



Business Briefing Pack

Delivering better customer service at a
low cost via [YACHTONUS.com](https://www.yachtonus.com)

Agenda



- Why YACHTONUS?
- What is YACHTONUS
- Basic use of the service
- Adding value through YACHTONUS
- Progress update

Every boat requires regular maintenance...

- As a boat is used, wear and tear impacts all moving parts, sails stretch, hatches windows and joints leak, canvas covers get torn and running lines degrade
- As time passes, safety critical items will reach the end date for their safe operation and require attention (air cylinders for lifejackets, flares, life raft etc)
- Hull and deck are exposed to wind, weather and water, accumulating dirt and abrasions, and attracting algae and micro-organisms below the waterline
- Periodic checks are required for electrical storage and distribution, drinking water tanks, pump strainers, the gas installation, heating, hydraulic systems etc
- Regular maintenance is required for mechanical installations such as the engine, gearbox, drive-train and the (self) steering system and rudder

No matter how well designed and built,
every boat requires maintenance

...but maintenance is often neglected!

- **Lack of awareness of *what* maintenance is required**
Owners are often unaware of what maintenance their boat requires and the consequences of neglecting this – for example, insurance claims being rejected!
- **Lack of knowledge about *how* to maintain the boat**
Multiple materials are used throughout a ship which require specialised tools or knowledge to maintain them (polyester, aluminium, teak, canvas, leather etc)
- **Oversight – owners forget to perform maintenance tasks**
A ship equipped for sea will typically have more than 200 components on board, many of which require specific and timely maintenance which gets overlooked
- **Cost – owners think they can save money by delaying or avoiding maintenance**
This is a false economy as the cost and inconvenience of repairing a breakage and the reduction in resale value will more than outweigh the cost of maintenance

A poorly maintained boat not only has a lower resale value,
it will let you down when you need it most

Poor maintenance results in breakage, cost and risk

- **The boat begins to look neglected as a backlog of maintenance accumulates**
- **When the boat is put under strain, something breaks, tears or fails!**
- **The holiday, passage plan or weekend away gets cut short**
- **You place yourself and your crew in danger**
- **Your boat has a lower resale value, your insurance may even reject claims!**



5 key benefits of YACHTONUS for a yacht owner


1. Increase the pleasure of yacht ownership
 - Build confidence in equipment level and state of maintenance
2. Improve the safety of the boat
 - Reduce chance of breakage, avoid forgetting the “need to’s”
3. Enable sharing boat profile and knowledge
 - With friends, fellow boat owners and service suppliers
4. Facilitates access to the skills you need
 - Specialist can view your boat online and update the profile after service
5. Enhance and protect the value of your investment
 - A well maintained boat is worth more, avoid rejected insurance claims

