



THE WORLDWIDE MARINA INDUSTRY - WHAT CAN WE LEARN FROM EACH OTHER AND WHAT'S AHEAD?

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AGENDA

- **Ever – changing & evolving Worldwide Marina Industry**
- **Marina Management Understanding**
- **What can we learn from each other?**
- **Trends in IT of Marina Industry**
- **Best Practice Experience & Case Studies**
- **Whats Ahead?**
- **Discussion**

EVER CHANGING & EVOLVING WORLDWIDE MARINA INDUSTRY

USA market, 2021
> 12.000 marinas
> 1,1, mio boat slips*

New generation of boaters

Marinas in USA
market size growth 2016-2021
3,3% per year on average*

Smart Marina

Importance of
boat security
and people
saftey

Customer
experience

Paperless
operations

Environmental impact – clean marina

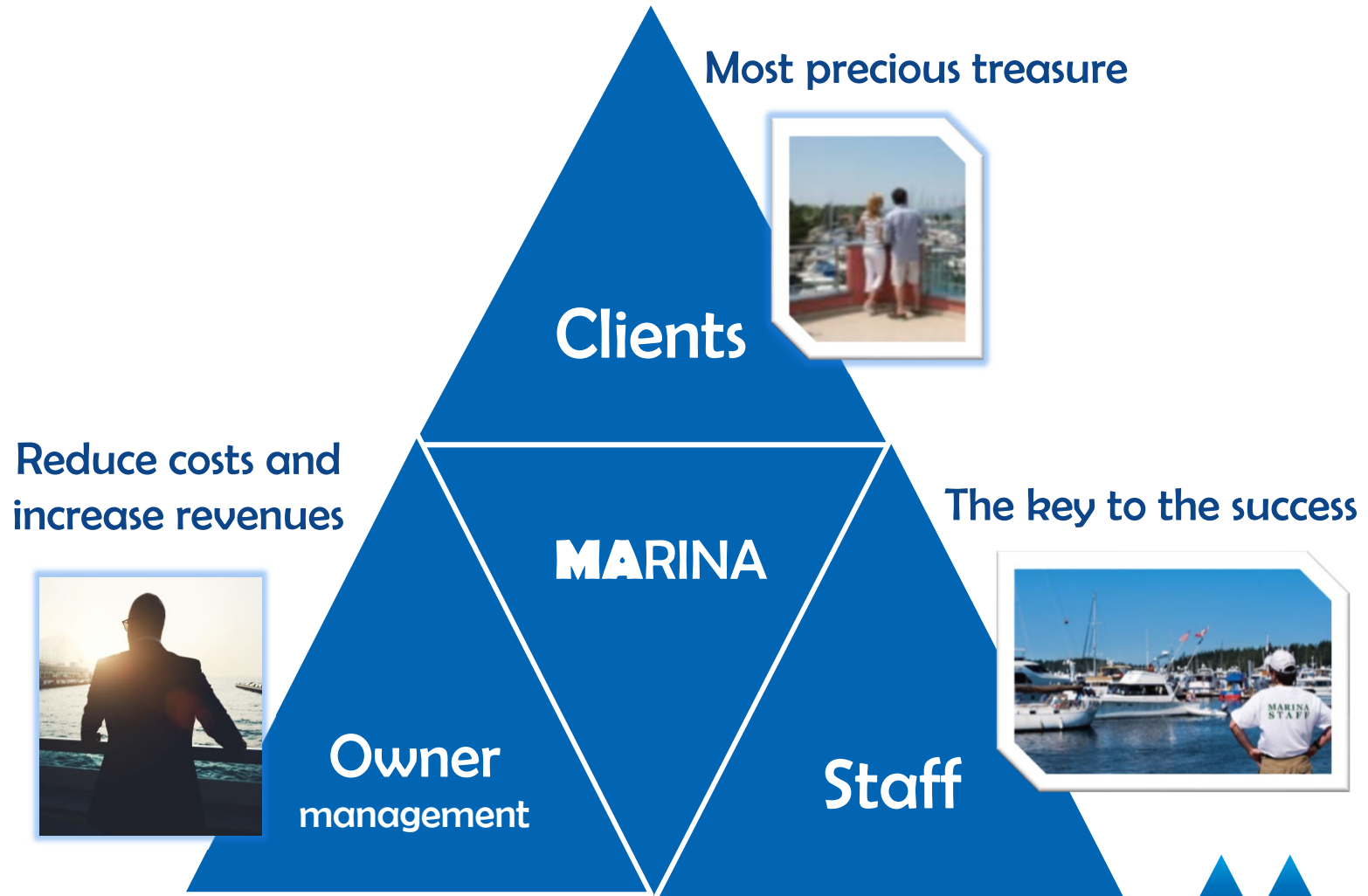
Wearable
technology

Data analytics



*<https://www.ibisworld.com/united-states/market-research-reports/marinas-industry/>

