



# WELCOME TO KATRADIS GROUP



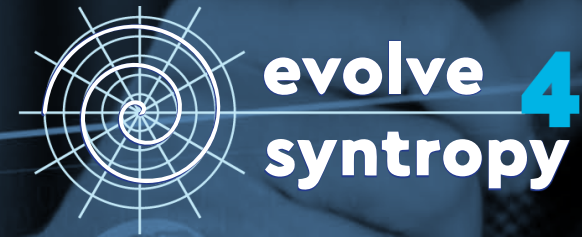
Serving the Marine Industry since 1936

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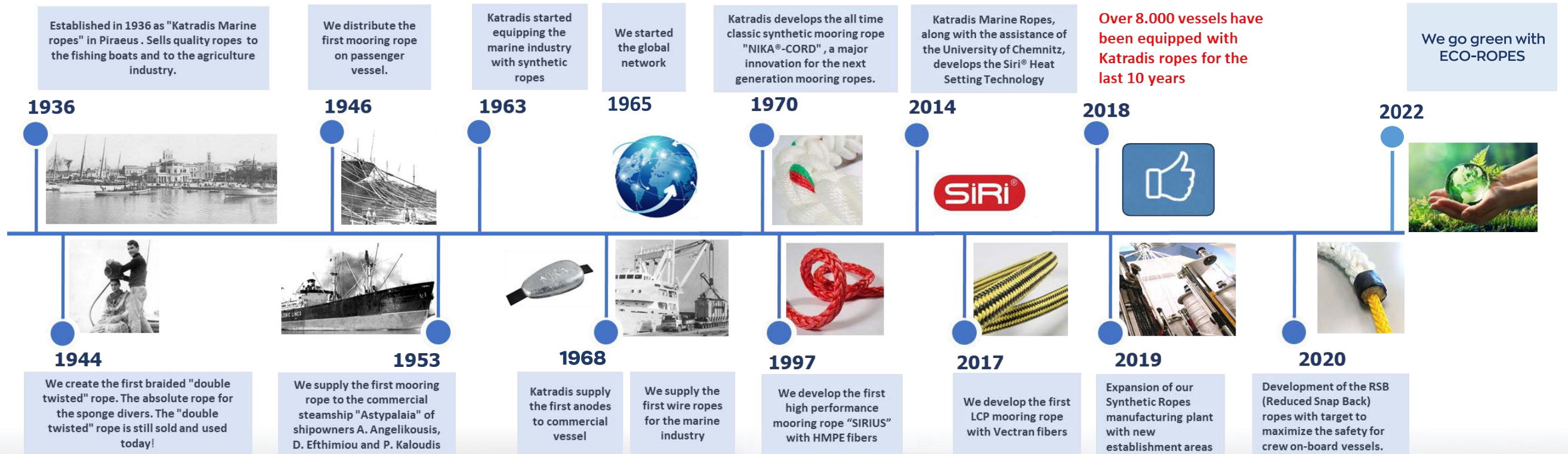
**REVIVAL**  
consulting services



**BI & BA in the service of  
producing superior quality ropes**



# Our History



Vectran™



# Our Products

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- Synthetic Fiber ropes
- Anodes for corrosion protection
- Steel wire ropes
- Anchors and Chains
- Fenders for Ship-to-Ship operations and terminals





# Market segments

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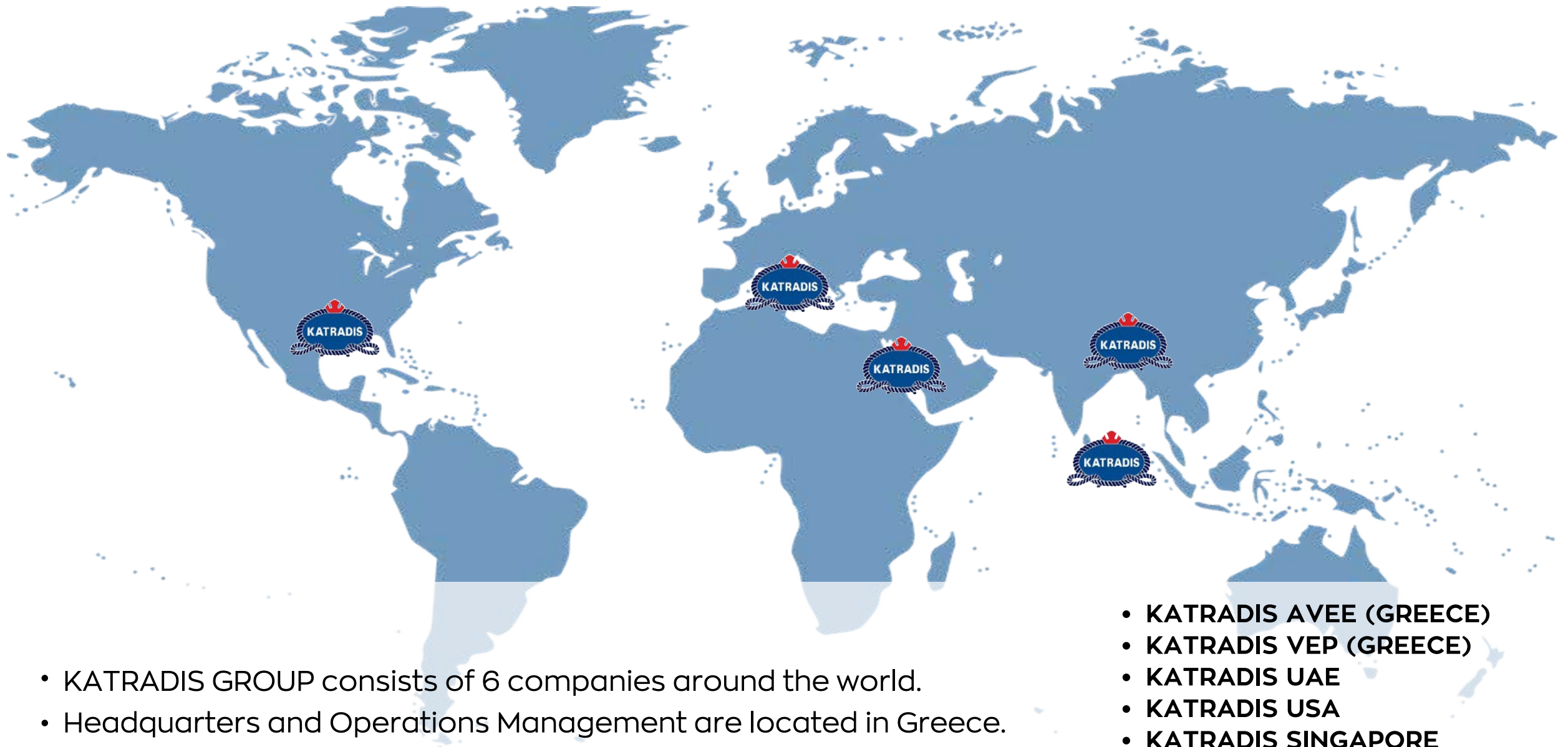
- Mooring - Commercial Marine Industry
- Tug and Towing
- Cathodic Protection
- Offshore
- Yachting and sailing
- Port Development





# KATRADIS GROUP Structure

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- KATRADIS GROUP consists of 6 companies around the world.
- Headquarters and Operations Management are located in Greece.

- KATRADIS AVEE (GREECE)
- KATRADIS VEP (GREECE)
- KATRADIS UAE
- KATRADIS USA
- KATRADIS SINGAPORE
- KATRADIS CHINA



# KATRADIS GROUP Network

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We are wherever you need us  
From Just In Time To Just In Case