5 key benefits of YACHTONUS for your business

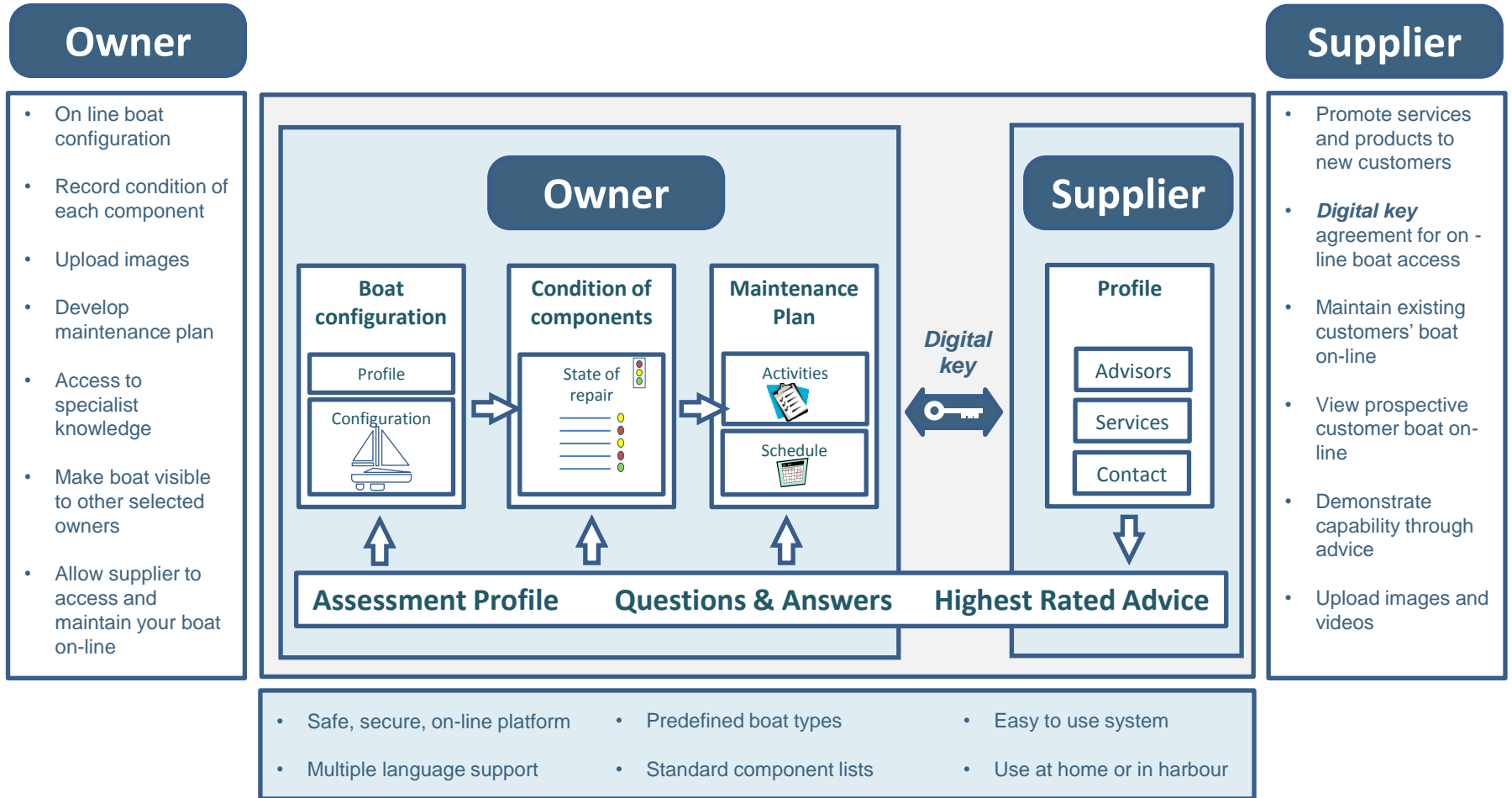
1. Offer a new and modern online service to your customers
 - Take advantage of internet, social media and trend to go “online”
2. Set up a permanent and low cost link with each customer
 - The online boat profile is a continually appreciating asset!
3. Ensure *best in class* boat management for the customer
 - Track progress against an online maintenance schedule and add advice
4. Reach out to new or latent customers via advice and profiles
 - You can promote advice, answer questions, offer online checks or reference boats
5. Increase your revenue through online service
 - You can charge for online boat management!