MARINA MANAGEMENT UNDERSTANDING



WHAT CAN WE LEARN FROM EACH OTHER?

There are no two marinas in the world operating the same way.
So what they have in common?

Operations



Expectations



Requirements
& Needs



Opportunities



Characteristics

TRENDS IN IT OF MARINA INDUSTRY

WEARABLE TECHNOLOGY

AUTOMATION OF ALL PROCESSES

CRM AS THE HEART of marina solution

SECURITY

PREDICTIVE ANALYTICS

TIME IS MONEY

CLOUD ADOPTION & HOSTING



MARINA MANAGEMENT SOFTWARE

DIGITALIZATION IS BECOMING A MUST-HAVE

Forward - thinking
marinas

Smart Marinas

Big data
analytics

Automated
processes

Apps, web

Integrated security
and safety controls

Cloud
hosting



MARINA MANAGEMENT SOFTWARE

DIGITALIZATION IS BECOMING A MUST-HAVE



AUTOMATION OF ALL PROCESSES & SERVICES IN MARINA

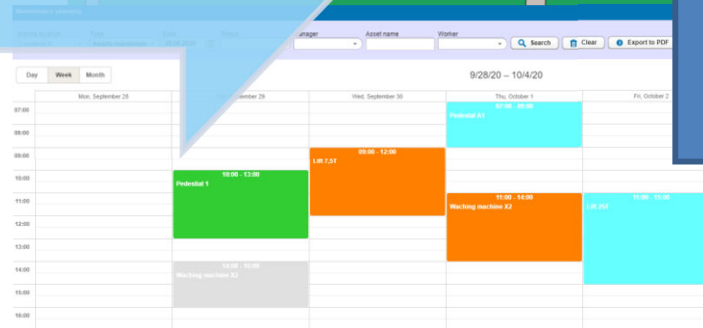
Automation

- Invoicing,
- Payments,
- Contracts,
- GL Export,
- Online bookings,
- CRM, offers
- Accountancy,
- Outstanding claims,
- Reminders,
- Movement Control
- more

