



# SMART MARINAS:

HOW TECHNOLOGY AND AUTOMATION ARE CHANGING THE INDUSTRY



# PANELISTS:

- IAIAN ARCHIBALD, CEO AND CO-FOUNDER, SWELL ADVANTAGE LTD.
- AUSTIN BLEIER, PRESIDENT OF MARINESYNC CORP.
- DAN COWENS, CEO AND FOUNDER, OASIS MARINAS
- JEREMY CRANE, VICE PRESIDENT OF PRODUCT DEVELOPMENT, DOCKWA
- LUCAS ISOLA, CO-FOUNDER, MOLO
- VANCE YOUNG, DIRECTOR OF TECHNOLOGY, SCRIBBLE SOFTWARE INC.
- ADAM ZILBERBAUM, PRESIDENT OF SNAG-A-SLIP





Iaian Archibald – Co-Founder & CEO

# Enterprise management software for marinas, boat clubs, waterfronts and mixed use marine facilities

## Product Goals:

- ✓ A modern user experience for boaters and staff
- ✓ Managing complexity - efficient operations & capturing missed revenue
- ✓ Increased digital security

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[swelladvantage.com](https://swelladvantage.com)



Iaian Archibald – Co-Founder & CEO

Built to serve today's marinas with an eye towards tomorrow:

- ✓ Cloud infrastructure, mobile enabled
- ✓ Platform vs. closed system
- ✓ “Smart” algorithm based tools
- ✓ Modern UI/UX norms to meet the needs of digital customers and the next generation of marina employees
- ✓ Designed for a ML/AI driven future

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**OASIS**MARINAS





**WE ARE A**  
***MARINA MANAGEMENT AND  
BOATER RELATIONSHIP PLATFORM***

**WE GIVE MARINA STAFF THE TOOLS TO**  
***DELIVER GREAT GUEST EXPERIENCES  
SAVE TIME IN THEIR DAY  
FILL THEIR DOCKAGE***

[WWW.DOCKWA.COM](http://WWW.DOCKWA.COM)





