



The Cutting Edge: Marina Automation and how Software is Changing the Industry

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Agenda

1. Intro
2. What is Automation and its impact on the industry?
3. How is software changing the industry?
4. Questions





1. Automation

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What is automation?

"..the automation of complex business processes and functions beyond conventional data manipulation and record-keeping activities, usually through the use of advanced technologies."*

* Gartner "Business Process Automation"

<https://www.gartner.com/it-glossary/bpa-business-process-automation>



What does modern automation look like?

- Self driving vehicles
- Robots doing jobs
- Chat bots
- Algorithms & ML/AI
- Sensors
- Platforms, marketplaces & networks



Ya, but what about automating marinas?

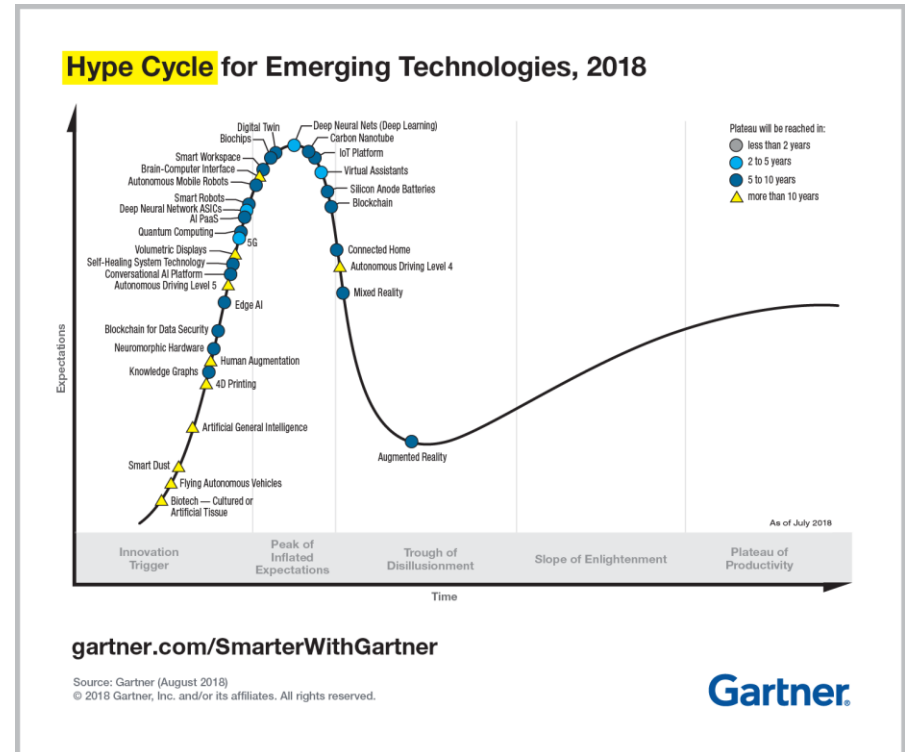
Relatively low impact but:

- Customer Service
- Smart marinas (networks & sensors)
- Dry stack automation
- Optimization of resources (slips)



Ok, when?

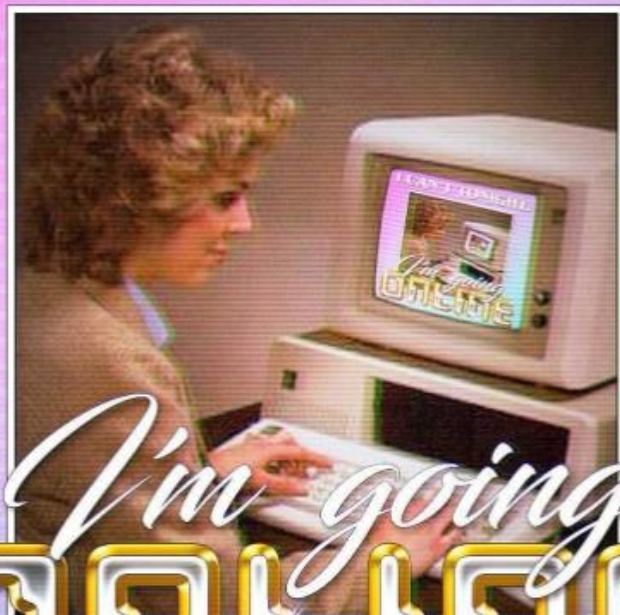
- Self driving vehicles (5-10+ years)
- Smart Robots (5-10 years)
- Chat bots (2-5 years)
- Algorithms & ML/AI (now-5 years)
- Sensors (now-10 years)



1. Impact of Software

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I CAN'T TONIGHT.



I'm going
ONLINE

Management Software

- Customer service
- Networked with hardware
- Streamlined operations
- Supported decision making
- Connecting with the outside world
- Operational & data analytics
- Staff onboarding



Networks, platforms and marketplaces

- Boat Sharing
- Group ownership
- Experiences/tours
- Booking platforms
- Boats as accommodations



Swell Advantage

/ˈswel ədˈvan(t)ij/ (n.)

When a boater uses the forward motion of a wave to get ahead of their competition in a race

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