YACHTONUS helps your business deliver better customer service at a low cost

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YACHTONUS- *On-line boat maintenance*



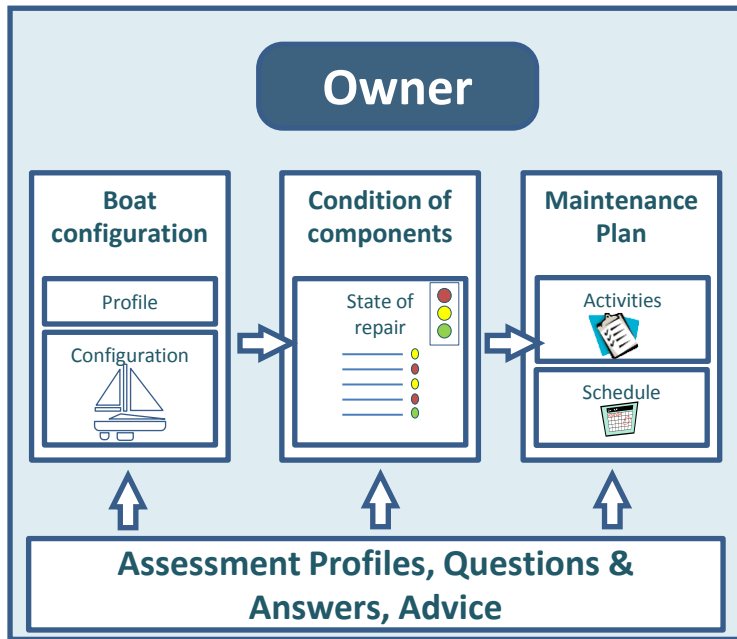
- On line boat configuration
- Record condition of each component
- Upload images
- Develop maintenance plan
- Access to specialist knowledge
- Make boat visible to other selected owners
- Allow supplier to access and maintain your boat on-line
- Safe, secure, on-line platform
- Multiple language support
- Predefined boat types
- Standard component lists
- Easy to use system
- Use at home or in harbour

- Promote services and products to new customers
- **Digital key** agreement for on - line boat access
- Maintain existing customers' boat on-line
- View prospective customer boat on-line
- Demonstrate capability through advice
- Upload images and videos

YACHTONUS brings the owner, the boat and service suppliers together

YACHTONUS- *On-line boat maintenance*

Yachtonus.com helps owners maintain their boat, enhance their knowledge and access specialist advice

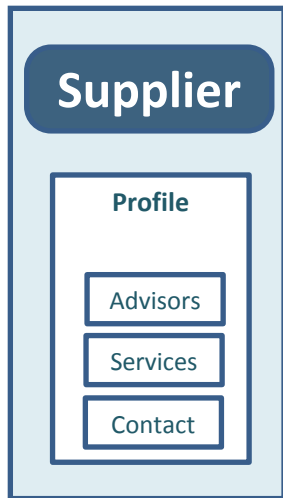


There are a few simple steps to success:

- Register as a user at yachtonus.com
- Set up the general profile of your boat
- Input the configuration – this is saved at each stage and can be done over time
- Assess the status of each component (using predefined checklists)
- Determine and schedule the maintenance tasks required
- Get answers to the questions you have
- View the best rated advice available
- Invite suppliers to view your boat and offer the help that you need using the secure **digital key**

YACHTONUS- *On-line boat maintenance*

Yachtonus.com enables suppliers to offer an online boat management service to complement their existing services, win new business and improve the service offered to customers through better communication




There are a few simple steps to register your business:

- Register as a user and click on “new supplier” when logged in
- Set up the profile of your company with contact information
- Clearly state the areas in which you provide services or products
- View and update your customer’s boat configuration using secure **digital keys**
- Set up the maintenance schedule for your customer and schedule maintenance tasks in the future (
- View questions raised by boat owners in these areas
- Post your advice to attract attention and new business