OUR GOAL AS A COMPANY IS TO

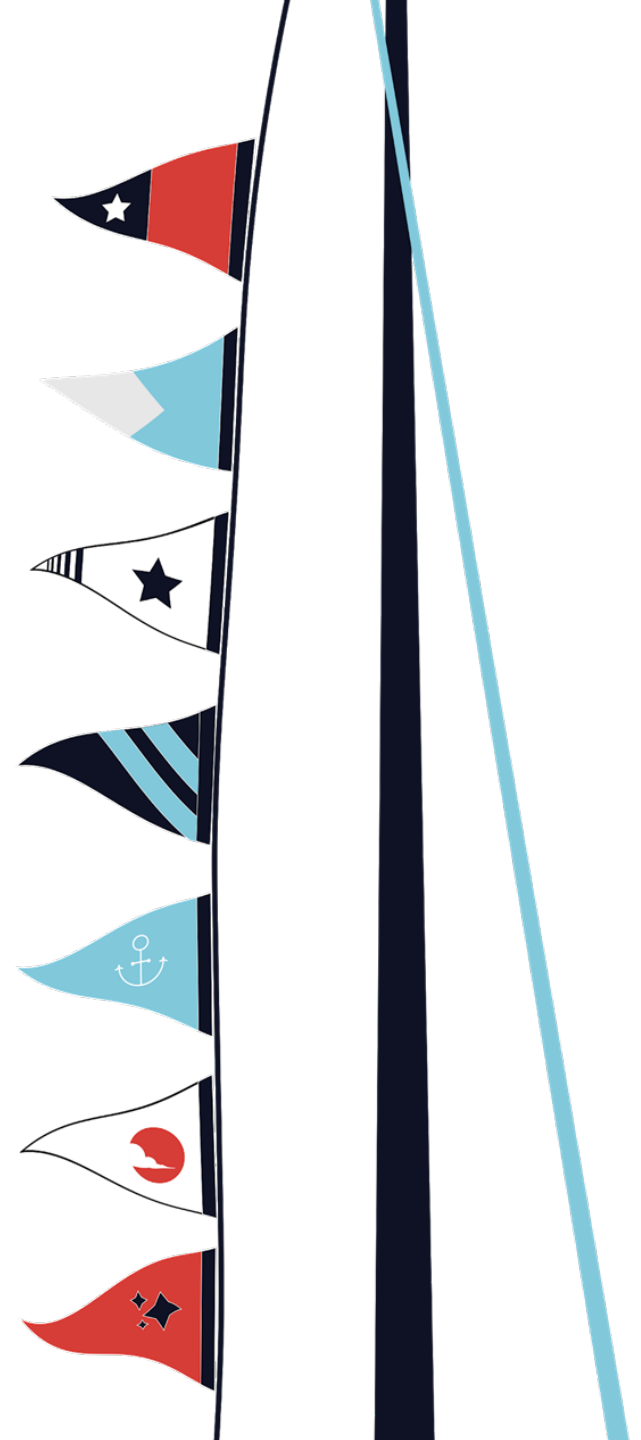
***GROW BOATING BY***

***MAKING IT EASIER FOR BOATERS TO  
GET ON THE WATER***

***CONNECTING MORE BOATERS WITH  
MORE MARINAS***

***HELPING MARINA STAFF EASILY  
MANAGE THE GUEST EXPERIENCE***

[WWW.DOCKWA.COM](http://WWW.DOCKWA.COM)







molo

[www.getmolo.com](http://www.getmolo.com)  
Simple Marina Management





COMPREHENSIVE MARINA MANAGEMENT SOLUTIONS



# COMPREHENSIVE MARINA MANAGEMENT SOLUTIONS



**SNAG  SLIP**



## Discussion: overview

Present: what the industry is doing right now with technology and automation?

Past: what boating trends and tech from other industries has influenced ours?

Future: what's next for marinas?

### POLL:

- Who uses marina management software?
- Who uses cloud technology, automation (payments, check-in)?
- Who uses an online reservation system?



Questions from the audience?



# PRESENT

What is a Smart Marina?



Smart Marina [smahrt muh-ree-nuh] :

*noun*

1. a marina/boatyard/dry storage facility that uses technology to aid operations.

A smart marina is NOT a marina that uses technology and automation to replace face-to-face customer service and interactions with boaters.

Smart marinas use tech to give them more time at the docks with boaters.



What are marinas using now?

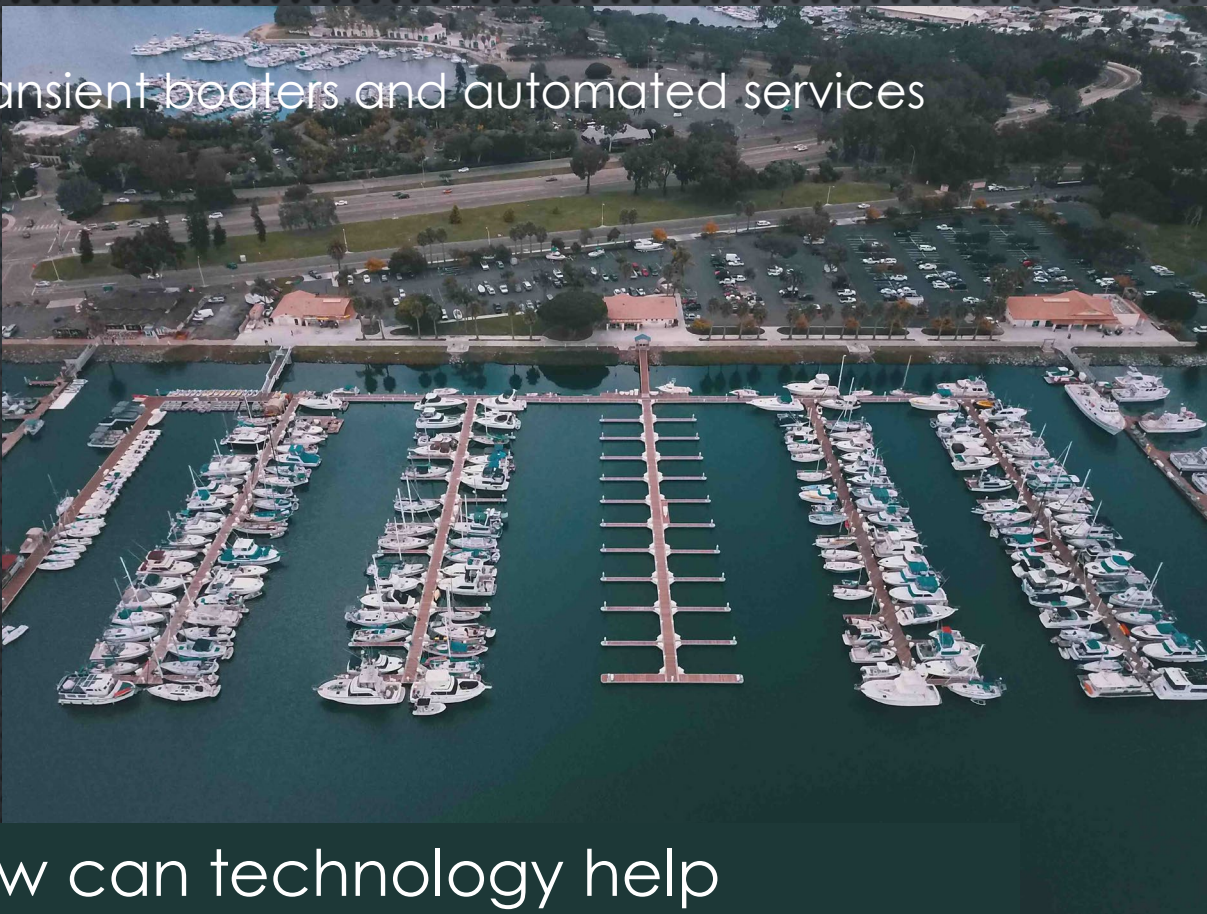
How are marinas using cloud technology? How has that changed the game for marina management software?