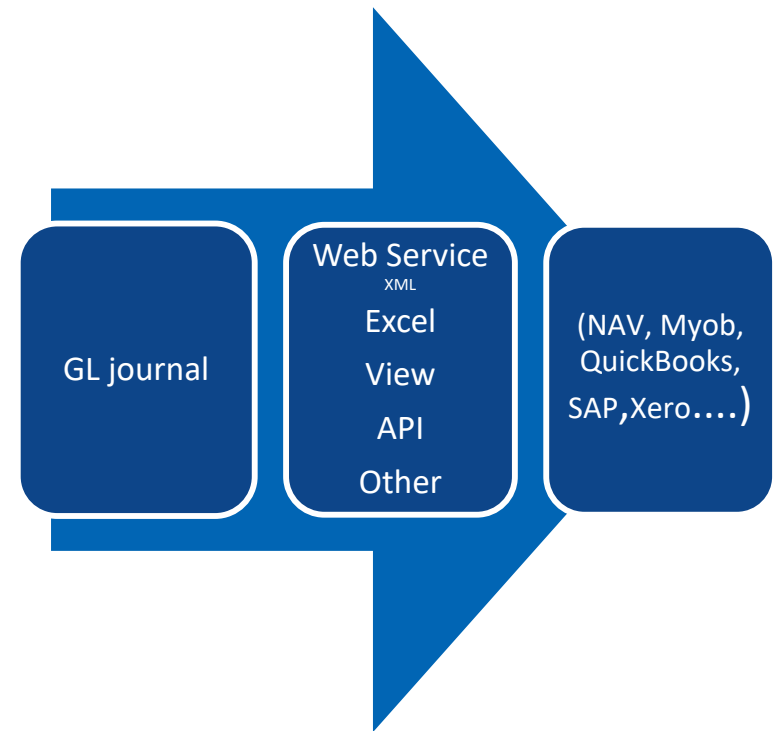
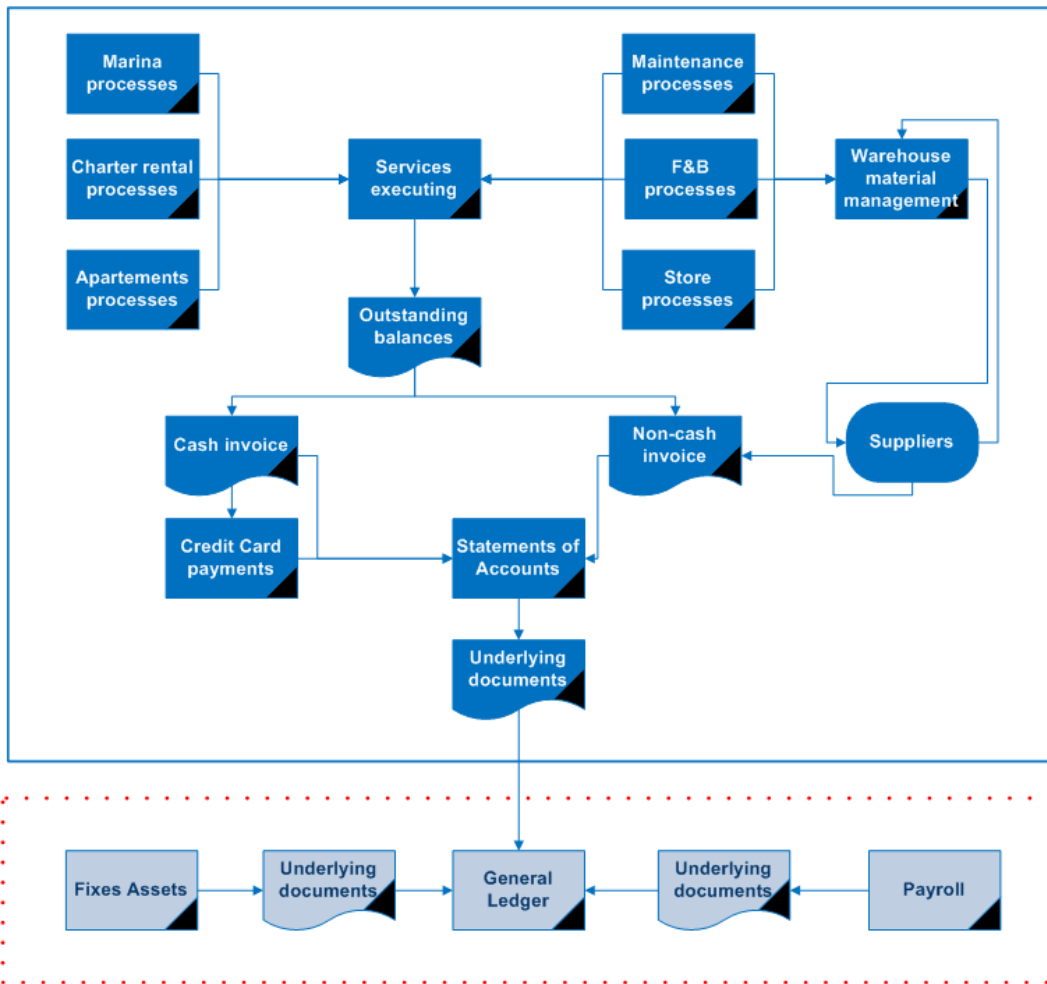
Marina staff has more time for added value activities & talking to clients

Improved day to day operations & increased savings in operational costs

Improved boater experience & enjoyable holiday



AUTOMATED CONNECTION TO ACCOUNTING SYSTEM



SECURITY THAT IS MORE ACCESSIBLE for marinas of all types

and more: AUDIT, Block chain ?,...

Principle of security = the heart of development efforts



CERTIFIED CONNECTION

How to protect customer data ?



UPS



BACK UP

CLOUD COMPUTING



CLOUD ADOPTION WILL CONTINUE TO RISE

Cloud or locally?

