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Conference and Exhibition

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How Shipping Companies and
Software Companies Can Work Best
Together to Maximize Benefits

Background – Nautical Systems, LLC

- **ABS Nautical Systems origins date back to 1983 / 1998 LLC formed**
- **Separate commercial subsidiary of ABS**
** Shared core values and service approach
- **Offer complete range of software products, consulting services, support and development**
- **Broad spectrum marine client base**
- **Cover all global regions through a network of regional and country specific offices**
- **Our core business is Marine Software and services**

Historical Perspective

What is a customer?

A customer is the most important person ever in this company – in person or by mail.

A customer is not dependent on us, we are dependent on him.

A customer is not an interruption of our work, he is the purpose of it. We are not doing a favor by serving him, he is doing us a favor by giving us the opportunity to do so.

A customer is not someone to argue or match wits with. No one ever won an argument with a customer.

A customer is a person who brings us his wants. It is our job to handle them profitably to him, and to ourselves.

Vendor Selection

- **Check for standardization of product**
 - ** Goal should approach 95% for long term supportability
- **No cost basic software enhancements or upgrades**
 - ** Keeping client base up on best platform (ref previous item)
- **Internal system flexibility – product integration, user profiles, report writing, dashboards**
- **External system flexibility – Interface Capability to Finance, Communications, CBM (Condition Based Maintenance)**
- **Adaptability – Fleet type, fleet size, industry applications**
- **Vendor Credibility – Trust worthiness**

Partnership building in today's workplace

New philosophy

- It is not enough to give good or even excellent service
- Look beyond just working together even as partners
- We need to integrate, consider each others issues
- Knowledge actions of either party can and do effect both parties
success
- Shared responsibility and accountability
- Becoming part of each others DNA

Approach/Foundation Building

- **Focus – A “Client Centered Approach”.**
- **Understanding client and vendor are each experts in their business**
- **Need for good basic knowledge of each others industry.**
- **Commitment to merge knowledge bases (the DNA)**
- **Understanding and commitment to mutual business success**
- **Buy in from top management down**
- **Open dialogue promoted at all levels.**
- **Showing respect, building trust and acting with integrity.**

Partnering in today's environment

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- **Set system to capture and track issues, ideas and suggestions**
- **Hold periodic user meetings to share ideas, vision, technology, problems and solutions.**
- **Create a forum to discuss and build consensus.**
- **Develop changes and enhancements on agreed basis and schedule.**
- **Build your user community into a secondary and larger business partnership.**
- **Use client committees for major design changes, upgrades or new products.**

Partnering in today's environment

- **Jointly watch and manage both your and your partners resources**
 - ** Understand requirements
 - ** Know strengths and limitations of both parties
 - ** Track progress
 - ** No one can do it all.
 - ** No one do it alone
- **Follow-up, own up, solve and implement.**
- **90% done is 0% delivered.**
 - ** Agree and tackle what you can do
 - ** Once agreed, limit change
 - ** Finish the existing project (s) before accepting new work.

Overview

- **Working together can increase efficiency and reduce financial costs and resource burden.**
- **The client and vendor can and should assist each other at all stages.**
 - ** Development design
 - ** Beta testing
 - ** Early or trial adaptation
 - ** Final commercial rollout.
- **Cycle back all software enhancements and existing product upgrades**
 - ** Annual maintenance annuity's support standardized development.
 - ** Keeps entire client base technologically up to date
 - ** Ensures most cost effective and supportable model.
- **Both partners provide input, both partners receive equal gain.**

Overview

- **Potential conflicting agendas - customization of products and the need for standardization.**
- **Recognizing at times it will be both required and beneficial.**
 - **Regulatory requirements
 - **Need to improve or change the product
 - **Special need/application.
- **Once done, incorporate the change back into your core system.**
 - ** This ensures continued ability to maintain global standardization
 - ** Guarantees ability to offer full and consistent support for that standardized operating system.

Partnership for all time

As has often been said “change is inevitable”. Today’s technological advancements are allowing us to do many things with software we could not even conceive of a few years ago. No doubt tomorrow will bring even greater change and opportunity. It has been eloquently proposed that the client was part our business. Today we also need to be a part of his – as implied – part of their DNA. Building partnerships at this level we can and no doubt will continue to maximize our products benefits to clients and our mutual success.

Thank you

Questions