Tiger Analytics | Microsoft

OSM Thome

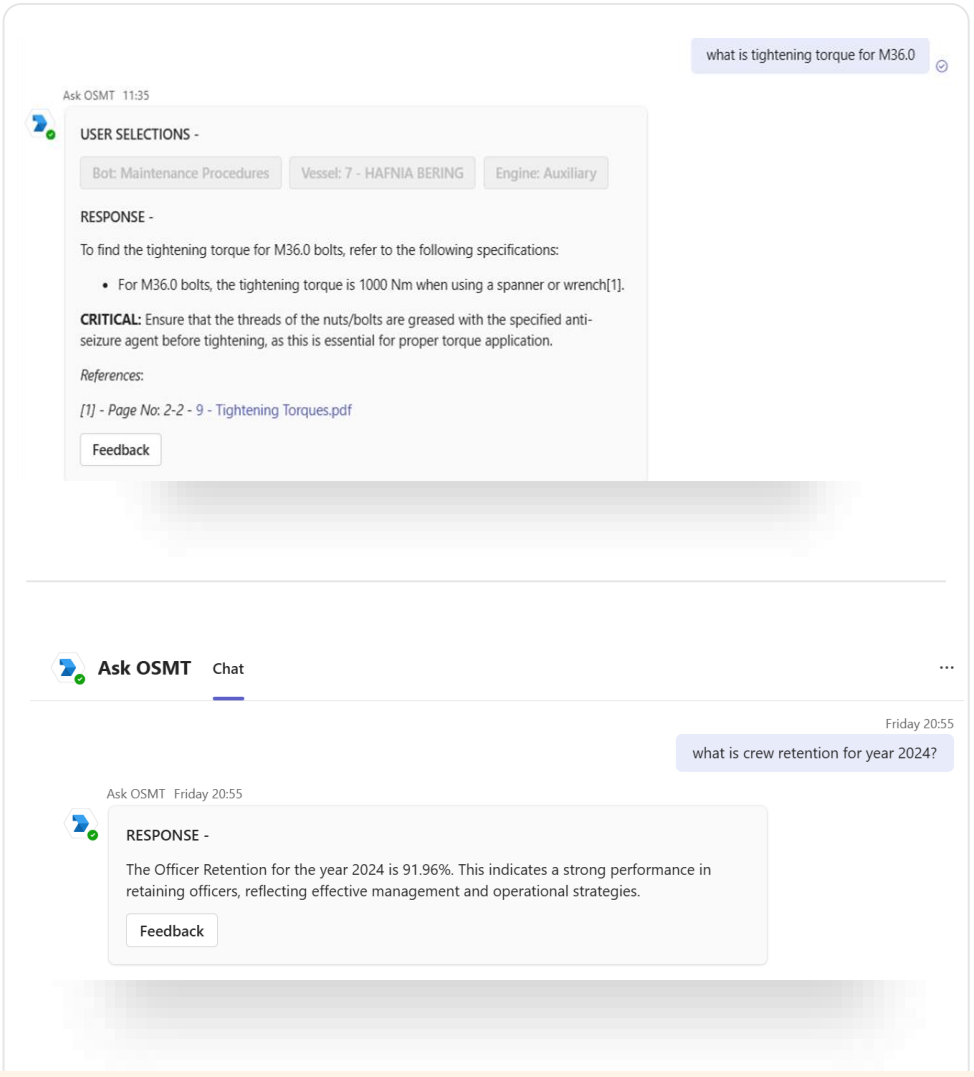
Accelerating Maritime Intelligence with Azure OpenAI

How OSM Thome Enhanced Safety Management Using A Conversational GenAI Assistant

CASE STUDY

Background

As part of its digital transformation journey, OSM Thome aimed to enhance safety management across its fleet by making critical information more accessible and actionable. To achieve this, the company partnered with Tiger Analytics to create ASK OSMTHOME, a GenAI-powered assistant that supports Safety Management System (SMS) processes by providing instant, conversational access to safety procedures, guidelines, and best practices - all through a unified, intuitive interface.



Client Overview

OSM Thome is a global maritime services provider, managing over 1,000 vessels with operations spanning Europe and Asia. The company brings together technical, crew, and commercial management under one roof, offering services to some of the world's top shipping firms.

The Challenge:
Critical Insights Were Hard to Reach

OSM Thome's safety teams needed faster, more reliable access to Safety Management System (SMS) procedures and guidance, especially in high-pressure operational environments. Existing processes were slow and often led to delays in decision-making and inconsistencies in applying safety protocols.

Difficulty in accessing the right safety procedures quickly during critical situations

Navigating multiple sources for up-to-date safety information

Limited availability of experts to answer safety-related queries in real time

OSM Thome needed intelligence embedded at the point of decision. This led to the development of ASK OSMTHOME.

ASK OSMTHOME:
A Unified GenAI Assistant for Maritime Intelligence

ASK OSMTHOME was developed to embed Generative AI into core workflows across safety and engineering functions. The goal was to streamline information access, accelerate decision-making, and enable proactive responsiveness across the enterprise.

Powered by Azure OpenAI, Azure Cognitive Search, and tightly coupled with enterprise systems, ASK OSMTHOME makes insights accessible to all users in seconds.

Impact Delivered:

98.8% Efficiency gain by enabling faster and more informed safety decisions through instant access to SMS procedures and guidelines

Improved compliance by ensuring teams had consistent, up-to-date safety information at their fingertips

Reduced dependency on expert intervention, empowering teams to resolve queries independently and confidently

Enhanced operational efficiency by minimizing downtime and delays during safety-critical situations

About Tiger Analytics

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to provide certainty to shape a better tomorrow.

Being a recipient of multiple industry awards and recognitions, we have 6200+ technologists and consultants, working from multiple cities in 5 continents.

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