How are real-time data and mobile technology aiding marina operations?





Transient boaters and automated services



How can technology help transient boaters and the marinas that serve them?



What automated services are marinas using at the docks and at the pedestal?



# PAST

How has the marina industry built off of what other industries have done?  
Why has the marina industry lagged on adopting technology?



What are some of the factors driving technology development for marinas?  
Where have we made good progress?  
Where do the challenges remain for the industry?



## Boating Trends

How is boating changing and how is that guiding technology development for marina operations?

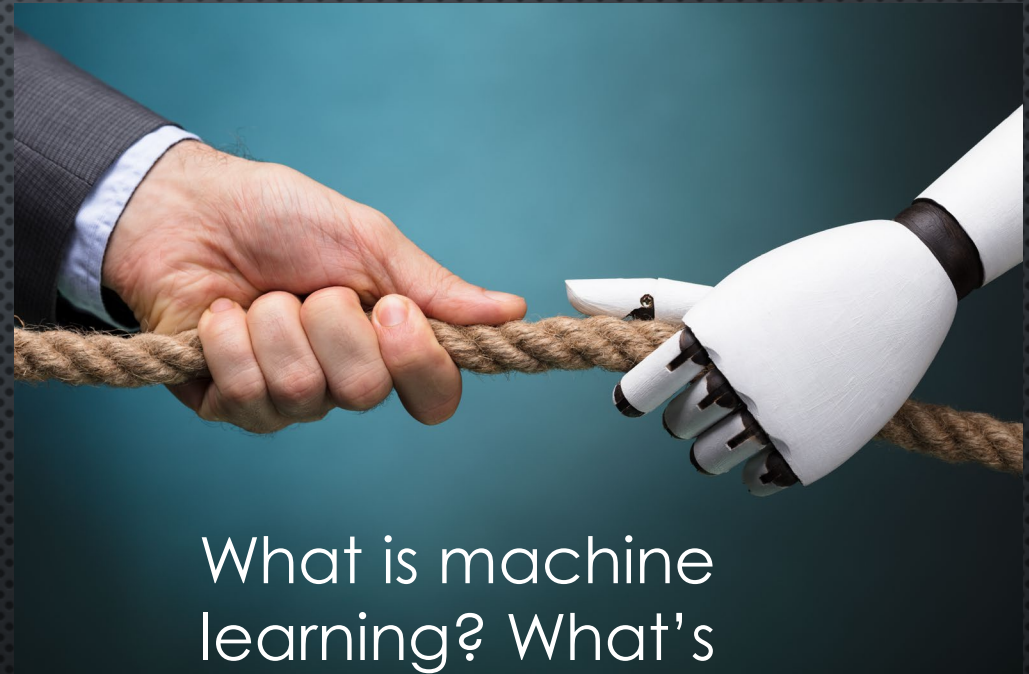


Will technology help attract younger boaters?



## FUTURE

What is an API – application programming interface? What does it mean in the marina industry and software management?



What is machine learning? What's next for automation and real-time data?



A crystal ball sits on a dark, mossy rock. Inside the crystal ball, a sunset scene is reflected, showing a calm lake, a distant shoreline with trees, and a sky with soft orange and blue clouds. The background of the image is a blurred version of this same scene, creating a sense of depth and reflection.

What's next for the  
marina industry? What  
will marinas look like five  
or 10 years from now?