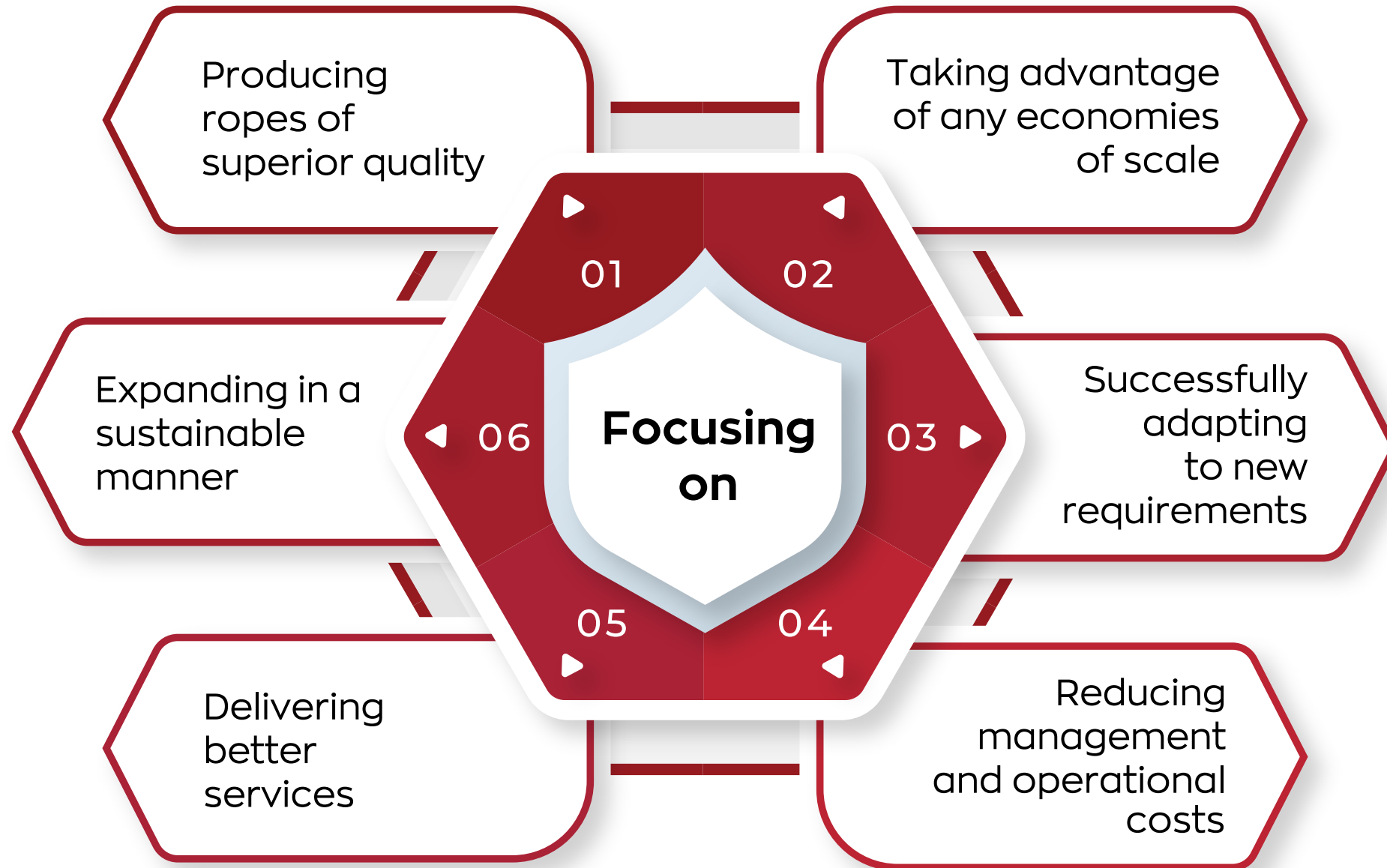


## Major Stock points (also covering nearby areas)


- Piraeus (Greece)
- Algeciras (Spain), Italy, Gibraltar
- Amsterdam, Rotterdam, Adwerp (Netherlands)
- Fujairah (UAE)
- West Africa
- Durban, Cape Town (S. Africa)
- Houston, Panama, New Orleans (USA)
- Singapore
- Shanghai, Ningbo (China)
- Suez, Port Side (Egypt)
- South Korea, Japan



# Katradis target to attain **operational goals**







**Integration of BI**  
into daily business practices,  
from a top **management viewpoint**,  
focusing on **business policy** and **cultural issues**.

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# Governance

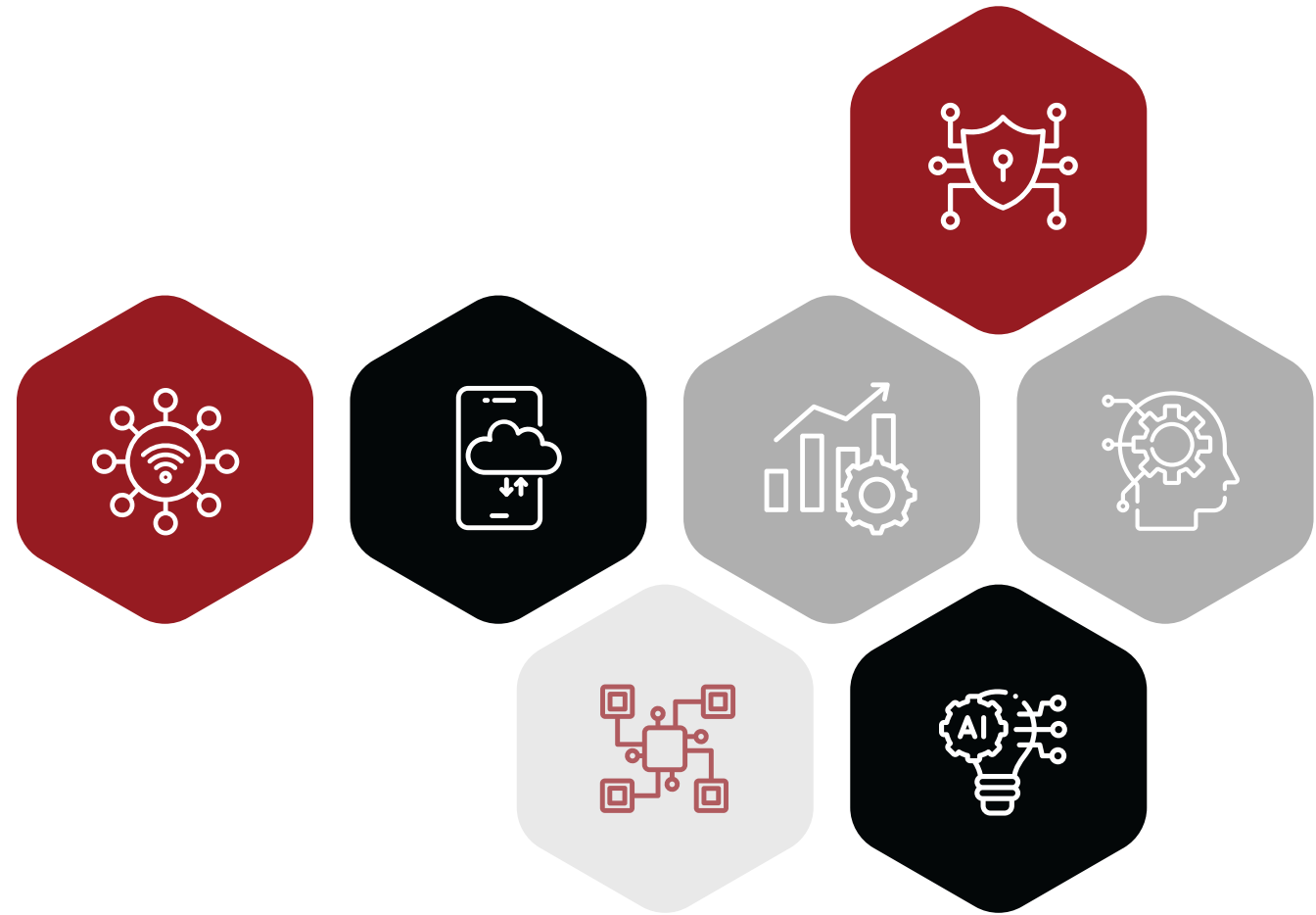
- / Change management & implementation of best practices
- / Motivation
- / Knowledge and skill training
- / Work standards
- / Supervision & communication between company & customers
- / Transparency, delegation, accountability
- / Integration of customer, flag, state, industry and other stakeholders' requirements into the company's business processes
- / Claims / incident / nonconformity investigation



