



RIPPLE
OPERATIONS

Future-Ready Crews: Building Human- Centered Operations for Next-Gen Ferries

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An aerial photograph of a cruise ship's deck, showing a large swimming pool with a blue and white tiled interior, surrounded by orange lounge chairs and many people. The ship is moving through dark blue water, leaving a white wake.

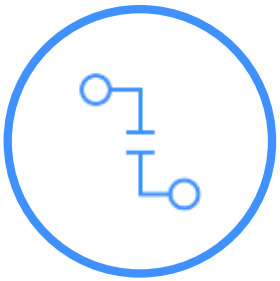
Ripple Operations

MAXIMIZING CREW SUCCESS IN THE MARITIME INDUSTRY

We're transforming the global maritime workforce by connecting, training, and engaging maritime crews from recruitment to retirement, while ensuring safety, efficiency, and operational excellence for 115+ customers and 380,000+ maritime operators at every stage.

- 2,000 vessels across nearly 100 countries
- 125+ Employees & Contractors
- Offices in U.S, Canada, Norway, Philippines, UK

The Current Reality



THE TRADITIONAL APPROACH

- Crew management = back-office task
- Secondary to vessel performance
- Separated from core operations



THE NEW REALITY

- Tightening labor pool
- Increasingly complex vessels
- Direct impact on business outcomes

System Fragmentation Costs Us

- **Scheduling** → One system
- **Payroll** → Another system
- **Training** → Tracked separately
- **Communication** → Whatever works

The Result:

- ✗ Time drainage
- ✗ Increased errors
- ✗ Crew frustration
- ✗ Operational inefficiency

Every Departure Costs More Than You Think

Visible Costs:

- Recruitment expenses
- Basic training costs

Hidden Costs:

- Lost expertise
- Disrupted continuity
- Eroded trust
- Weakened safety culture
- Increased retraining costs



Turnover doesn't just mean replacing a person—it means losing institutional knowledge.



The Integration Solution

Connected Systems Enable:

- ✓ Less administrative time
- ✓ More operational focus
- ✓ Faster response times
- ✓ Clearer communication
- ✓ Proactive problem-solving

Key Components:

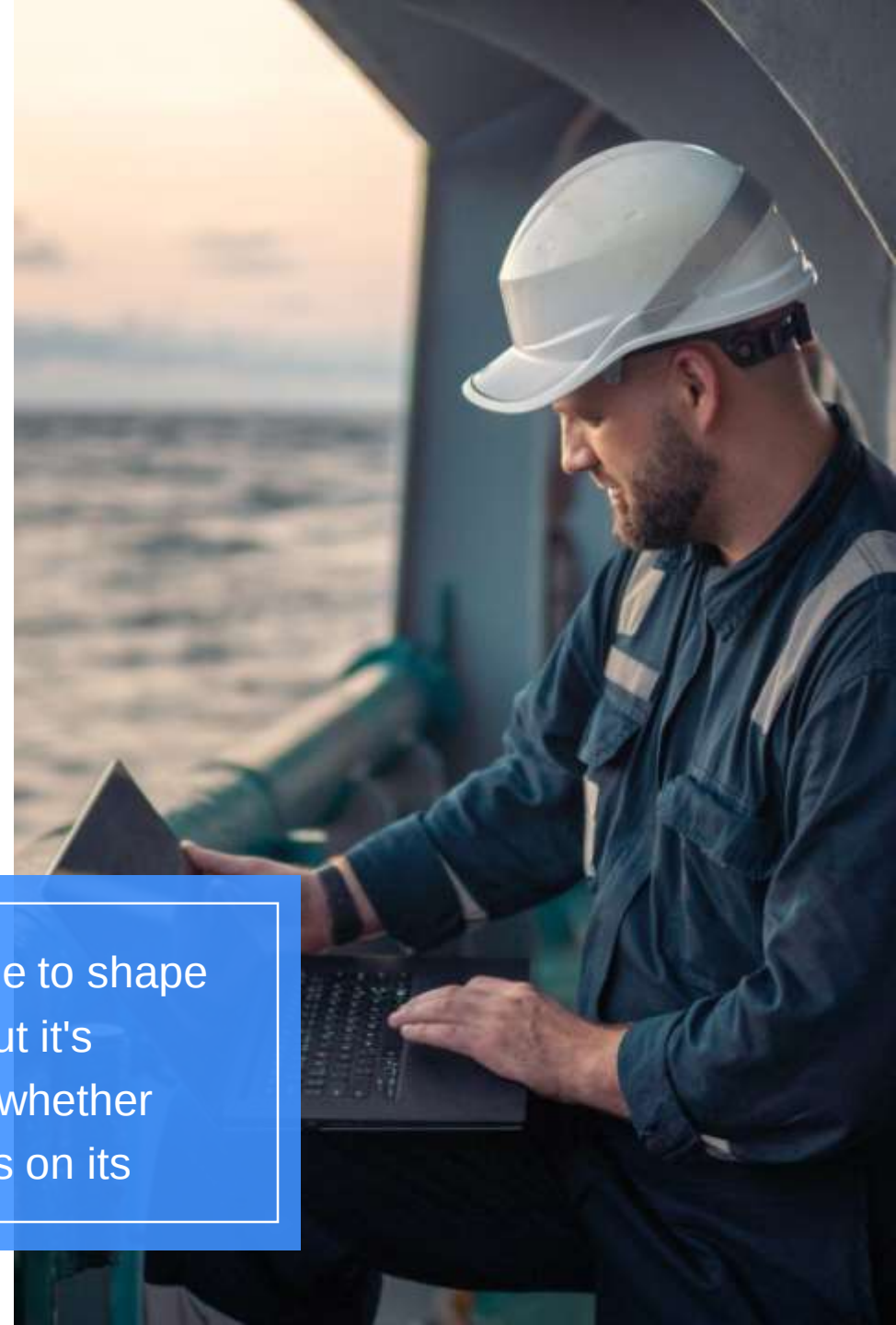
- Integrated HR & payroll
- Unified scheduling systems
- Connected training records
- Seamless ship-to-shore communication

The Right Relationship: Technology + People

Success Factors:

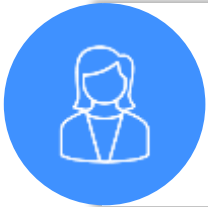
- User-centered design
- Simplified workflows
- Reduced duplication
- Clear, consistent experience
- Workforce input in development

Technology will continue to shape maritime operations. But it's people who determine whether that technology delivers on its promise.



The Future Belongs to Crew-Centered Operators

Competitive Advantages:



Superior talent retention



Enhanced safety culture



Operational resilience



Faster technology adoption



Sustainable performance

Next Steps

1. **Assess** your current crew experience
2. **Identify** integration opportunities
3. **Engage** your workforce in solution design
4. **Invest** in crew-centered technology
5. **Measure** and optimize continuously



Empowering Crew Success. Onboard. Onshore. Online.





Thank you

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