



Case Study: Zodiac Maritime

How Zodiac Maritime scaled
crewing operations with
OpenOcean STUDIO.



The challenge: scaling crew management at global complexity

About Zodiac Maritime

Zodiac Maritime is one of the world's leading ship owners, operating a large, diverse international fleet.

Managing crew across a diverse fleet and global locations is one of the most operationally complex tasks in ship management.

For an organisation of Zodiac Maritime's scale, managing 6,500 seafarers, with over 20 different nationalities and 10 manning agents (both owned and 3rd party), the ambition was always to find platforms that could match the pace and precision the business required.

Crewing teams were working across multiple systems, supplementing digital tools with manual processes.

The result was increasing levels of administration and information silos.

Coordinating between vessel and shore demanded a more connected approach, while compliance tracking requirements continued to intensify.

As the fleet expanded, the need for a single, integrated platform became impossible to ignore.

Key Challenges

Operational	Compliance and Communication
Working across multiple systems	Manual document, medical and training record monitoring
Manual crew change tracking	Communication silos
Limited real time visibility for planning decisions	Increasing regulatory pressure
High levels of administration for crewing teams	



The solution: OpenOcean STUDIO Crew in practice

Implementing a multi user, connected system across ship and shore.

OpenOcean STUDIO's Crew module was implemented across Zodiac Maritime's crewing operations and Manning agents, bringing the full crew management lifecycle into a single, integrated platform - designed to build on and enhance Zodiac's existing processes and the expertise of their teams.

Six functional areas were brought into scope:

Crew lifecycle management	<p>From recruitment and onboarding through to retirement, crew records are managed in one place. Hire-to-retire visibility gives crewing managers a complete picture of each seafarer's journey with the company.</p>
Compliance	<p>Automated expiry alerts and document tracking reduce the risk of a crew member sailing with an expired qualification. The system surfaces compliance gaps before they become operational or inspection issues. With the replacement of legacy systems, vessel, shoreside teams and crew now have shared, real-time visibility of the same data including via the Seafarer App.</p>
Crew planning & deployment	<p>Planning and deployment decisions are made with full visibility of crew availability, qualifications, and upcoming rotations. Reactive, last-minute crew changes are replaced by structured, forward-looking planning up to 2 years in advance.</p>
Payroll	<p>Payroll processing is integrated within the platform, reducing the risk of error from manual data transfer between systems and giving crewing finance teams a single source of truth. For Zodiac Maritime, the efficiency gain has been significant: payroll processing is reduced from several days to a few hour, freeing teams to focus on operational management.</p>
Seafarer-vessel-shore communications - onBOARD Seafarer app	<p>The onBOARD capability connects vessel, shore teams, and seafarers in real time. Captains now have full visibility of crew changes, document status and joiners and leavers. Crew changes can be completed and updated by the captain directly, in real time, rather than waiting for shore-side processing.</p> <p>The dedicated mobile application gives seafarers direct access to their records, upcoming assignments, statements of earnings, and downloadable e-tickets for travel. For Zodiac, this connectivity was among the most significant outcomes of the implementation.</p>

Capt. Stetsenko;

“It really simplifies salary management on board and provides, you know, good coordination and communication across all stages.”

Capt. Mehta;

“It’s absolutely a fantastic product. I’ll say it’s smoothly delivered, and it works seamlessly. We haven’t had any problems at all. I mean, let’s say people say change doesn’t come easy, but surprisingly this one has.

So I’m absolutely amazed how the system works, how efficient it is and it’s definitely a big indicator for me how good it is. I mean, I would keep at least a day and a half only for this because of course, it’s (seafarer) accounts, so you don’t want to get it wrong...but here it’s quite seamless. It’s just an hour or so and then you’re done with this.”

Testimonial - Zodiac Maritime



The Results

The impact of OpenOcean STUDIO Crew is measured across three areas: administrative efficiency, compliance confidence, and operational planning quality.

Crew planning

Greater visibility of crew availability and qualifications has enabled more proactive planning. Transparency on current documents and future requirements for specific vessels based on qualification and experience, freeing crewing teams to focus on forward planning in a system rather than on paper.

Payroll

Payroll processing is integrated within the platform, eliminating manual data transfer between systems. For Captains, the efficiency gain has been significant: processing time has reduced from days to hours, returning time to operational management rather than administrative calculation.

Communication

In a market where experienced crew have genuine choice, the experience of working with a company matters. Transparency around assignments and direct access to personal records have contributed to a positive experience with our seafarers which will contribute to retention - data Zodiac Maritime tracks closely.

The Impact



1

100% compliance

Visibility and tracking
documentation compliance
across locations and in
seafarer's app

2

From ~2 days to ~2 hours

Reduction in Captain payroll
processing time

3

100% increase

In visibility, transparency for
seafarers personal records

People impact: better systems, better seafaring

For Zodiac Maritime, the integrated system has had a direct impact on both the shore-side teams who manage crew and the seafarers they support.

* The app has been well received by end users and scored it 9.1 out of 10 during a recent survey.

For crewing teams

Greater platform capability means crewing managers spend less time on manual coordination and more time on the decisions that matter. Knowledge and records that once lived across multiple systems are now held in a single platform, accessible through permissions, with full context intact. The result is a crewing operation that is more consistent, more scalable, and better equipped to maintain its high standards as the fleet grows.

For experienced crewing professionals, this shift has changed how their expertise is applied. Time freed from administrative coordination is time that can be directed toward the relationships, planning, and decision-making that genuinely improve outcomes for seafarers and vessels alike.

For seafarers

The onBOARD functionality and seafarer mobile application (OpenOcean Crew) has significantly improved communication for seafarers across Zodiac's fleet.

Seafarers now have direct access to their personal records, upcoming assignments, statements of earnings, and real-time communication with shoreside teams. Flight details and e-tickets are available directly in the app, removing the multi-party chain that previously routed tickets through manning agents.

Recruitment and retention

In a market where experienced maritime crew have genuine choice, the experience of working with a company matters. Transparency around assignments and access to personal records reduces the friction and uncertainty that can drive seafarers to look elsewhere.

Zodiac Maritime tracks seafarer retention closely - and the data points in the right direction.

3/0 Anuj;

“It provides a very intuitive layout for Zodiac seafarers. You can track your documents and certificates on the go. The reminder function for renewal is an embellishment for seafarers, facilitating renewal of the same.”

2/0 Dorel;

“It is possible to find out in advance when and to which ship you will be nominated. And see all the information about work documents and all your contracts.”

“OOS gives us a platform with design options to apply full visibility on all aspects of crewing including planning, compliance and crew changes across crewing, manning agents, vessels and seafarers.

It is intuitive to use and has quickly been adopted also by vessels and seafarers. As we continue to evolve it is important to have a system that will evolve with us – and in some cases push us to evolve.”

**Marie Cooper – Director of Crewing –
Zodiac Maritime**



What changes when crewing works

Managing crew at the scale Zodiac Maritime operates has always required both deep expertise and the right systems to support it.

By consolidating onto a single platform, Zodiac's experienced teams gained the infrastructure to work with greater confidence and consistency - changing what crewing managers can do with their time, what Captains can see in real time, and what seafarers experience from the moment they're assigned to a vessel.

Find out what OpenOcean STUDIO Crew could do for your fleet.

For more information contact
contact@90poe.io
www.90poe.io