Supplier levels

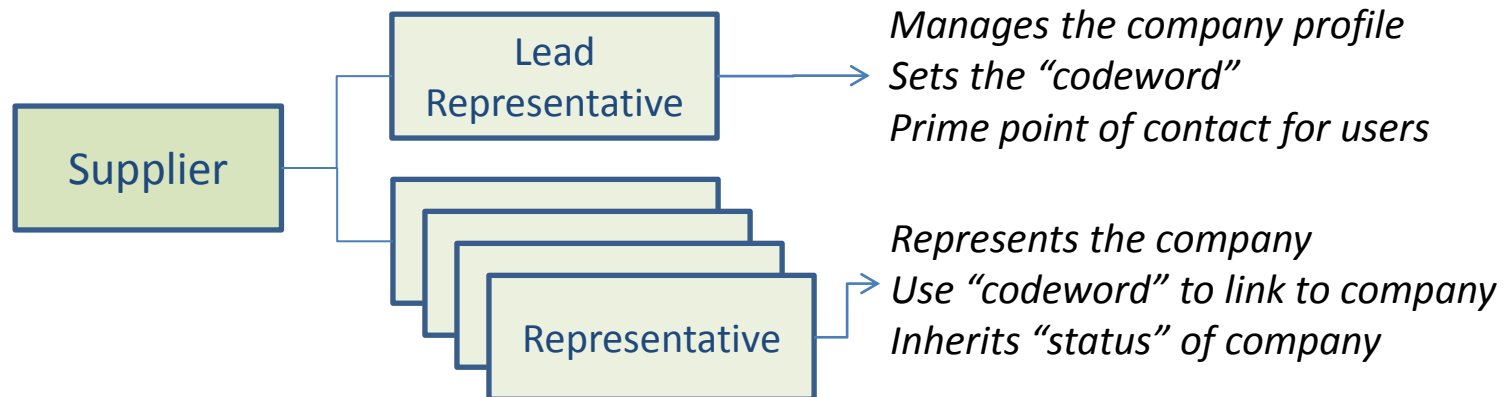
- “Basic”
 - Try out the service with two boats
 - Give us your feedback
- “Premium”
 - Low cost service with full functionality
 - Branded as yachtonus
- “Premier”
 - Full functionality
 - Branded in your name and logo

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Setting up a company on YACHTONUS

- The first step is to register as a user and set up the company profile
 - “Lead representative” is the user who sets up the company
 - only this user can make changes
 - “Codeword” used when users want to register as representative of your company
- Company status applies to all representatives
 - “basic” or “partner” is displayed for all representatives
 - All advanced features can be used by all representatives for partner companies
- Digital keys owned by the company can be allocated and accessed by all representatives
 - Each representative has a view of all keys available and allocated and can use these



Boat configuration

Boat Overview &
Image Gallery

Documents

Configuration
(components &
sub-components)

Maintenance Plan

- Boat overview
 - Image gallery for boat (rotating sequence)
 - Description includes make, type, length, year etc
 - Characteristics include IJPE, engines, water capacity etc
- Key boat documents
 - Bill of Sale, VAT, Registry, Tonnage, Technical, Polar etc
- The configuration of the boat
 - Identify the components and record state of repair
 - Add sub-components where relevant eg impellor – engine
 - Upload images to show current state or configuration
 - Add maintenance activities at the component level
 - A “service book” will always be present for maintenance
- Summary of all maintenance tasks
 - These are collected from components and the service book

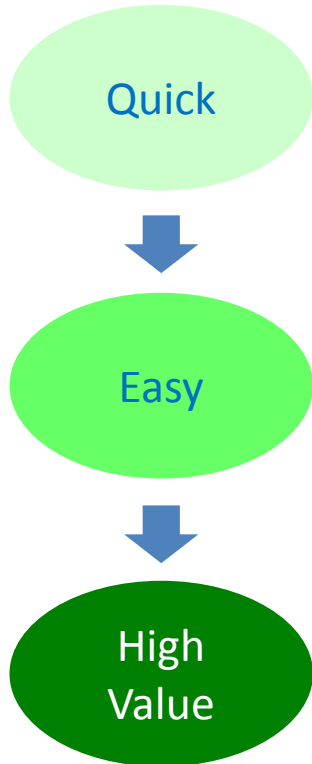
Editing a boat

- All boats have a service book added when created to enable direct addition of maintenance tasks without further configuration
- Many boat types have basic hull configuration added with make and model of boat (sailing yacht, catamaran, trimaran, motor yacht etc)
- The user may build up the configuration by any combination of:
 1. adding components individually
 2. comparing to a sister ship and copying the configuration of that ship
 3. using a configuration wizard for that boat type
- When adding a component, the system will offer a category and remain in that category until “Cancel” pressed to enable quick editing
- Categories can be displayed or hidden by clicking the “+” or “-” symbols at the left
- *Tip:* Build up to level of configuration wizard