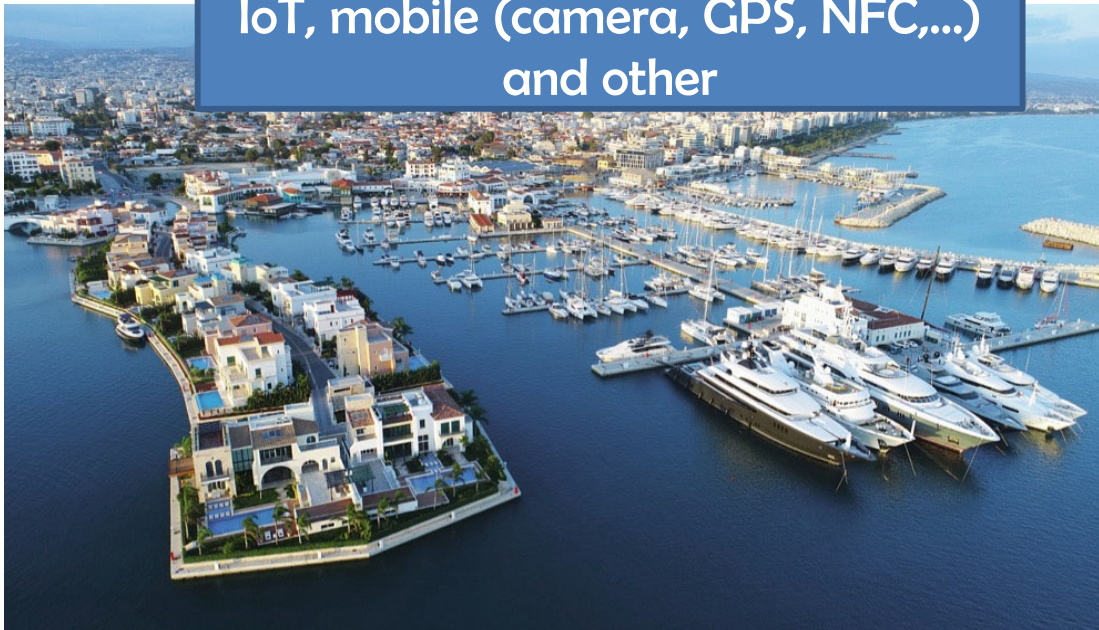
Marina IT industry has been adapting to the changing technological dynamics of Cloud, IoT, mobile (camera, GPS, NFC,...) and other

Better Access to Data

Flexibility

Higher Security

Lower Infrastructure cost



CRM – WHY BEST MARINAS HAVE BEST CLIENTS?



ADDED VALUE FOR MARINA OWNERS, MANAGEMENT, MARINA STAFF AND BOATERS

Boaters have **improved boating experience** through peace of mind knowing that their expectations will be met.



