MAERSK

Maersk uses video to spearhead digital transformation in container logistics and gain competitive edge in war for talent

As an oil and digital transformation is well underway for global transportation and logistics companies, Maersk is spearheading the change in the industry. Faced with a tight labor market and a competitive environment, one sector in particular has succeeded in attracting and maintaining their digital vision or an organization-wide transcontinental scale.

INDUSTRY FOCUS
- Optimization
- Operations
- Analytics

VIDEO COMMUNICATION SOLUTIONS
- Microsoft Teams
- Microsoft Stream

Quick facts

Industry	Headquarters	Employees	Headquarter in Copenhagen, Denmark	Transport & Logistics/Integrated Container Logistics	Maersk	95,000+
A.P. Moller – Maersk	Copenhagen, Denmark					

60+ Video events in the company last year

135 Business units

119k Hours of video watched last year

+68% Increase in video watch time from Hive Stream

90% Share of content created in Microsoft Stream

≈160k Hours of video watched last year

At the forefront of the industry's digital transition

A.P. Moller – Maersk has been driving the fleet in their field to define and picture their digital vision, leveraging over a century of industry expertise, and inspiring employees worldwide to implement this vision and achieve measurable business outcomes.

Maersk is transforming from a transportation to an integrated company, with the ultimate goal of supporting evolving customer needs and future growth by providing customer-centric, end-to-end solutions. Maersk's ability to offer a standardized suite of end-to-end logistics solutions are a global scale.

To achieve this, Maersk is turning complex, paper-based processes into seamless digital services that deliver end-to-end value transparency, find an their digital focus grows, customers benefit from more agility, predictability, and reliability in their supply chains.

> The basic principle is that people can trust us.
>
> HANNE NIC VERNER SABLLIN

People at the heart of A.P. Moller – Maersk

But what truly sets Maersk apart is an unrelenting commitment not just to customers, but to its people. Employees are one of the company's five core values, and Maersk's people strategy is underpinned by a commitment to "care for our people, which serves as guiding principle for all business decisions made on a daily basis.

The organization is currently reshaping its technological landscape to improve efficiency and help drive the industry-leading digital transformation that will not only strengthen Maersk's position but strengthen Maersk's position as a sought-after employer for talent. Video has been already working for Maersk and these actions to join the company in the future.

To ensure that Maersk strengthens its position as an attractive employer, the organization has invested in essential digital infrastructure, with a particular emphasis on facilitating clear and transparent internal video communications, ensuring that each and every employee can benefit from the Sean Duality of Experience possible when engaging with internal messaging and company vision.

The war for talent & the new role of corporate IT

Recent years have seen an exceeding number of reports on the dramatic shortage of trained IT staff across many industries, but the stakes are especially high in shipping and container logistics.

In a publication titled "The Digital Imperative in Container Shipping," KCG experts argue the following:

> In order to fully adopt digital across the organization, carriers need to acquire new skills. Some digital skills can be developed in the existing organization by building current capabilities within commercial, operations, and support functions. However, to fill the gap in digital skills, IT as data scientist, data modeler, and Web and user interface designer—carriers will need to recruit talent from the very competitive digital market. In many cases, this means going head to head with startups whose entrepreneurial cultures and salaries are hard to match. Traditional recruitment approaches can be a tough first pragmatic step to overcome the challenge.
>
> KCG REPORT

The "Digital Transformation of the Shipping Industry" report by PWC echoes this sentiment, pointing it is a shortage of trained IT employees as a serious underlying problem. According to recent data,

> Around one in three decisions makers in the Norwegian shipping industry assumes that it will become more difficult to find well-trained nautical and technical staff.
>
> PWC REPORT

These stage it is not so much a question of whether the digital transformation is believed to trigger fundamental change. Rather, more than ever the focus is on finding the best way of responding flexibly to the changes coming in the wake of technological advances. This is because more and more IT specialists must be recruited and tasked to ensure the necessary processes can be developed and implemented.

So how does Maersk overcome this challenge? By staying true to their core values and investing in their people.

Diversity and inclusion key to innovative ideas.

At Maersk, open exchange of ideas and freedom of speech come before all else. Employees are therefore explicitly encouraged to interact on internal channels and external social media, and the company as a whole has to distinction between "internal" and "external" communication. Hence, it is all "one communication."

This fundamental principle of transparency is laid out in the Code of Conduct, which governs how each brand, business unit and employee within Maersk engages with customers, authorities, colleagues, suppliers, the community and other stakeholders.

Video communication maintaining internal transparency throughout the pandemic.

By connecting the world seamlessly, transparently, and dependably, Maersk is helping to keep the world's goods moving during the pandemic. In order to keep with the company's own employees, the people who through their hard work, enable this connectivity, every day.

