Stena Line in numbers

- 5,600 employees
- 20 ferry routes
- 6 owned ports
- 38 vessels
- 29,000 yearly sailings
- 300+ energy saving projects
- 2.1 million freight units
- 1.7 million cars
- 7.6 million guests
- 14 billion SEK in turnover
- 1 with the Stena Sphere
AI in Stena Line
Stena Line aim to become the world’s first cognitive ferry company. Artificial intelligence and machine learning technology are the main strategic tools and will be used in all parts of our business and operation. This will fundamentally change the way we work.

Jari Virtanen, Chief Transformation Officer

“Digitalisation is the core of our strategy and we aim to become the world’s first cognitive ferry company. It will drive change and result improvement.”
AI decision-making is monitored by humans.

AI recommendations support human decision-making.

Connected data, displayed in a simplistic view, to support human decision-making.

No shared data. Humans make all decisions.

AI develops new business ideas, humans decide which ones to use.

AI develops new business ideas and decides which ones to use.

How Stena Line will become the world’s first cognitive ferry company.
Our operating model

By working in cross-functional teams with financial commitments in the following five focus areas covering the customer value chain, we will create result improvements by improved efficiency and increased revenue.

- Capacity optimization
- AI driven price recommendation and dynamic pricing.
- Personalised and automated marketing
- Travel ancillary and mobile upsell
- Fuel and asset optimization
- Ports & Terminals automation
- Increased self service
- Supply chain automation for retail and food service.
- Digital recruitment and selection process
- Increased productivity through common tools and ways of working

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AI Assisted Vessels
AI assisted vessels

• We are developing an AI-model that will predict the most fuel-efficient way to operate a vessel.

• The model will be a support for our captains and officers, and help reduce fuel consumption and minimise environmental impact.

• Senior Master Jan Sjöström with crew on Stena Scandinavica are spearheading the project together with our Head of AI Lars Carlsson and his team.

• Trials have been successful and we are planning on launching the model fleet wide.
Considerations

Wind
http://www.dmi.dk

Squat
http://www.emodnet-bathymetry.eu

Current
http://www.dmi.dk
Route Optimisation
AI decides power, Captain monitors.

AI recommends optimal power, Captain decides.

AI decides power, Captain monitors.
Take care!

Lars Carlsson, Head of AI