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# Semcon develops AI-driven data management for Stena Line

Combining the latest in AI, data mining and information architecture means that Semcon is now assisting the Stena Line shipping company with a new pilot project for development of a unique data management solution. This solution is paving the way for new digital, sustainable and profitable services at Stena Line.

“Stena Line is embarking upon a fantastic data transformation initiative, and we are very pleased to have the opportunity to join them on their journey,” says Carl-Johan Aldén, Global Business Director Digital Solutions at Semcon.

Stena Line is focusing widely on digitisation – throughout all parts of the business. As part of a new pilot project, Semcon has been tasked with developing a smart solution for managing all the data required for new digital offerings and additional AI projects for the shipping company going forward.

“This is an exciting project that is really coming together at just the right time. At Semcon, we have a unique combination of expert skills relating to information management and AI. This means we are able to create smart data management solutions that allow new digital services to be implemented,” says Carl-Johan Aldén.

As part of this project, AI teams and experts on semantics and information structures at Semcon and Stena Line have joined forces to develop a dynamic and scalable semantic layer. This means that all existing data in all the different systems is linked in a smart, effective way with anyone or anything requiring access – whether it is a human or another advanced AI solution.

“Stena Line’s ambition is to be the world’s first cognitive ferry operator using AI throughout the entire organisation. To succeed in this, we need to structure all our data and intelligence and make it available. This may involve financial and operational data, for example. It will be exciting to see what new values we can create together with Semcon,” says Dr Lars Carlsson, Head of AI at Stena Line and Visiting Professor at the Centre for Machine Learning Research, University of London.

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Semcon is an international technology company that develops products based on human needs and behaviours. We strengthen our customers' competitiveness by always starting from the end user, because the person who knows most about the user's needs creates the best products and the clearest benefits to humans. Semcon collaborates mainly with companies in the automotive, industry, energy and life science sectors. With more than 2100 specialised employees, Semcon has the ability to take care of the entire product development cycle, from strategy and technology development to design and product information. Semcon was founded in Sweden in 1980 and has offices in over 30 locations in eight different countries. In 2018, the Group reported annual sales of SEK 1.8 billion. Read more on [semcon.com](https://www.semcon.com)

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