



From Sea to Sustainability: The Marsoft–Elando Partnership for a Greener Maritime Industry

Case Study

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Introduction

Marsoft Inc is a privately-held US company established in 1984, with offices in Boston, London and Oslo. The Company is solely focused on the maritime industry – providing expert support and analysis for making investment, chartering and financing decisions. Marsoft's quality services have earned the trust of leading shipping companies and banks. The Company is also committed to working towards a more sustainable world and has embraced a mission to accelerate the decarbonization of the North America's waterborne trade.



Challenges and Objectives

Marsoft's quantitative models have accurately predicted the volatile shipping cycles for almost four decades. Yet, the Company's core services needed to keep up with the fast pace of world's digitalisation and the ever-increasing clients' demands. Marsoft used to offer their decision-making support and analyses through a system with limited capabilities and poor user experience. Following this outdated approach could have driven clients to seek alternative services.

The need for a new, up-to-date and interactive web application for shipping markets became imperative. Additionally, the Company initiated a successful collaboration with ClimeCo LLC, a leader in the carbon credits market, with the aim of providing the shipping industry with a solution for reducing its carbon footprint. Marsoft and ClimeCo intended to offer a path through which ship owners can seek to reduce their fleets' CO2 emissions at minimum cost, while boosting their revenue potential. To achieve this, a reliable web application was required to manage the decarbonization process.

Solution Overview

To cope with the overarching digital challenges, Marsoft needed real experts in the land of IT. In their search for the best fitted partners, they found Elando Solution UK.

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The successful partnership started with onboarding two of Elando's top-performing developers. Shortly after, an intuitive web application was developed, offering in-depth analysis and practical support for investment and chartering decisions. Marsoft's clients gained access to tailored market analysis, historical data visualization, interactive and comprehensive comparison charts, which navigate them in the competitive shipping environment.

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The collaboration continued with building, from scratch, Marsoft's GreenScreen platform for managing clients' decarbonization programs. Elando helped turning the Company's rough ideas into technical solutions implemented in a new, reliable and user-friendly web application. Full data management, detailed reporting and access rights with complex hierarchy were attached to ensure the process of issuing carbon credits with a retrofit program for every enrolled vessel. The technology stack for the above digital solutions included ASP.NET Core, JavaScript, SQL Server and various libraries for bringing large volumes of data to life. The trustful partnership continues with implementing new functionalities, quality assurance, incorporating Microservices architecture and rich, interactive UIs with the Blazor framework



Results

This collaboration resulted in a marked enhancement of the digital onboarding process, allowing Allianz Bank to sustain exceptional service quality and customer satisfaction in a rapidly changing banking landscape. Elando's ability to deliver under stringent timelines exemplifies their role as a critical partner in banking innovation.



Conclusion

The successful deployment of the FlexCube system at Allianz Bank by Elando is a testament to the power of strategic partnerships and deep technical expertise in navigating operational challenges. This project not only met the immediate needs arising from the COVID-19 pandemic but also aligned with the expectations of a new generation, setting a new benchmark for digital banking operations and customer engagement.



Reference

"We are delighted with our experience with Elando. They enhanced our software development capabilities impressively, delivering a complex, customizable project on time and within budget, with highly positive user feedback. Elando's team stands out for their productivity, quality of work, and excellent communication. They have been a trusted partner, bringing significant value at every level of engagement, meeting specific needs with their well-structured technology organization. Their straightforward billing and productive interactions with upper management further add to their appeal. Marsoft Inc. is very satisfied with Elando's services and considers them a reliable tech partner for any company in need of quality, timely, and cost-effective solutions."

Nikolay Koumpikov
Head of Software Development
Marsoft Inc

The Marsoft logo graphic consists of a horizontal line on the left, followed by a series of overlapping, wavy shapes in shades of blue and green that flow to the right.

Marsoft

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