

PPG InsightsNav

From insights to impact



Navigate your data with PPG InsightsNav, your Power BI analytics solution for turning data into strategy.

Learn more at: ppgpmc.com/marine



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PPG InsightsNav is a powerful digital analytics tool designed specifically for the marine seastock industry. This tool empowers owners and operators to make smarter, data-driven decisions by transforming historical seastock spend data into actionable insights. Seamlessly integrated with Microsoft Power BI, it delivers real-time spend visibility, strategic planning capabilities, and cost optimization. Combining PPG's deep industry expertise and extensive data with the analytical power of Microsoft Power BI, PPG InsightsNav provides a user-friendly, analytics-driven platform tailored to meet the unique demands of the marine industry*.

Key benefits

- **Enhanced spend transparency**
Gain a comprehensive view of seastock expenditures across your fleet, enabling better financial oversight.
- **Improved forecasting & budgeting**
Leverage predictive insights based on historical trends to make well-informed budgeting and forecasting decisions.
- **Identification of cost-saving opportunities**
Identify inefficiencies and optimize procurement and maintenance strategies to reduce costs.
- **Real-time, interactive dashboards**
Access intuitive, customizable dashboards that update as your data evolves.

Driving marine operations forward

Marine operations often face challenges due to limited visibility into historical spending, making it difficult to plan effectively and identify cost-saving opportunities. PPG InsightsNav solves this by turning data into a strategic asset.

Optimized for marine professionals

- **Vessel owners**
Make informed investment and maintenance decisions with clear, data-driven insights into historical spending across your fleet.
- **Fleet operators**
Gain operational clarity by monitoring and comparing spend patterns across vessels, helping you reduce inefficiencies and enhance performance.
- **Procurement & finance teams**
Streamline budgeting and purchasing with real-time cost visibility, enabling improved forecasting and identification of savings opportunities.
- **Strategic decision-makers**
Support long-term planning and business growth with high-level analytics that turn complex data into actionable strategies.

Delivering insights, enabling success

With PPG InsightsNav, you're not just tracking spend—you're unlocking the potential to drive efficiency, reduce costs, and plan with confidence.

Need support?

Please email your PPG sales representative and include PPGInsightsNav@ppg.com in the email for any questions regarding the tool.



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