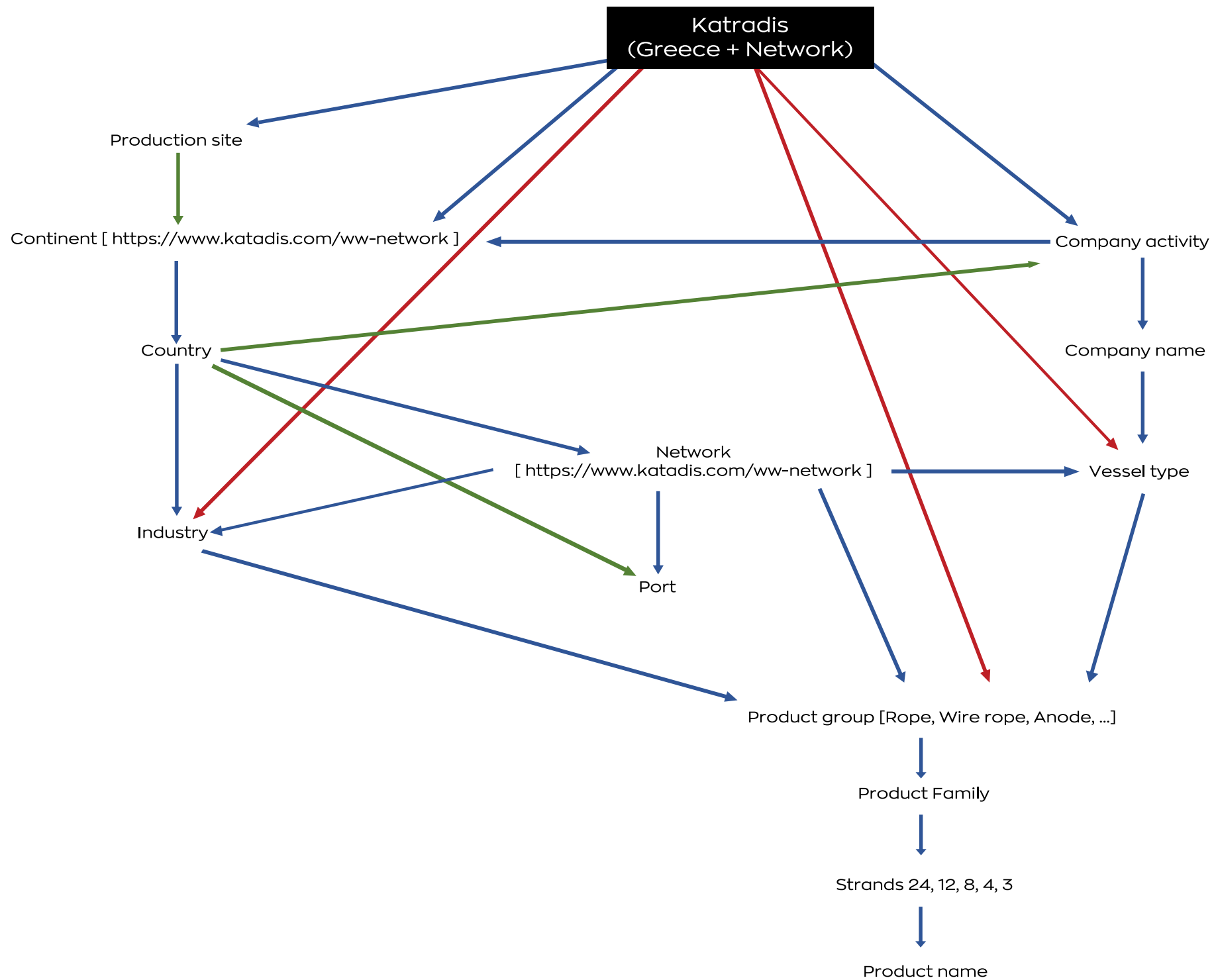


# Current BI related **Technologies** and **Solutions**

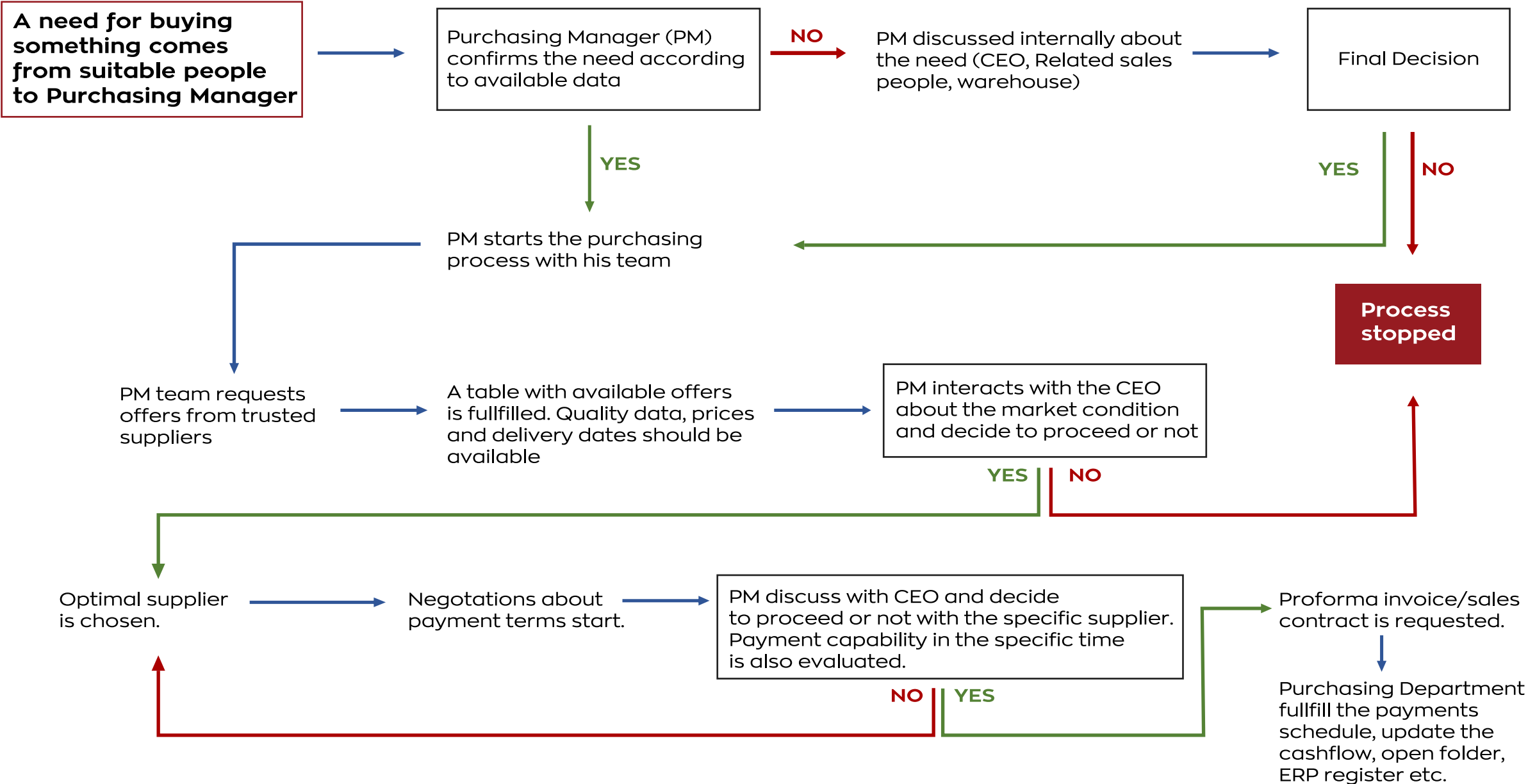
- / IoT
- / Cloud apps
- / Blockchain
- / Machine learning
- / Big data processing
- / Cybersecurity
- / AI