Speed versus quality

Configure a boat in the following ways:

- No configuration!
 - Add maintenance tasks directly to the service book and you have a plan
- “*Configuration Wizard*”
 - Basic lists of most common components per boat type
- “*Find sister ship*” and copy the configuration
 - Fastest way to copy over a default profile (if a similar boat already set up)
- Manually add components to match the boat specification
 - Reflect the owner options in the choice of components and sub-components
- Compare against preset profiles for racing or offshore cruising
 - Refine and expand an existing profile using advanced test profiles
- Partner users:
 - Copy an existing boat profile and change as needed
 - Create your own customised reference boat or test profiles



Update your configuration over time

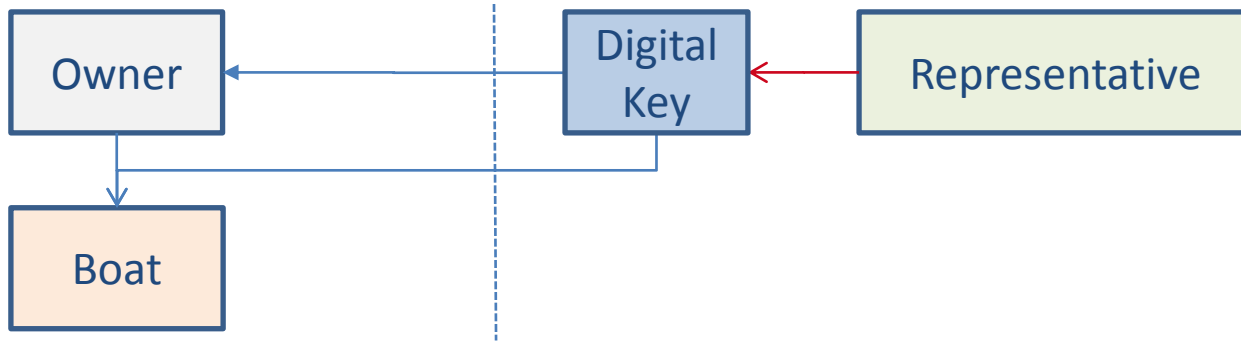
- Start by using a wizard or a sister ship
- Compare against different profiles until you are satisfied that profile is “complete”
 - Minimum recommended level is to complete a configuration wizard
- The configuration can be expanded over time
 - Other profiles enable test of boat versus annual checks, safety profile etc
 - Each update is saved in the database
- Maintenance plan
 - Add major activities to the service book e.g. Haul out, major repair or repaint etc
 - Add other activities to the component that they impact
 - The maintenance plan collects all activities and displays these in different orders
 - You receive a reminder when a maintenance activity is due

Who owns the boat profile ?