MARINA

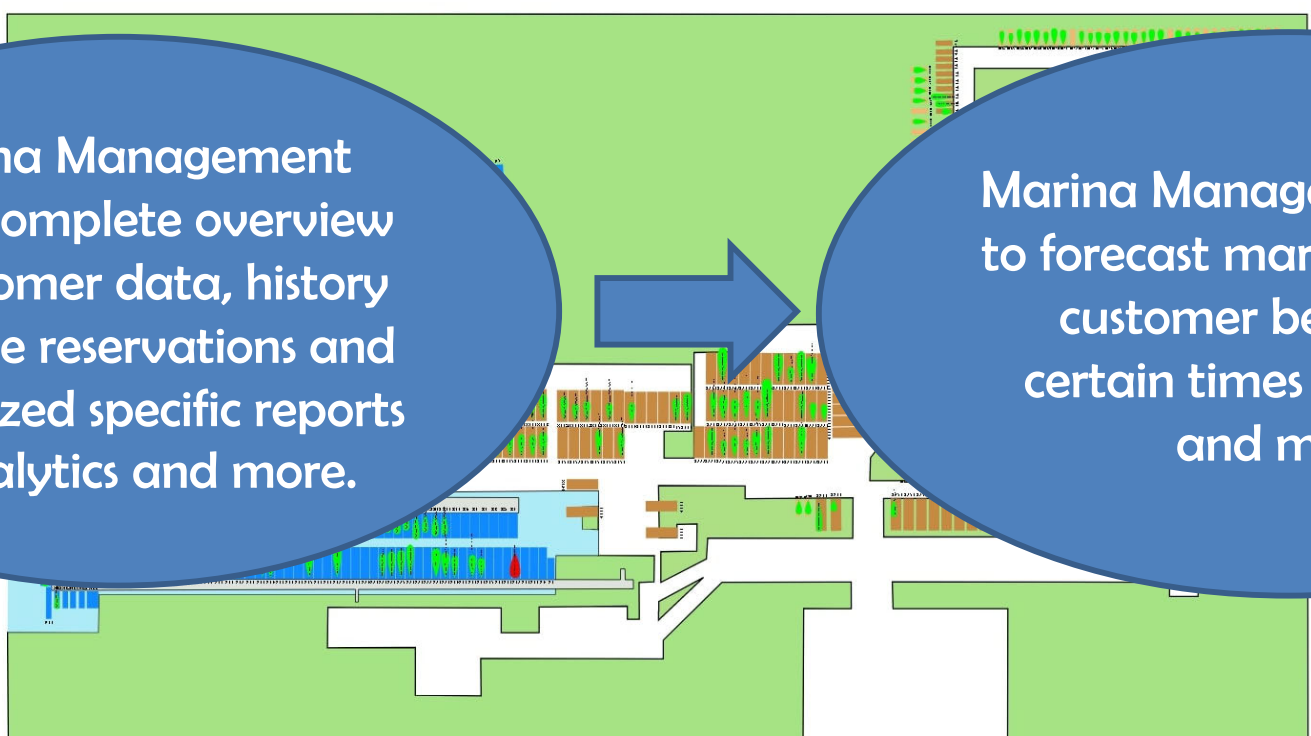
Marina owners & managers have **complete control** and management capabilities **from their home office.**

Marina Staff has more time for added value activities, while time-consuming tasks are now automated and controlled remotely. They can finally **taking care of customers to gain loyal and valuable customers.**



Marina  **Master**[®]

