform funnels discrete data from all logistics operations and enhances resource planning for port logistics community participants to improve profit and stakeholder performance. The platform drives shared and transparent communications and offers industry participants accurate predictions with modern-day technologies.

Data sharing is becoming the new commodity for next-generation logistics network operations. Awake.AI's collaborative platform, powering port community integration with artificial intelligence, is expected to expedite ports and terminals' transition to connected operations, unraveling the threads for smarter operational decision-making. With smart ships entering the market, Frost & Sullivan recognizes how Awake.AI makes ports and terminals more intelligent with real-time situational awareness and optimization solutions.

Awake.AI as a Smart Port Ecosystem Orchestrator

The digital platform spearheads a smart port ecosystem, gaining for industry participants situational awareness for effective asset and port call processes management. In mid-2020, Awake.AI launched Smart Port as a Service™ for maritime logistics operations to address challenges subject to severe ripple effects across the supply chain. These include operational delays due to congestions and resources and capacity management inefficiencies impacting operating profit.

Led by extensively experienced digital innovators in the maritime logistics industry, Awake.AI leverages artificial intelligence and machine learning technologies to build a robust port ecosystem digital platform. It guides users to effectively manage their resources and make informed decisions for better top and bottom lines. The platform enables open information-sharing among collaborating partners and accurate predictions to save users time and cost by increasing operational efficiency. Awake.AI's virtual infrastructure binds and brings the distributed and siloed port logistics operations under one roof and

promotes connected process governance with data flow from reliable and trusted sources.

“With trusted and reliable data flow, Awake.AI reinvents port logistics operations management by offering a virtual infrastructure and connected process governance for maritime logistics industry participants. Awake.AI’s scalable digital solutions, strong port ecosystem partner network, and passionate persistence in amplifying digitized port operations are expected to support its journey to becoming a trusted, smart port ecosystem orchestrator.”

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The company's products and services portfolio includes customized, industry-specific solutions, such as port-tailored process simulation, a digital-twin solution with 3D models replicating physical assets and systems, computer-vision solution powered by real-time analytics for object detection, resource allocation, and utilization; and AI insights as a service. In addition, Awake.AI offers end-to-end platform services, such as DevOps, cloud architecture, security, consulting services, and system-to-system data integration through extensive application programming interfaces (APIs).

In the maritime ecosystem, Frost & Sullivan points out that migrating from legacy systems to a digital-age solution for smart operations is quite challenging, considering the necessary heavy upfront investment. Awake.AI built its Smart Port as a Service solution on the ready-to-use model, with mobile and Web cloud applications and a simplified end-user module for effective day-to-day port logistics operations. As the current COVID-19 situation has impacted maritime logistics industry participants' Capex investments, Awake.AI's customers need not make any upfront investments - but simply pay as per use once the solution brings their respective expected business requirements value. Frost & Sullivan analysts believe that this clearly differentiates Awake.AI from its market competitors, which demand high upfront investments.

With trusted and reliable data flow, Awake.AI reinvents port logistics operations management by offering a virtual infrastructure and connected process governance for maritime logistics industry participants. It showcases its strength by developing a port-and-ship ecosystem with partners across the port logistics value chain, such as institutional research alliance, data management, security, regulatory bodies, finance and insurance, and multi-modal transportation services. Every six months, the ecosystem grows by about 80%. Awake.AI ensures that its digital platform is scalable and constantly evolving and targets to facilitate and support the future autonomous shipping ecosystem with effective stakeholder integration. Furthermore, Frost & Sullivan notes that other competitors' products and services portfolios focus largely on offering discrete solutions, each predominantly positioned as a complete functional operating system and a tactical tool for day-to-day operations. In contrast, Awake.AI, with a robust ecosystem partner network, places its platform as a strategic, operational tool offering situational awareness for port and terminal operators.

Awake.AI's scalable digital solutions, strong port ecosystem partner network, and passionate persistence in amplifying digitized port operations are expected to support its journey to becoming a trusted, smart port ecosystem orchestrator.

Centralized Platform for Next-Generation Port Operations

Awake.AI, with impressive industry expertise, uses a know-how approach to tackle operational challenges in the maritime logistics industry. Its open and collaborative data platform enables participating customers to attain optimized and autonomous operations. Maritime ports are crucial to the International Maritime Organization's (IMO) target to halve greenhouse gas emissions from 2008 levels by 2050. With its offerings, Awake.AI aims to lead the industry's transition to sustainable and intelligent maritime logistics operations with ecosystem partners' help and build its brand by cooperating with industry alliances and participating in prestigious European maritime projects. In early 2020, Awake.AI partnered with Nordic-based Silo.AI to develop smart ports and vessels. Awake.AI's machine learning-based situational awareness solution for ports accelerates logistics planning and offers accurate and reliable estimations of vessel arrival and departure times.

Furthermore, Awake.AI joins One Sea, an autonomous shipping industry alliance, and global brands, such as ABB, Cargotec Oyj, Inmarsat Global Ltd, Wartsila Corp, and Kongsberg Group. Today, Awake.AI's port operations digital platform has been tested and earned the trust of vital European ports, such as the Port of Rotterdam, Port of Hanko, and Ports of Valencia and Livorno. In November 2020, the Port of Rotterdam partnered with Awake.AI to determine possible information gaps and build future-ready port operations with an autonomous port call management system. Oy M. Rauanheimo Ab, a leading port operator in Finland, partnered with Awake.AI in 2019 and has started to reap benefits through enhanced productivity and cost savings. With Awake.AI's digital platform, the port operator is expected to increase its productivity by 25% for 60% of vessels handled - resulting in around USD270,000 as annual savings.

Conclusion

The need for sustainable operations has surfaced as a priority in the medium term, as port communities embrace digital transformation for resource optimization to tackle the cost pressure. Awake.AI's smart port digital platform enables maritime logistics industry participants to future-proof their operations with sustainable and intelligent operations.

Its scalable solutions powered by artificial intelligence and machine learning models, with real-time, trusted information channels and a robust partner ecosystem, support its role as an integrated port ecosystem orchestrator. Moreover, Awake.AI's open and collaborative platform enables each of its participants to attain digital assets through other participating members.

With its strong overall performance, Awake.AI has earned the 2021 Frost & Sullivan Entrepreneurial Company of the Year Award.

What You Need to Know about the Entrepreneurial Company of the Year Recognition

Frost & Sullivan's Entrepreneurial Company of the Year Award recognizes the best up-and-coming, potentially disruptive market participant.

Best Practices Award Analysis

For the Entrepreneurial Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Entrepreneurial Innovation

Market Disruption: Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

Competitive Differentiation: Strong competitive market differentiators created through a deep understanding of current and emerging competition

Market Gaps: Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Passionate Persistence: Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