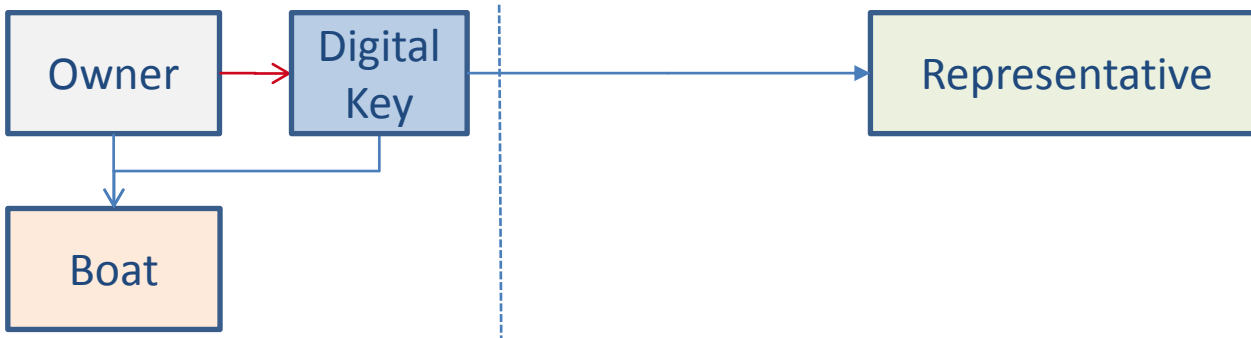
Who issues the “Digital Key”?

Option 1 – The boat owner owns the boat profile

A. The supplier issues a key to access the owner’s boat profile



B. The owner issues a key to the supplier to access the boat profile

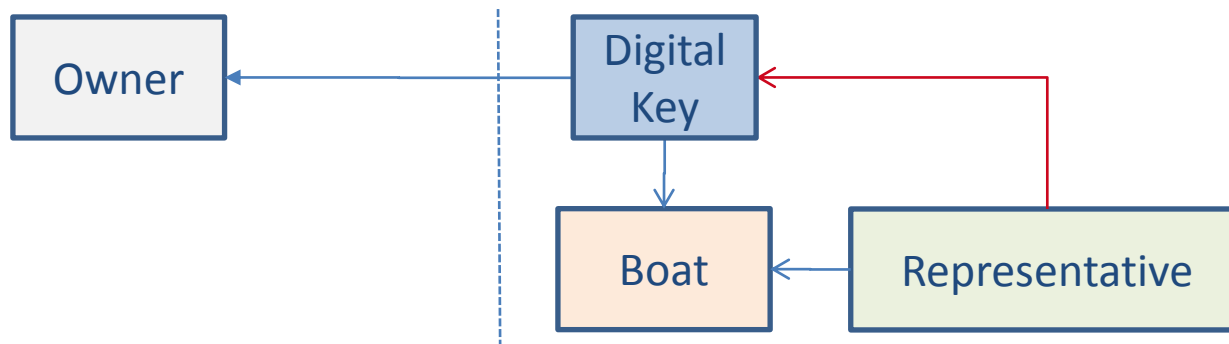


Who owns the boat profile ?

Who issues the “Digital Key”?

Option 2 – The supplier owns the boat profile

A. The supplier issues a key to let the owner access the boat profile



This is the situation when a supplier offers a fully managed boat service.