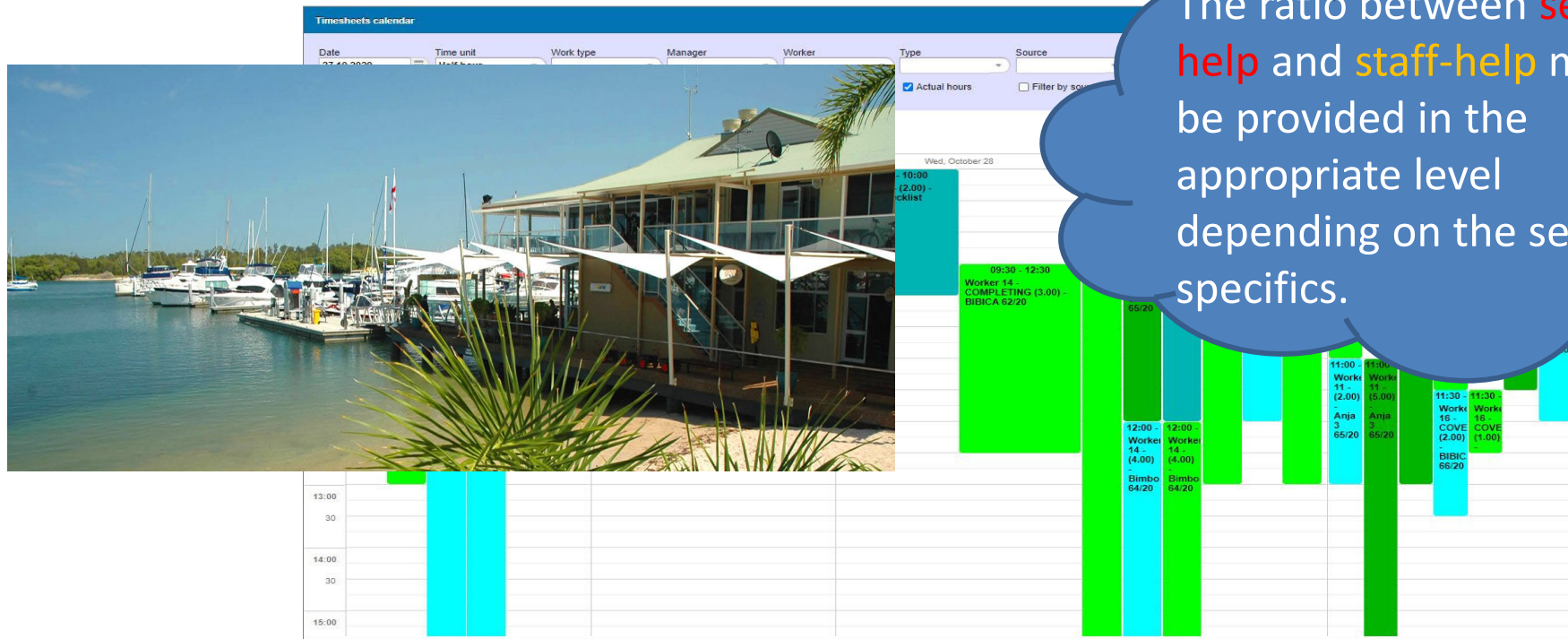
MANAGEMENT REPORTS AND PREDICTIVE ANALYTICS WILL TAKE CENTER STAGE



Marina Management needs complete overview of customer data, history & future reservations and customized specific reports & analytics and more.

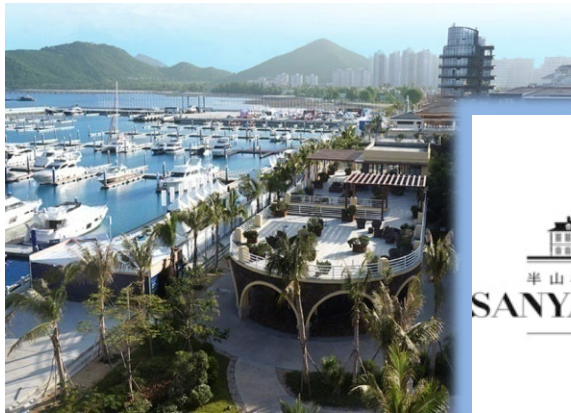
Marina Management is able to forecast marina situation, customer behavior in certain times of the year and more.