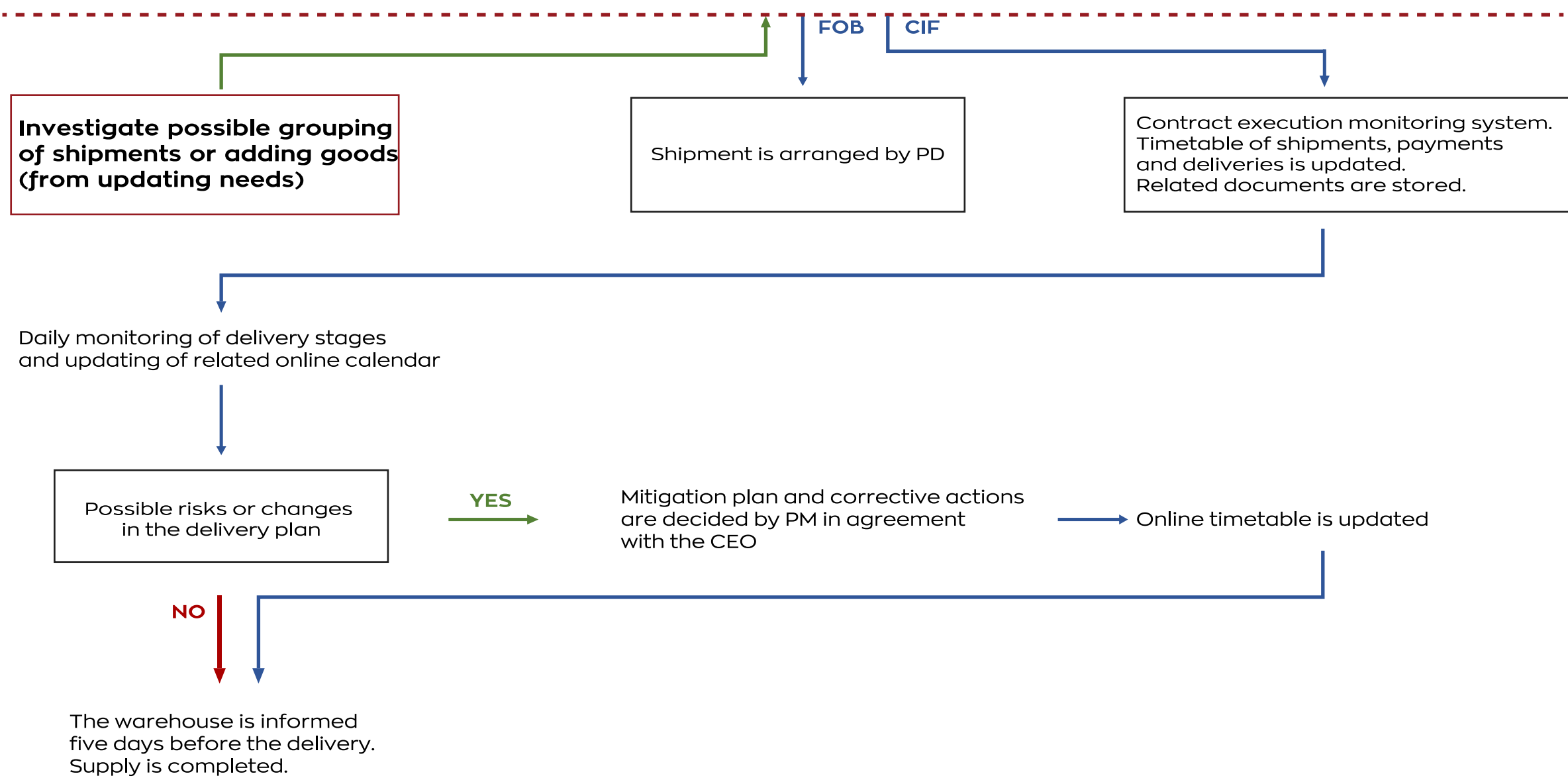
## Purchasing Process



End of purchasing



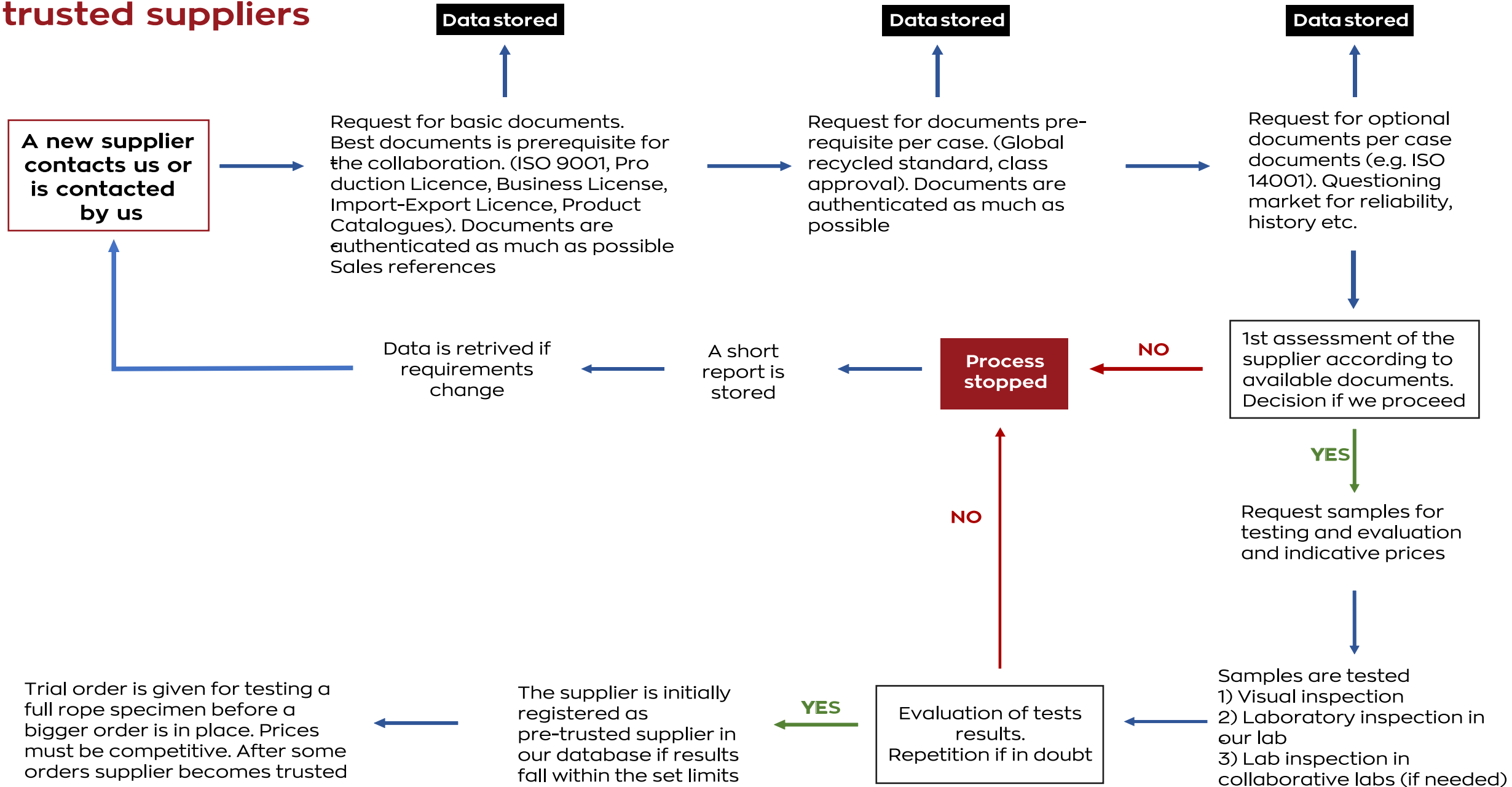
## Initiation of Agreement/Contract Implementation



End of Agreement/ Contract Implementation

Next different process is the receipt and storage

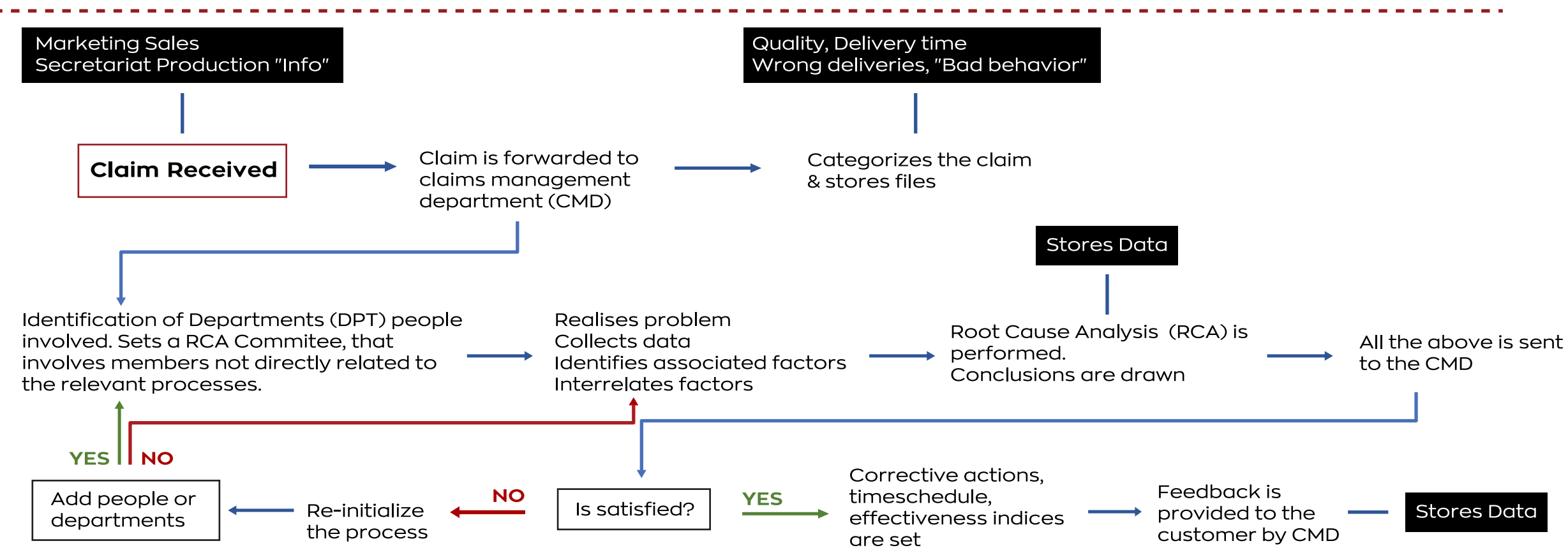
## Process for trusted suppliers



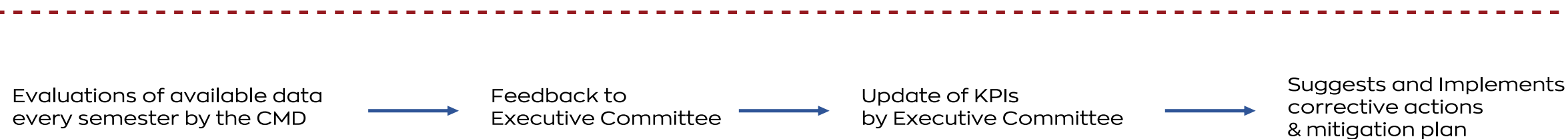


## Claims handling process

### Low level process



### Upper level pro-



# Daily Production Control and Evaluation

## Online Tracking of Products Produced

We are able to verify when an order was placed, for each and every product and when they were actually produced vs the agreed delivery date, received by the Sales Department

An immediate information is always available, regarding any possible delays in relation to the agreed delivery date

