Oscar Pernía is Vice President, Applied Innovation at Navis, a part of Cisco. With 17 years of experience on system integration and operational processes, he has focused on developing strategic alliances with the industry and supported new business initiatives, including automation, digitalization, and sustainability. Recently, with the acquisition by Cisco, Oscar leads the navis portfolio strategy execution, which is determined to make global trade smarter, safer and more sustainable. In his current role, Oscar defines the strategy and roadmap for the container terminal industry and manages frequent global customer engagements. He is a frequent speaker at major industry conferences and events, and presents his views on the latest trends and challenges in the maritime industry.

This article is part of a series exploring the future of the maritime industry, covering topics such as automation, digitalization, and sustainability. In this installment, Oscar Pernía explores the impact of automation on the industry, with a focus on the challenges and opportunities it presents. He discusses the role of automation in improving efficiency, reducing costs, and enhancing safety, as well as the need for a holistic approach to implementation. He also touches on the importance of collaboration between stakeholders to drive progress and the potential of emerging technologies to transform the industry. Finally, he provides a perspective on the future of the maritime industry and the role of technology in shaping it.

The article begins with an introduction to the topic of automation in the maritime industry, highlighting its potential benefits and challenges. It then goes on to discuss the current state of automation in the industry, including the role of technology in reducing costs, improving efficiency, and enhancing safety. The article also explores the need for a holistic approach to automation, emphasizing the importance of collaboration between stakeholders to drive progress.

The article then turns to the future of the industry, with a focus on the potential impact of emerging technologies. Oscar discusses the role of technology in shaping the future of the maritime industry, including the potential for blockchain, artificial intelligence, and other emerging technologies to transform the industry. He also touches on the need for a sustainable approach to automation, emphasizing the importance of preserving the environment and reducing the industry's carbon footprint.

The article concludes with a call for action, urging stakeholders to seize the opportunity presented by automation and digitalization to transform the industry. He argues that the industry must work together to drive progress, leveraging the power of technology to create a safer, more efficient, and more sustainable future for all.

In this article, Oscar Pernía, Vice President, Applied Innovation at Navis, explores the impact of automation on the maritime industry. He discusses the current state of automation in the industry, emphasizing the role of technology in reducing costs, improving efficiency, and enhancing safety. He also calls for a holistic approach to automation, emphasizing the importance of collaboration between stakeholders. The article then turns to the future of the industry, with a focus on the potential impact of emerging technologies such as blockchain, artificial intelligence, and others. Oscar argues that the industry must work together to drive progress, leveraging the power of technology to create a safer, more efficient, and more sustainable future for all.