TIME IS MONEY SELF-HELP MIGHT NOT BE FOR ALL

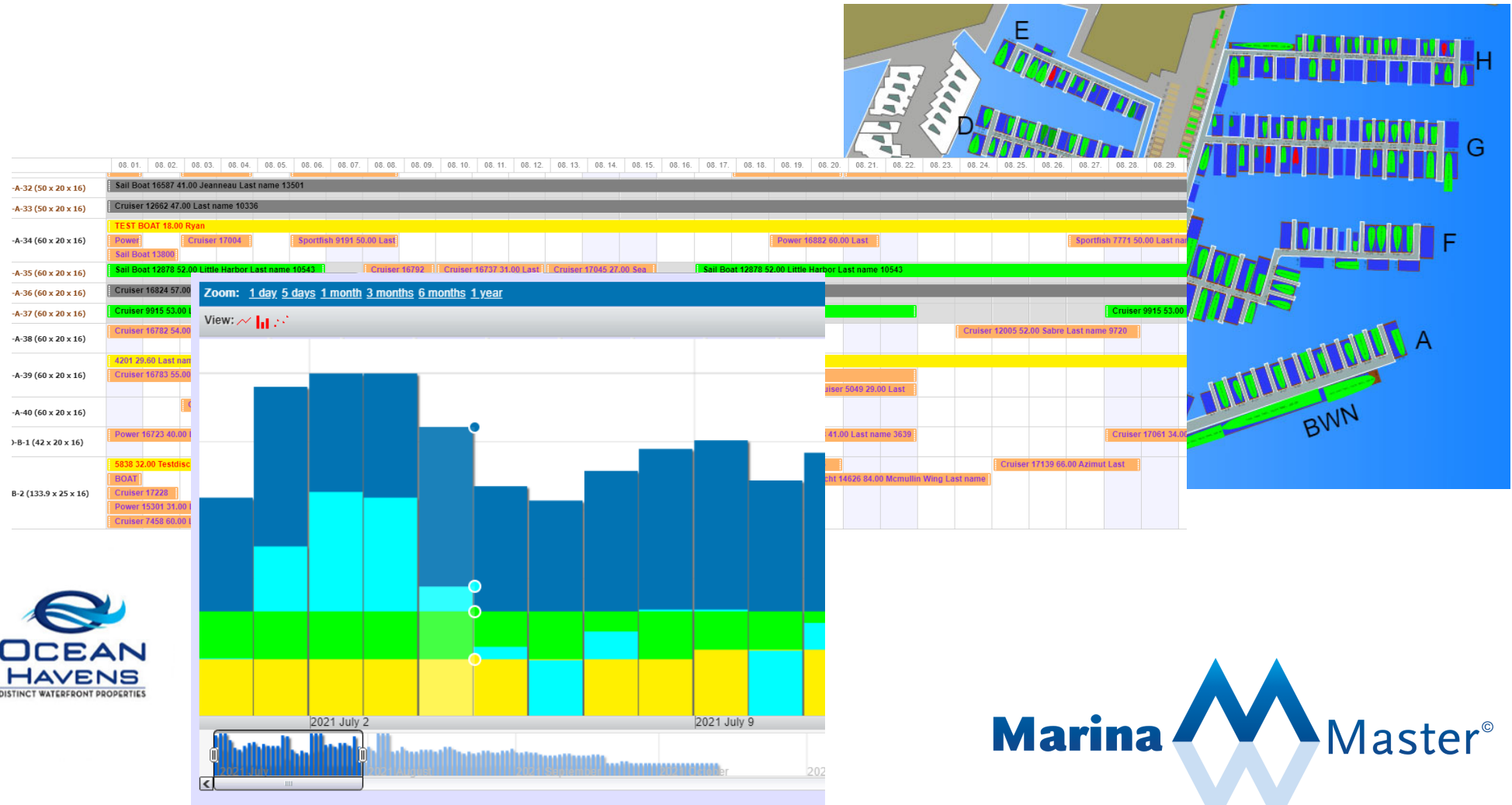


The ratio between **self-help** and **staff-help** must be provided in the appropriate level depending on the service specifics.

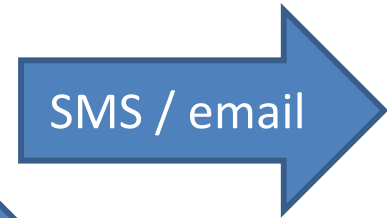
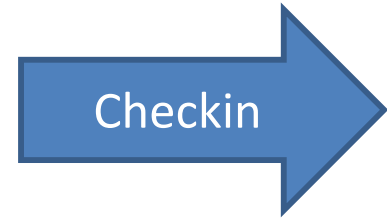
CASE STUDY 1- Wireless vessel identification using RFID system



CASE STUDY 2 - Reservation system



CASE STUDY 3 – Quick hourly reservation



We hope we achieved our goal in making your stay memorable by providing outstanding service.
We look forward to welcoming you again soon!
Please find attached invoice for....
Sincerely,



CASE STUDY 4: Customer experience in boatyard



GCCM

GOLD COAST CITY MARINA & SHIPYARD

Automatize a majority of manual operational processes

Next level of customer service

Increased yard efficiency

CASE STUDY 5: LOYALTY PROGRAM



Ocean Havens' automated loyalty program with multiple tier levels and customized rewards is been well received by it's customers while it incorporates the many features for discounts and perks across the board by each membership tier for transient dockage, merchandise, fuel services and more.

Using algorithms in loyalty program enables to predict future customer visits, cash flow, customer retention triggers and more.



CASE STUDY 6: CRM – “Customer comes first”



one of only seven marinas in the world holding the **Platinum Anchor** accreditation and other highly coveted awards.



The secret of their excellent results and customer satisfaction?

Striving for excellence in all areas of their business

Highest level of service to all customer



WHAT'S AHEAD?

ARTIFICIAL INTELLIGENCE ?

MACHINE LEARNING ?

AUTONOMOUS BOATS ?

CHATBOTS?



3D Printing



Engines powered
by LNG



Fuel Optimization
System



Cybersecurity



Digital Platform



Laser Cladding
Machine



Smart Ship
Solution



Internet
of Things



Virtual and
Augmented Reality



New Materials



Robotics



Modeling and
Simulation

Every experience with our customer
is **goldmine**
for future strategy & trends



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VPO

Tu sem spremenila naslov, ampak ne vem, mogoče se spomnita kaj boljšega. jaz bi z naslovom želela povedati, da se marina lahko premakne naprej smart management SW

Vesna Pavlovic, 2021-11-16T21:02:47.143

Thank you for your kind attention!

For any question
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