Ημ/νια Order	Order	Ημ/νια Picking	Picking	Readiness Date	Κωδ. Πελάτη	Πελάτης	Παρ/κο Παραγωγής	Ημ/νια Παραγωγής	Main Category	Product Category	Commercial Name	Κωδ. Είδους	Είδος	Ποσότητα (KG)	Ποσότητα (UNITS)
Totals														2.272.953,20	35.945,00
27/05/2022	04ORD0000000761	27/05/2022	PICK00000000489	03/06/2022	30.00.02.878	KYKL*****	00ΔΠΑ0000027501	02/06/2022	Tails	NY	NIKA-NYLON 8 Tail	NAOP01100084	ΠΥΜΟΥΛΚΙΑ ΝΑΥΛΟΝ 11μ84MM	2.961,00	42,00
31/05/2022	04ORD00000000807	31/05/2022	PICK00000000518	17/06/2022	30.01.02.005	EXSI*****	00ΔΠΑ0000027642	14/06/2022	Ropes	DB non HPR	NIKA-STEEL COVERED	PSTP00021054	ΣΧΟΙΝΙ PP-PES 32κλ 210μ 54MM	4.991,00	14,00
31/05/2022	04ORD00000000793	31/05/2022	PICK00000000516	24/06/2022	30.01.09.270	K SH*****	00ΔΠΑ0000027550	07/06/2022	Ropes	HPR	NIKA-Siri® S-12 P-COVER	PETP10022029	ΣΧ. NIKA SIRI S12 DB (P) 32κλ 220μ.29MM	994,00	7,00
31/05/2022	04ORD00000000793	31/05/2022	PICK00000000516	24/06/2022	30.01.09.270	K SH*****	00ΔΠΑ0000027572	08/06/2022	Ropes	HPR	NIKA-Siri® S-12 P-COVER	PETP10022029	ΣΧ. NIKA SIRI S12 DB (P) 32κλ 220μ.29MM	1.995,00	14,00
31/05/2022	04ORD00000000793	31/05/2022	PICK00000000516	24/06/2022	30.01.09.270	K SH*****	00ΔΠΑ0000027595	09/06/2022	Ropes	HPR	NIKA-Siri® S-12 P-COVER	PETP10022029	ΣΧ. NIKA SIRI S12 DB (P) 32κλ 220μ.29MM	1.995,00	14,00
31/05/2022	04ORD00000000793	31/05/2022	PICK00000000516	24/06/2022	30.01.09.270	K SH*****	00ΔΠΑ0000027615	10/06/2022	Ropes	HPR	NIKA-Siri® S-12 P-COVER	PETP10022029	ΣΧ. NIKA SIRI S12 DB (P) 32κλ 220μ.29MM	1.995,00	14,00
31/05/2022	04ORD00000000793	31/05/2022	PICK00000000516	24/06/2022	30.01.09.270	K SH*****	00ΔΠΑ0000027639	13/06/2022	Ropes	HPR	NIKA-Siri® S-12 P-COVER	PETP10022029	ΣΧ. NIKA SIRI S12 DB (P) 32κλ 220μ.29MM	1.995,00	14,00
31/05/2022	04ORD00000000793	31/05/2022	PICK00000000516	24/06/2022	30.01.09.270	K SH*****	00ΔΠΑ0000027645	14/06/2022	Ropes	HPR	NIKA-Siri® S-12 P-COVER	PETP10022029	ΣΧ. NIKA SIRI S12 DB (P) 32κλ 220μ.29MM	2.989,00	21,00
31/05/2022	04ORD00000000793	31/05/2022	PICK00000000516	24/06/2022	30.01.09.270	K SH*****	00ΔΠΑ0000027657	15/06/2022	Ropes	HPR	NIKA-Siri® S-12 P-COVER	PETP10022029	ΣΧ. NIKA SIRI S12 DB (P) 32κλ 220μ.29MM	2.996,00	21,00

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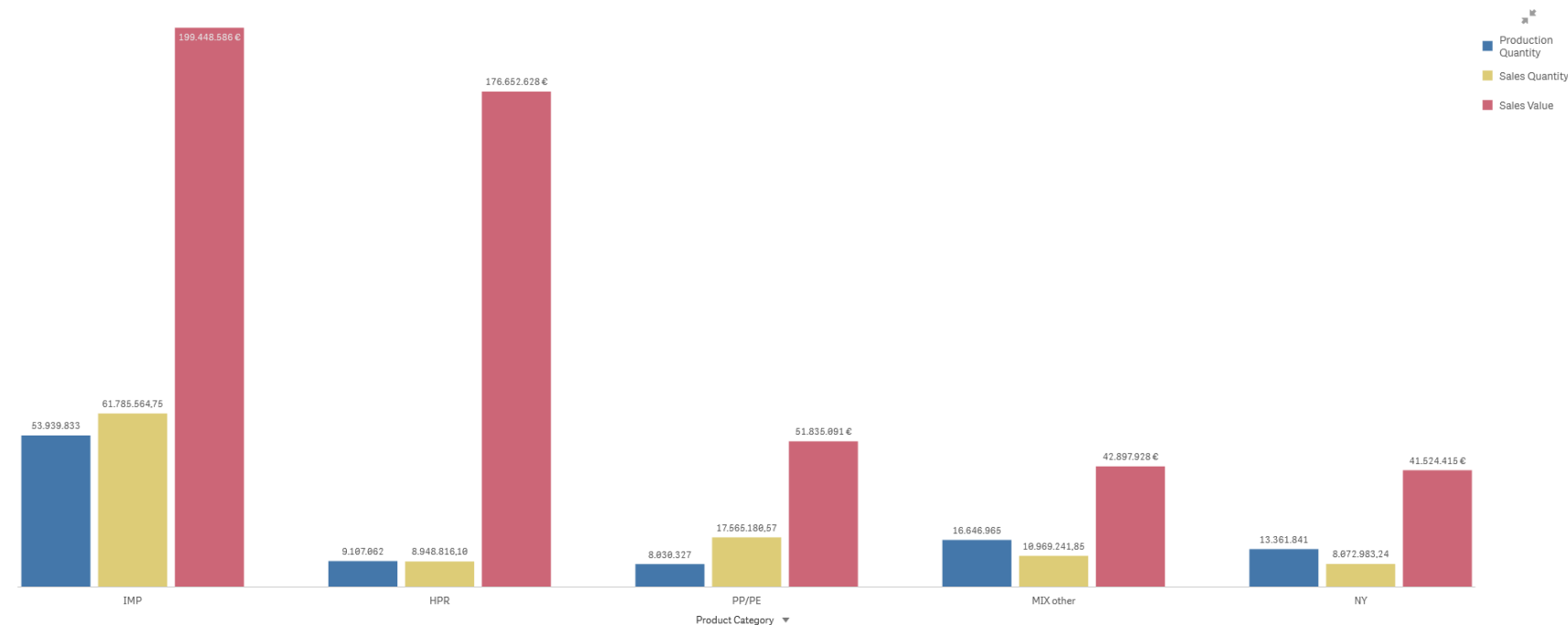


# Sales / Production Analysis

## Analysis of Sales / Production in quantities and Sales Value per Product Category

Which Product Categories had the most sales in quantity, compared to the quantities produced

It provides the ability to evaluate in real time the distribution of production lines' intensity per product category, in relation to the overall management of available resources and the company's strategy

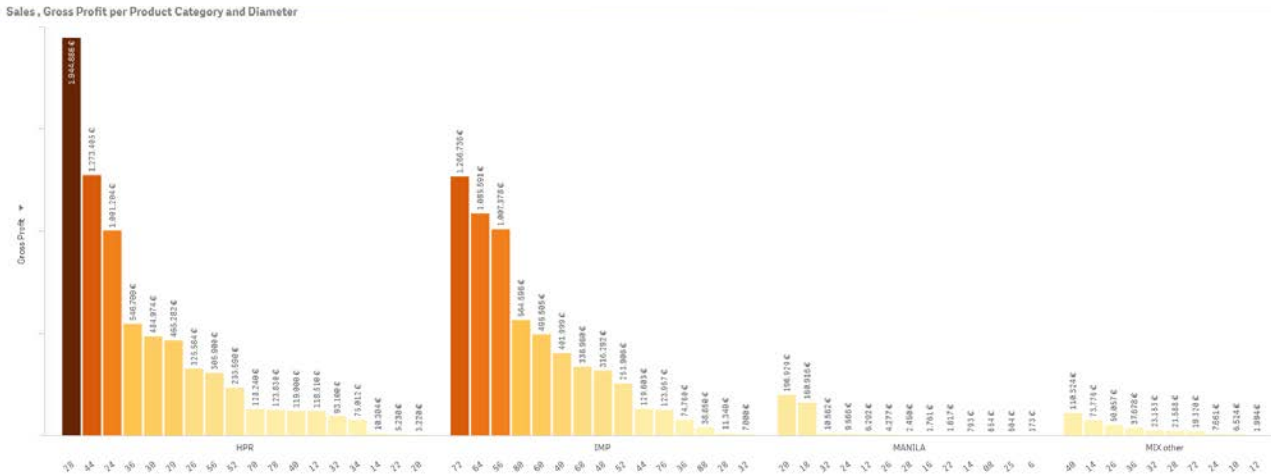


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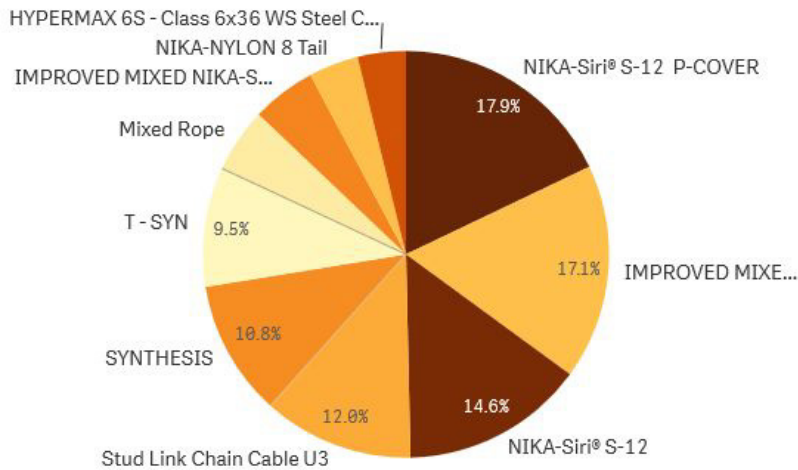
# Information and Evaluation of Top Products in Turnover by Product Category

## Top 10 Products / Categories in Margin

Instant display of the products that have the highest profit margin, in the selected time period.