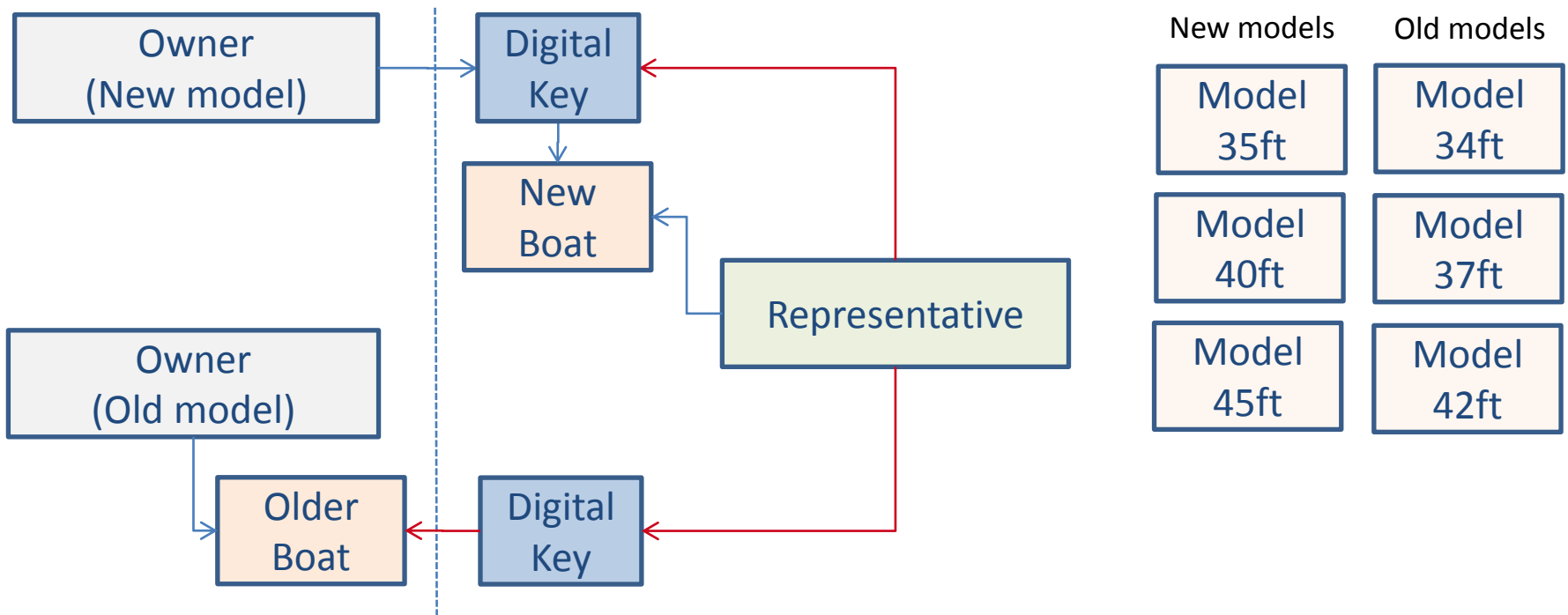
The supplier acts on behalf of the boat owner and sets up a boat profile for the owner with the maintenance plan etc. The supplier then issues a key to the owner to enable him to access and view the boat profile.

Possible scenario for Boat Builder

- Apply Option 2 for new model boat owners / buyers
 - Invest the time to create a complete template profile for each new model
 - When a new boat is sold, copy this template profile, adjust for owner options and set the maintenance schedule dates.
 - Issue a key to the customer to the profile which you manage
 - Suggestion: Contact recent buyers and offer this service to them also
- Apply Option 1 for older model boat owners
 - Set up a simpler template for older boat models
 - Offer existing owners the possibility to receive (buy) this profile and let them assess the state of components
 - When an owner agrees, copy the template and transfer this to him. Then use the key to access the profile maintained by the owner

