

SEDNA

NORDEN SHIPPING CASE STUDY

FOCUS AND SIMPLICITY


		COMPANY Dampskibsselskabet NORDEN A/S	INDUSTRY Shipping
BUSINESS SIZE 350+	TEAM All teams within the organization		INTEGRATIONS WITH SEDNA Veson IMOS, Microsoft Dynamics
USAGE RESULT HIGHLIGHT 90% reduction in email volume			

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Introduction

Danish shipping giant, Dampskibsselskabet NORDEN A/S, operates more than 300 vessels, consisting of product tankers and dry cargo ships. With 11 offices across 6 continents, NORDEN is an integrated part of the global commodity trade, delivering reliable and safe transport solutions to customers all over the world. NORDEN currently uses SEDNA across their entire organization to streamline workflows, promote cross-team collaboration, and accelerate global trade.



“Switching to SEDNA gives us the chance to re-examine our workflows and potentially save hours every day in team collaboration. ”

Sture Freudenreich

Head of IT, Dampskibsselskabet NORDEN A/S

The Challenge

NORDEN was originally using a traditional business email system, but over time they started to see the inefficiencies. The Operations team alone received at least 5,000 emails per day and it was becoming increasingly difficult to cut through the noise and find the information relevant to each employee.

Jacob Koch Blicher, Operations Lead at NORDEN, described their previous workflow as:

“We spent more time archiving [emails] than reading because you will only look at that email for, let’s say, 10-15 seconds and then you’ll spend time archiving, making sure it’s in the right place, and you’ll never see it again. So there’s a lot of waste and we need to release that time to do something else.”

He pinpointed the following challenges they saw with their previous solution:

- Time wasted on manually tagging and archiving emails.
- Difficulty finding previously archived emails within multiple systems and routing emails to their designated owner.
- Inability to integrate with their other systems.
- Unable to collect metadata for data modelling purposes.

The Solution

In 2018, NORDEN decided to implement SEDNA as part of their “Focus and Simplicity” strategy, with goals of reducing internal email traffic and improving the efficiency of transactions.



“The system is in line with our ‘Focus and Simplicity’ strategy, which will help us unlock valuable resources to develop and grow our business. //

Sture Freudenreich

Head of IT, Dampskibsselskabet NORDEN A/S

One place to bring it all together

Through SEDNA’s open API program, NORDEN is able to seamlessly connect SEDNA with Veson IMOS, the industry-leading vessel management system, to automatically tag and assign all incoming emails and run predictive forecasting. They are now able to pull historical data out of both systems, combine it with internal algorithms, and forecast seasonal changes and other tendencies they see.

“SEDNA’s automatic tagging removes the need to manually tag up to 2,000 emails per day, which was becoming a real time sink. It enables individual users to distill the thousands of messages down to only the critical ones they need to address.”

Sture Freudenreich

Head of IT, Dampskibsselskabet NORDEN A/S

Find archived emails fast

Archiving is part of NORDEN's workflow for managing high email volume, but it was difficult to refer back to past emails with their previous solution. SEDNA's powerful search capability allows NORDEN to find these messages quickly. Using advanced filters and Boolean search, SEDNA enables users to instantly find the records of an individual vessel or voyage across all inboxes and teams without switching to separate systems.



“The minute I saw SEDNA for the very first time, the first thing that popped into my mind was Google. I mean, it's like using Google. Just be a little bit creative, start searching for things, and you will easily be able to find what you need very fast. ”

Jacob Koch Blicher

Operations Lead, Dampskibsselskabet NORDEN A/S

Share it forward

SEDNA promotes transparency and eliminates the need for internal emails with the Activity Panel and the “Share” button. All team members, including managers and team leaders, are able to see all the actions taken upon an email—like who's read or replied to the message—as well as communicate through comments. It's also easy to share messages across different teams and global offices by clicking just one button, as opposed to forwarding to multiple email addresses.

“You can easily share information with the organization without sending emails. That 's a very powerful tool that you can share [emails] with three or four different offices with just one click.”

Jacob Koch Blicher

Operations Lead, Dampskibsselskabet NORDEN A/S

The Results

Although the process to onboard the entire organization to a new way of working was not without its challenges, Jacob Koch Blicher credits the SEDNA team as a valuable partner.

“Whenever we had something we needed from SEDNA, it was very easy for you guys to say, okay, let’s work on a solution, and find something fast. Looking back, we found some really good solutions along the way.”

Since transitioning the entire organization to SEDNA, NORDEN saw a **90% decrease in daily email volume** per user, from 500 per day to below 50. With SEDNA, NORDEN now has a fast, stable, and programmable solution to keep all their emails and documentation in one place. As Jacob Koch Blicher describes it, the system is “bulletproof.”

Key results:

- Using SEDNA’s open API to integrate systems and extract data for predictive modelling purposes, NORDEN saw a 90% reduction in email volume—from 500 messages per day to below 50.
- Search through millions of archived emails and find exactly what the user is looking for.
- Limit internal email volume through the “Share Message” function.

SEDNA is smart team communication software that unifies all messages, data, and documentation to help you focus on the work that matters. By aligning teams through action-based communication, SEDNA drastically reduces email volume and creates more efficient, productive, and collaborative workflows across organizations.