% Gross Profit per Commercial Name (top 10)



## Sales Analysis by Product Category & Diameter

Sales in values, in the selected time period, by Product Category and specific diameters.

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# Daily Check of Bid Status, for the selection of the best offer

## Online Update on Sales-Representatives Statistics

A single report of offers from each sales-rep, in a specific period of time, their value, how many of them led to actual orders and their value, as well as the offers-to-orders ratio.

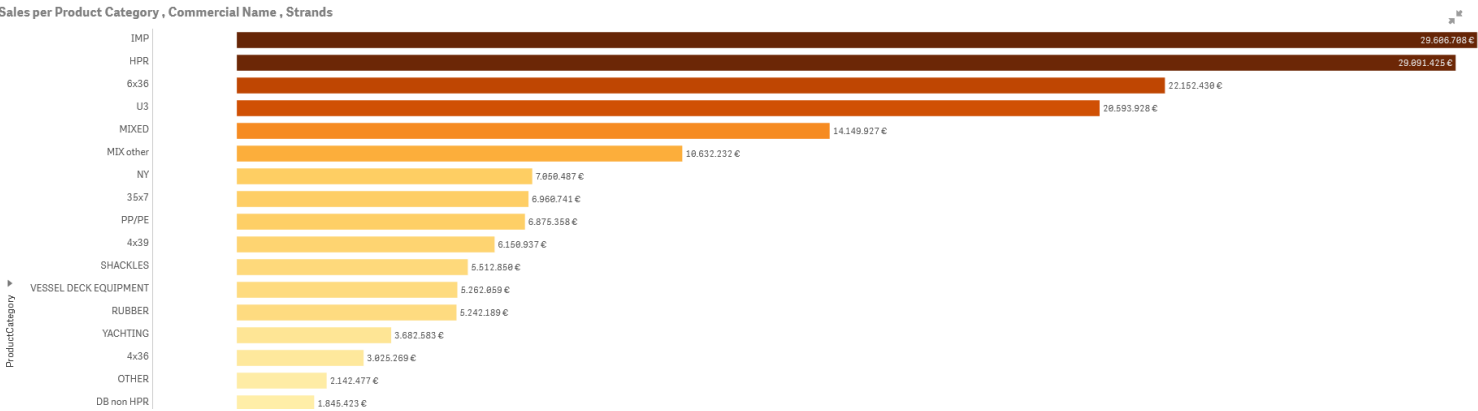
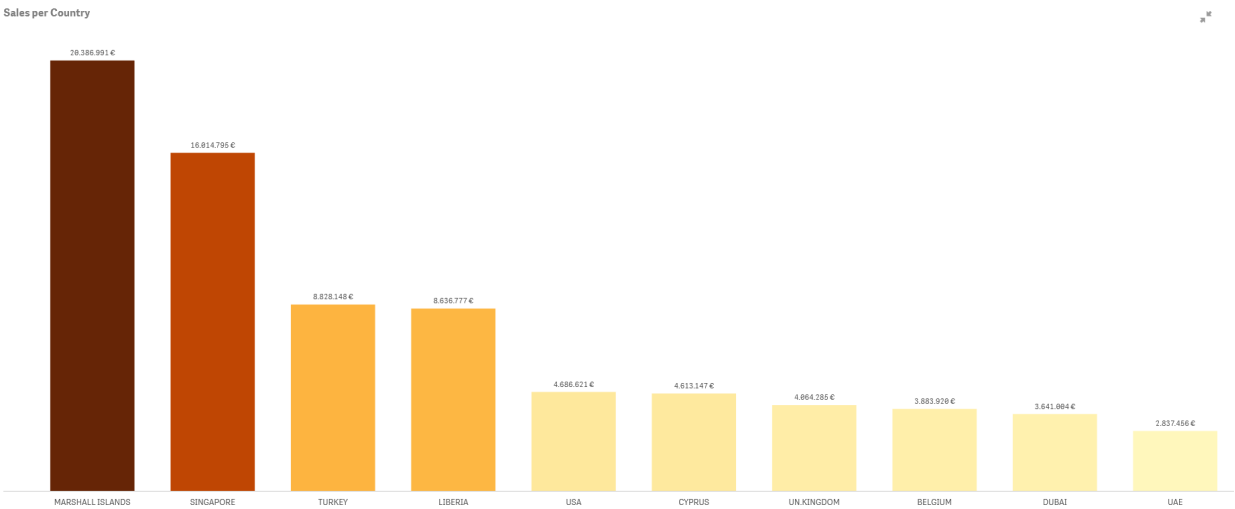
Salesperson	Q	Num of Quotations	Quoted Units	Quotation Total	Num of Orders	Ordered Units	Order Total	Quotes Converted	Price Converted
Totals		94.752	2.698.599	532.661.980,4 €	39.032	1.323.287	84.788.076,7 €	41,2%	15,9%
JOHN TRITSAROLIS		10.836	526.279	52.386.072,0 €	4.578	18.347	6.859.108,0 €	42,2%	13,1%
ANTONIOS KONTOS		9.849	26.726	59.849.305,0 €	2.310	5.012	4.124.702,6 €	23,5%	6,9%
ANDREAS VAROUCHAS		9.086	34.400	59.209.096,2 €	4.382	13.475	13.634.252,9 €	48,2%	23,0%
MICHAEL KERAMIDAS		9.023	68.604	80.629.651,3 €	2.590	11.088	10.415.146,4 €	28,7%	12,9%
JOHN TSAROUCHAS		8.855	37.134	16.239.482,1 €	4.984	28.422	2.973.422,2 €	56,3%	18,3%
GEORGE KOTSONIS		8.806	119.753	88.537.255,8 €	3.451	12.852	12.184.134,8 €	39,2%	13,8%
NEKTARIOS ROUSIANOS		7.938	56.322	50.012.541,2 €	2.765	12.355	2.951.539,5 €	34,8%	5,9%
ANTONIS LIVANIS		5.404	49.910	38.356.439,0 €	1.575	5.306	5.301.505,0 €	29,1%	13,8%
GIANNIS KARAGEORGIS		4.984	427.952	14.675.970,1 €	2.856	358.127	6.144.823,6 €	57,3%	41,9%
LOUKAS PRIFTIS		4.284	203.143	1.769.783,4 €	434	40.320	218.197,6 €	10,1%	12,3%
NATASSA KOUVARI		2.723	14.742	13.163.508,4 €	2.527	9.877	8.702.363,6 €	92,8%	66,1%
ELEFTHERIOS LYMPERIS		2.660	679.188	849.745,9 €	1.624	227.920	469.298,1 €	61,1%	55,2%
VASILIS PETRAKIS		2.352	215.026	12.351.059,8 €	637	151.298	1.011.089,5 €	27,1%	8,2%
PANTELIS BIRBILIS		1.988	75.971	18.896.266,6 €	602	23.122	2.505.794,4 €	30,3%	13,3%
NICHOLAS M. ARAPIS		1.211	15.960	4.853.369,5 €	952	7.399	2.024.599,5 €	78,6%	41,7%
PANAGIOTIS SOCHOIS		1.204	30.520	5.213.093,3 €	644	135.548	1.933.435,3 €	53,5%	37,1%
S. MASAVETAS		1.183	93.051	353.836,2 €	812	120.726	233.511,0 €	68,6%	66,0%
Ant Evbelac		798	10.696	2.270.527,0 €	343	135.961	133.564,3 €	43,0%	5,9%



# Online Information and Sales Control

## Sales Analysis by Country of Destination

Which countries had the highest turnover for the selected period of time and in which, additional actions need to be taken to seize the existing opportunities and further increase sales.



## Turnover Analysis by Product Category

With a similar approach, which product categories had the highest turnover for the selected period of time and in which, additional actions need to be taken to increase sales.

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# Online Monitoring and Control of Sales

## Online Sales for Greek and Foreign Companies

Online, in a single table and per Month, financial data for all the Companies.

