



Task Team 9:

Best practice for Value Chain Management

Most Recent Update: 25 September 2020

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Team Members:

Summary of Task: To describe a best practice for managing the full value chain from observation, remote sensed or in-situ, through the scientist, the analyst and the forecaster to the user. The description should include proposals for adequate feed back loops through the value chain.

The description should propose a new product for the mariners and use this as a demonstration.

Milestones:

Draft ToR: January 1st 2020

First draft: March July 31st 2020

Final version to be presented to IICWG at the 2020 meeting.

Percent Completion: 100

Status: Complete

With the presentation of the report “Best Practices for Ice Service Value Chain Management” at IICWG-XXI, this task is considered complete. It is now up to individual ice services to adopt the recommendations of the Task Team and develop a product portfolio.

What is working well?

We are arriving at a common understanding of the task.

What needs to be improved to help the task team succeed?



Best practice for Ice Service Value Chain Management

During IICWG XX it became apparent that there are a number of gaps in the value chain of the ice services from the observation through scientists, analysts and forecasters to the user.

Providers of remote sensing data have a different understanding of “users” than the ice analysts and scientists sometimes have one of the understandings or a third one.

It also became apparent that the communication between the actors in the value chain is less than optimal.

This results in distribution of objects, which some actors regard as tools, while other actors regard the same object as a product.

Also this gives rise to products being released from one part of the value chain without being recognized by other actors in the value chain.

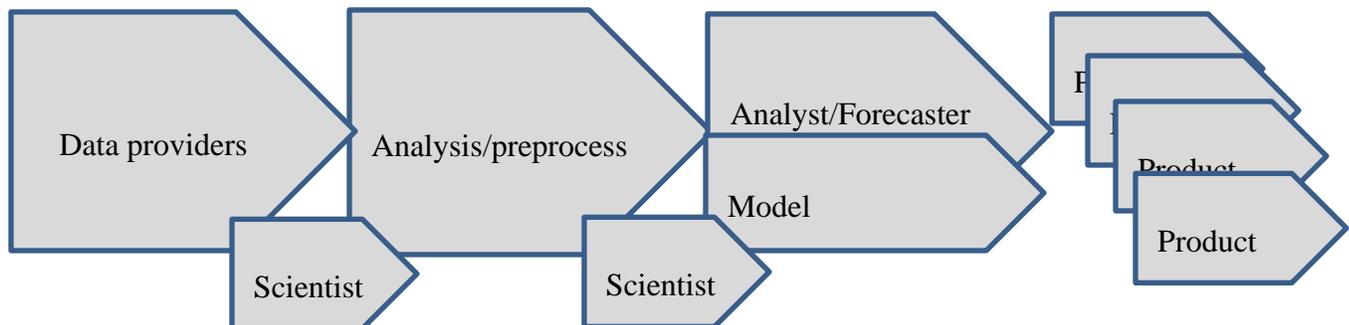
It was recognized that a task team should be setup with the aim of describing a best practice for managing the full value chain of the ice-services and their data providers, scientists and developers including the necessary feedback loops and procedures for this.

To do this, it was found valuable if the team could propose a new product for mariners and use this as demonstration.

The Value Chain

The value chain is often seen as either the firm value chain, including e.g. administration, HR, technology and procurement or the industry value chain including suppliers, firm, distribution and customers.

For this task the team should restrict the work to describe the industry value chain, which may be presented as in the below figure:





Terms of Reference Task team 9

Description

To describe a best practice for managing the full value chain from observation, remote sensed or in-situ data, through the scientist, the analyst and the forecaster to the user.

The description should include proposals for adequate feed back loops through the value chain and steps to be taken to avoid bypassing of actors in the value chain, who add value for the users.

On the other hand these steps should allow for bypassing actors who do not add value for the users.

The description should also propose a new product for the mariner and use this as an example of how a best practice will work.

Deliverables

A paper describing:

- The value chain for a typical ice-service including data providers and sources, scientists, analysts/forecasters and users;
- An analysis of the critical links in the value chain that give rise to difficulties
- A proposal for a best practice for the management of the value chain management including necessary and productive feed back loops
- A new product for the mariners to demonstrate the function of the best practice

The paper should be ready for presentation at IICWG XXI 2020.

Activities

Draft document for the IICWG is circulated within the task team. The document outlines the different problems relating to the value chain of the ice services, and a proposed process to improve the coordination and synergy between operations, research, academia and other actors in the ice services “industry”.

Søren Olufsen

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