The Covid-19 pandemic has been a huge disruptor to nearly all organizations. Companies had to adapt and change the way they work seemingly overnight – and communication was paramount to success. Maersk's Hive Stream solution helped with employees joining virtual front-large meeting spaces, and leadership knew just how critical those events were for internal alignment, especially when delivering large-scale business transformation. Having the right communication tools that could easily scale was crucial to transmitting leadership messaging to hundreds of employees across the globe.

A large-scale transformation project involving nearly 30,000 Maersk employees in 130 business units was underway at the beginning of the global Covid-19 pandemic. Company leadership needed a reliable platform that would allow them to communicate the ongoing change to all employees, including those now suddenly working from home, and ensure social distancing is adhered to among those working on site.

The solution, for Maersk, was Hive Streaming.

Using Microsoft Teams live events in conjunction with the Hive Video Experience Platform, Maersk has been able to introduce large audiences to their video communication strategy, and see a growing internal demand for live video broadcasts to connect global teams spread across continents.

They were also able to ensure social distancing among employees working on site by creating multiple broadcast streams that people could access while remaining at their desks, rather than having to gather in a single location.

> We initially engaged with Hive in 2020, when we were scattering fared with the challenge of delivering company-wide communications at scale. Our executive board needed a solution that was simple and reliable, and could support the pandemic-driven organizational change that coincided with the pandemic.
>
> MARIA SCOTT-HANSEN, PRODUCTIVITY AND COLLABORATION AT MAERSK, MAERSK

- Some Teams live event is held **multiple times to accommodate different time** zones, giving each employee a chance to attend the event live at a time that suits them best
- **Executive Dashboard** used to provide instant live event reports to senior leadership
- **60+ live events** held in a single week in September 2020
- Consistently **high video adoption levels** since up to June 2022
- **30 live video events with 1000+** attendees July, 2021 – June 2022
- Truly global reach for video communications, with an **average of over 90% of viewers worldwide** benefitting from good or excellent Quality of Experience

> Demand for video grew tremendously, and we recognized the immediate need to ensure high-quality, video delivery within our corporate network – a goal which Hive Video Optimization helped us achieve. We supported a solution which allowed us to hold over 60 Teams live events within a single week in September 2020. Hive Video Optimization also let us deliver solutions back to the customers, by increasing the effectiveness of their meetings with the help of Hive Video Analytics.
>
> MARIA SCOTT-HANSEN, PRODUCTIVITY AND COLLABORATION AT MAERSK, MAERSK

Looking to a sustainable future

As Maersk continues to make strides on the sustainability arena – helping decarbonize the supply chain and leading the way with biofuels – the company's main priority remains clear: Maersk is committed to continue offering customers sustainable and cost-effective solutions. This priority extends to their work with suppliers and partners, too.

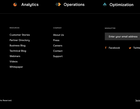
> Video is key from a sustainability perspective. Our colleagues do not need to travel as much anymore, and we're here to ensure that this is not only maintained, but quality and clarity of our internal company communications. We will continue supporting video regardless of what hybrid working will look like for the company moving forward.
>
> MARIA SCOTT-HANSEN, PRODUCTIVITY AND COLLABORATION AT MAERSK, MAERSK

What Maersk has successfully managed to achieve:

- Create a video first approach to communications, meeting the requirements of the next generation of sought-after talent
- Facilitate large-scale company transformation
- Achieve company-wide broadcasting capability, allowing to address all employees at once
- Leverage video communication to drive change
- Demonstrate commitment to people as core company value

> We knew we needed a solution that would really help us ensure an excellent quality of experience in video communication. With people being one of Maersk's core values, this was seen as incredibly important.
>
> MARIA SCOTT-HANSEN, PRODUCTIVITY AND COLLABORATION AT MAERSK, MAERSK

- Build stronger employee brand and gain competitive advantage in war for talent
- Foster transparency and internal trust
- Reduce travel volumes for executives, contribute to cutting emissions
- Engage with audiences remotely with clear messaging delivered in highest possible quality



> It's been a privilege to support Maersk through a period of rapid organizational change, a time when swift and smooth communication was critical. Video has proven even more crucial than ever. Maersk's success with live video events is one of the most impressive I've ever seen.
>
> PAULINA BRANDAO, HIVE STREAMING

STORIES
More like this

[Company Name]
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.
Read more

[Company Name]
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.
Read more

The best enterprise video experiences start with Hive

Let's talk about how we can help your organization's IT team get growing with Hive today.

Book a Demo | Contact Sales

© 2020 Hive Streaming. All Rights Reserved.