Sales per Year & Month						
Μήνας	Ετος					
	Values					
	2022					
	ΚΑΤΡΑΔΗΣ ΑΒΕΕ	ΚΑΤΡΑΔΗΣ ΒΕΠ	SINGAPORE	UAE	USA	CHINA
	132.360.897,13 €	46.311.018,46 €	21.902.487,39 €	3.641.560,58 €	6.631.735,53 €	28.658,00 €
Ιαν	8.016.401,68 €	3.338.716,99 €	2.257.089,10 €	511.787,78 €	390.340,86 €	0,00 €
Φεβ	13.631.734,13 €	11.012.535,38 €	2.473.643,34 €	213.514,00 €	483.602,63 €	0,00 €
Μαρ	12.918.299,17 €	6.654.551,54 €	3.182.370,10 €	417.013,80 €	415.919,00 €	0,00 €
Απρ	16.555.869,47 €	4.489.650,62 €	2.641.106,51 €	518.549,78 €	826.443,80 €	0,00 €
Μαϊ	13.228.716,55 €	5.905.158,84 €	2.409.890,42 €	442.113,00 €	1.399.945,40 €	0,00 €
Ιουν	20.698.065,22 €	3.253.791,52 €	1.999.370,10 €	317.873,50 €	1.493.843,89 €	0,00 €
Ιουλ	15.619.601,62 €	4.497.789,52 €	3.419.965,08 €	458.195,22 €	293.526,45 €	0,00 €
Αυγ	17.404.725,66 €	4.369.195,74 €	682.535,49 €	494.441,50 €	1.157.012,50 €	0,00 €
Σεπ	14.287.483,63 €	2.789.628,31 €	2.836.517,25 €	268.072,00 €	171.101,00 €	28.658,00 €
Οκτ	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Νοε	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Δεκ	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €

## Production Analysis, with First Materials consumption in quantities

For a selected period, we can see the consumption of raw materials per product.

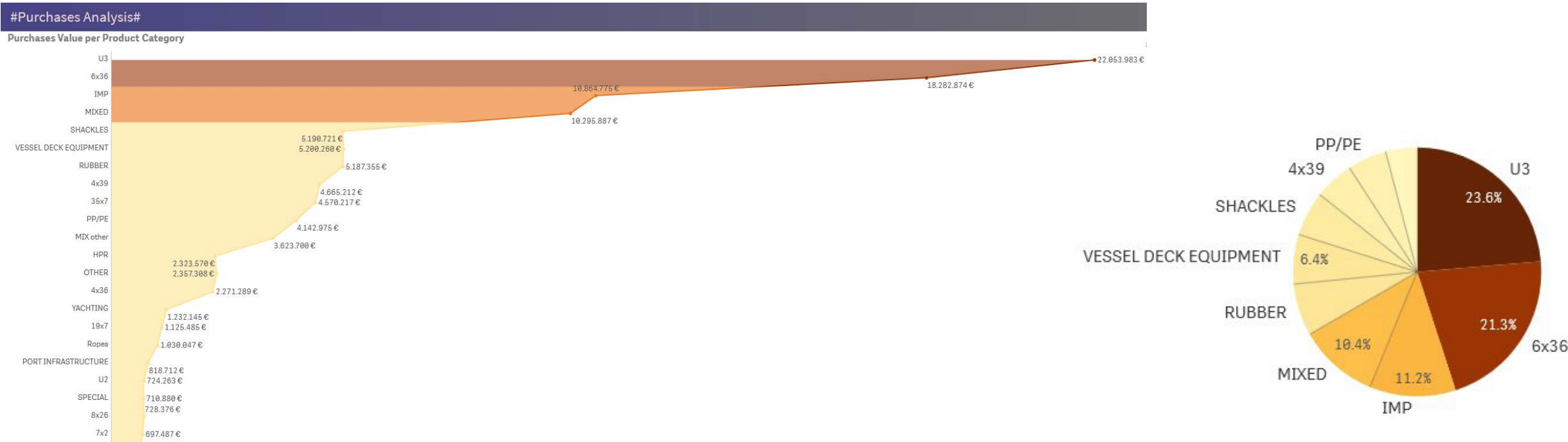
Παραγωγής με Αναλώσεις													
Ημ/νια	Παραστατικό	Κωδ.Είδους (Παραγόμενο)	Είδος (Παραγόμενο)	Main.Category Παραγόμενο	Prod.Category Παραγόμενο	Com. Name Παραγόμενο	Κωδ.Είδους (Ανάλωση)	Είδος (Ανάλωση)	1η MM	Ποσ1 Ανάλωσης	2η MM	Ποσ2 Ανάλωσης	Αξία Υλικών
Totals										4.120.258,89		702.732,07	9.857.234,31 €
24/01/2022	00ΔΠΑ000026198	PSEP30022056	ΣΧ. PS24 κλ (I) NSTEL 220μ 56MM	Ropes	IMP	IMPROVED MIXED NIKA-STEEL 24	PRO00000000	ΠΟΛΥΠΡΟΠΥΛΕΝΙΟ	Κιλά	158,93	Τεμάχιο	6,00	221,64 €
24/01/2022	00ΔΠΑ000026198	PSEP30022056	ΣΧ. PS24 κλ (I) NSTEL 220μ 56MM	Ropes	IMP	IMPROVED MIXED NIKA-STFFI 24	CRDO00000000	ΠΡΩΤΗ ΥΛΗ ΚΑΡΔΙΕΣ	Κιλά	67,20	Τεμάχιο	1,00	105,51 €

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# Online Monitoring and Control of Purchases of Group Companies

## Purchase Analysis by Product Category

In which Product categories the most Purchases have been made in Value and Percentage.



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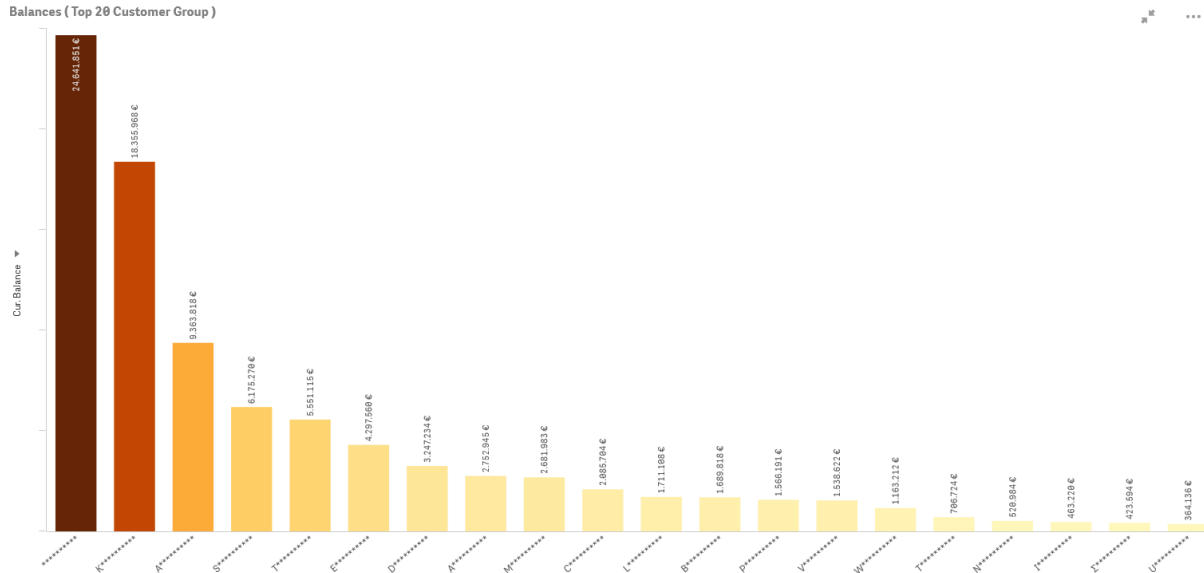
# Monitoring and Controlling Customers' Balances

## Online Update on Aged Accounts Receivables

We can see in real time the status of each customer's balance, divided into categories according to maturity