Example for a boat builder

The two scenarios coexist – for new boats and older boats

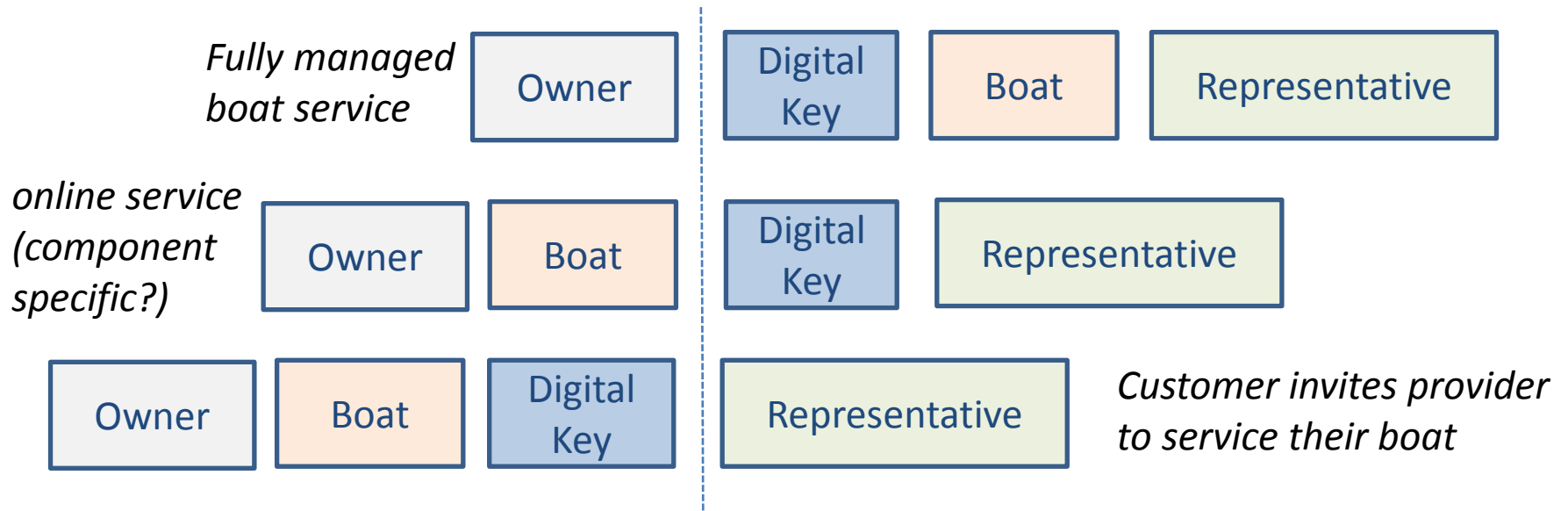


This is likely to be the situation for a boat builder with new boats in a guarantee period together with older boats which receive a support service.

Your overview displays the keys separately under each category!

Example for a service provider

A maintenance service provider may have all three scenarios simultaneously



This is likely to be the situation for a service company with fully managed boats, partially managed boats and owners who have requested specific help.

Your overview displays the keys separately under each category!

Communities

- Connect with other boat owners
- Find the owner of a boat (e.g. via “Find sister ship”)
- Contact someone who has given advice
- Only possible when you have enabled messages!
- Exchange keys with this owner to compare boats directly (to be added later)

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Public, Reference and Test profiles

- Public Boat Profile
 - The short summary information and image gallery will be externally visible to all users and visitors to the site
 - The boat can also be found by the Boat Finder
- Reference Boat Profile (Partner level only)
 - The full boat profile will be visible to all other site users who can compare their boat against it.
- Test Profile (Partner level only)
 - Use this to set up a checklist of items to test against. The time period entered in the profile is used as the inspection schedule and applied in the comparison

Posting advice

- The knowledge area of the site has the longest “time on page”
- High hit rate with registered users and with visitors to the site who see the highest rated advice
- Users read the advice!
- You can post advice with:
 - Text
 - Images (Partner only)
 - One document
 - One link to a web page
 - Your company logo appears as a clickable link

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- Advanced
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Progress Update – November 2011

- Launched internationally on 1 May 2011
- Featured on many nautical web sites:
 - Sail-World, Yachts and Yachting, Nauticlink, Voiles, Sail-World and Cruising Compass, Yachtonline.it, BYM and many more – just Google us!
- Printed articles:
 - Voiles, Boat Mart, Zeilen, Yachting-Blue, Multihulls World, Boat and Yacht, Yachting World etc
- Already passed 400 users with 300 boats
 - motor and sailing yachts covering most popular makes and models
- More than 40 suppliers registered
 - Boat builders, yacht survey experts, boat yards, marina operators, fleet managers, product vendors and service suppliers
- USA, Canada, Latin America, Europe, Scandinavia, Africa, Middle East, Australia
 - We have a global community of users and service suppliers
 - YACHTONUS can be used from the “home” country or for passages in foreign countries!

Coming soon

- Generation of boat profile from a default maintenance wizard
- Supplier finder function enhancement
 - Google maps view of suppliers
- International customisation
 - \$, £; date format; US/UK English etc