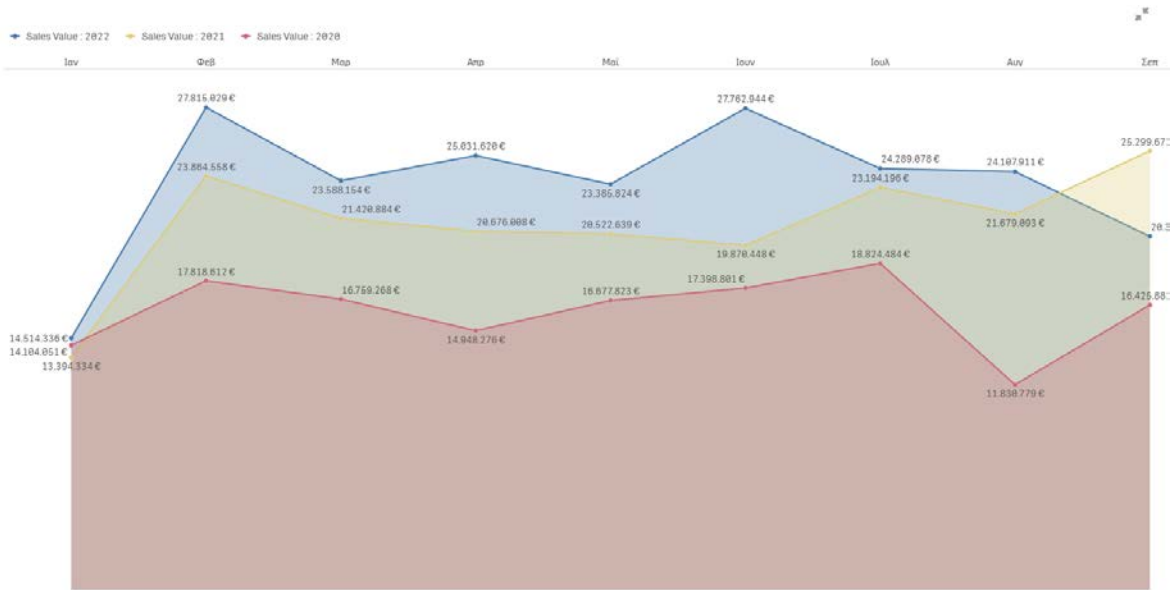
Aging Balances																	Σ		***	
Comp...	Account manager	Customer Code	Customer	Customer Group	Telephone	Email	Cur. Balance	Sales Value	<30 days	31-60 days	61-90 days	91-120 days	121-150 days	151-180 days	181-365 days					
Totals							13.013.941 €	40.378.435 €	3.039.198 €	2.141.745,21 €	1.696.323,59 €	1.147.106,21 €	744.905,59 €	512.631,71 €	1.826.594,12 €					
ABEE	GIANNIS KARAGEORGIS	30.00.02.769	A*****	U*****	2243028683	g*****	1.339 €	9.632 €	0 €	0,00 €	0,00 €	1.339,20 €	0,00 €	0,00 €	0,00 €					
ABEE	JOHN TSAROUCAS	30.00.00.025	A*****	*****	6974125048 ΜΑΝΩΛΗΣ	*****	992 €	0 €	0 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €					
ABEE	LOUKAS PRIFTIS	30.00.00.408	A*****	*****	210-2898111	p*****	843 €	680 €	0 €	0,00 €	473,68 €	368,90 €	0,00 €	0,00 €	0,00 €					
ABEE	GIANNIS KARAGEORGIS	30.00.00.504	A*****	B*****	2104292205	g*****	8.001 €	14.517 €	0 €	0,00 €	5.408,88 €	2.592,20 €	0,00 €	0,00 €	0,00 €					
ABEE	ANTONIOS KONTOS	30.00.00.906	A*****	B*****	2104292201	g*****	4.364 €	1.352 €	0 €	0,00 €	0,00 €	0,00 €	0,00 €	1.676,48 €	0,00 €					
ABEE	JOHN TSAROUCAS	30.00.01.380	A*****	*****	4221434-435	A*****	315 €	14.479 €	315 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €					
ABEE	NEKTARIOS ROUSIANOS	30.00.03.340	A*****	*****	2695-0-49501	g*****	3.130 €	18.704 €	3.130 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €					
ABEE	VASILIS PETRAKIS	30.00.04.374	A*****	*****	2106375000-7...	g*****	19.043 €	38.982 €	5.253 €	0,00 €	0,00 €	0,00 €	13.790,62 €	0,00 €	0,00 €					
ABEE	JOHN TRITSAROLIS	30.00.04.502	A*****	*****	6946692408	*****	288 €	3.415 €	0 €	0,00 €	0,00 €	0,00 €	287,53 €	0,00 €	0,00 €					
ABEE	JOHN TRITSAROLIS	30.01.00.017	A*****	*****	2103808401	g*****	172 €	0 €	0 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €					
ABEE	JOHN TSAROUCAS	30.00.04.001	A*****	*****	4007811	*****	30 €	1.824 €	0 €	0,00 €	0,00 €	0,00 €	0,00 €	29,76 €	0,00 €					
ABEE	JOHN TRITSAROLIS	30.00.05.472	A*****	*****	210-4516084	*****	41.254 €	58.269 €	0 €	0,00 €	4.775,24 €	636,12 €	0,00 €	5.158,40 €	30.683,80 €					
ABEE	JOHN TSAROUCAS	30.00.05.720	A*****	*****	-	*****	0 €	5.012 €	0 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €					
ABEE	JOHN TSAROUCAS	30.00.05.781	A*****	*****	2104131225	j*****	1.374 €	6.503 €	1.374 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €					
ABEE	ANTONIS LIVANIS	30.00.06.247	A*****	*****	2108983516	g*****	76 €	7.150 €	0 €	0,00 €	0,00 €	0,00 €	76,28 €	0,00 €	0,00 €					
ABEE	GEORGE KOTSONIS	30.00.06.855	A*****	B*****	2104292201	g*****	1.218 €	9.510 €	0 €	0,00 €	0,00 €	0,00 €	930,00 €	0,00 €	288,00 €					
ABEE	JOHN TSAROUCAS	30.00.08.207	A*****	*****	2243028587	n*****	165 €	0 €	0 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	165,29 €					

We also have immediate information about the 20 groups of Clients with the most overdue balances so that the Credit Department can take any relevant actions.



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# Benchmarking - Evaluation of sales - purchases timewise

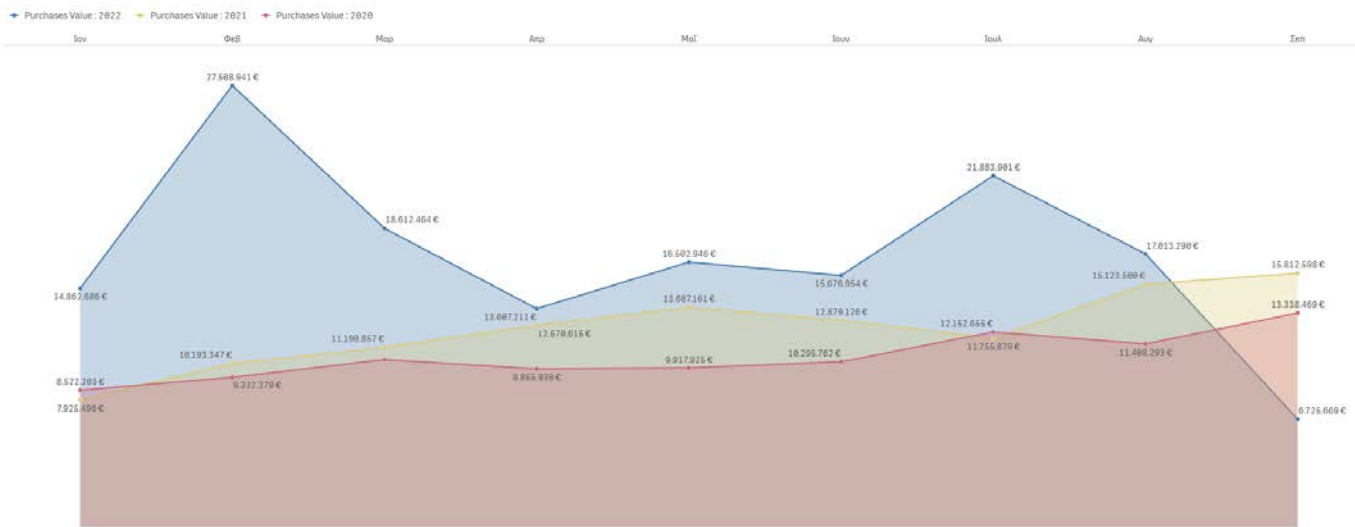


## Monthly Sales Comparison, Current Vs Last Year

An illustration that, in addition to comparing turnover per month, clearly indicates any change in seasonality and trends.

## Monthly Purchases Comparison, Current Vs Last Year

An illustration that allows checking variations in prices and special offers from suppliers.



\*The data appearing in this slide is not based on actual data of Katradis company, but it is presented for the requirements of the process

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# Targets achieved – On going process



Getting quality right the first time

**Pulling technology by the needs of the company  
and ships, not pushing it to them**

Creating continuous process flows to bring  
problems into the surface

**Solving problems at the source instead of behind desks**

Analyzing and understanding shortcomings in company's  
capabilities, in a timely manner, and in a measurable way,  
speaking always on proven, verified information and data

# Targets achieved

## – On going process

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- Designing and implementing processes, so that these data are fed to company's data depository by a single process, recorded by a single source, and verified accordingly
- **Using performance indices that encourage focus and prioritization, helping personnel understand what matters most**
- Eliminating nonvalue adding elements and waste, optimizing whatever creates over-processing or incorrect processing
- **Verifying every process and every decision, for its effectiveness in due time**
- Hiring, managing and developing people, whose passion intersects with the job
- **Sustaining a learning organization**

# Streamlined processes & The SUPERHERO

**Streamlined processes, supported by BI** have been used to solve over-processing issues.

The “**superheroes**” that perform operational tasks have handy and adequate information, at the time they need it.

Eventually their daily input on the job results in a **high efficiency output**.







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## CONCLUSIONS - OUTCOME

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A learning organization has been developed

Management of change has been embraced


Redesigning of the organizational structure, optimum corporate culture has been achieved

**By incorporating the huge capacities that BI solutions offer,  
to ensure a smooth and rapid transition process.**





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**Thank you  
for your attention**

