

Workbook

Feasibility Study

CRONoMAR 

SEA OF OPPORTUNITIES

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Abstract:

Main purpose of this study was to evaluate software system called "Workbook", introduced to CroNoMar by company "Cyclops" from Zagreb, Croatia.

Workbook is a software solution that enables shipyards to improve their process of producing, supplying, and organizing shipyard activities. At the same time it creates database for unlimited analysis, which can be used for further improvements of business in shipyards.

"Workbook" software solution is a complex engineering product, providing shipyards to improve their performance through better tracking of activities in shipyard. Recording all the activities gives unlimited number of for further process improvements.

At the same time such a software solution makes day-to-day activities more easily and understandable for all levels of the employees in organization. It is a resource planning solution that allows very detailed control of complex business processes.

"Workbook" software solution has been already implemented in shipyards, and results are of that implementation is very positive. Examples of implementation are the best way of present a software solution as such, and it can be found as Appendix of this study.

30 March 2010

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2 Introduction

The “Workbook Software” solution that is about to be described is built on an already world recognized and known software platform called “Refit+”. Refit+ is actually an Enterprise Resource Planning solution that allows very detailed control of complex business processes in any kind of industries such as shipyards, refit facilities, production plants etc. Its innovative approach has attracted many different industries and it can successfully replace old software solutions that have never been able to meet entirely the needs of each client.

The Workbook concept is actually a multidisciplinary approach towards each client. In order to implement the software successfully, first the optimization of customer’s current business processes is needed and then it is possible to implement them efficiently into the Workbook ERP.

Some of the International awards and recognitions won by Workbook concept:

2007 **ARCA**: Zagreb, Croatia

2007 **INOVA**: Zagreb, Croatia

2008 **INPEX**: Pittsburgh, USA

2009 **ARHIMED**: Moscow, Russia

2009 **BRITISH FEMALE INVENTORS AND INNOVATIONS NETWORK**: Cardiff, UK

2009 **BRITISH INVENTION SHOW**: London, UK

2009 **INST**: Taipei, Taiwan

2009 **INOVA**: Zagreb, Croatia

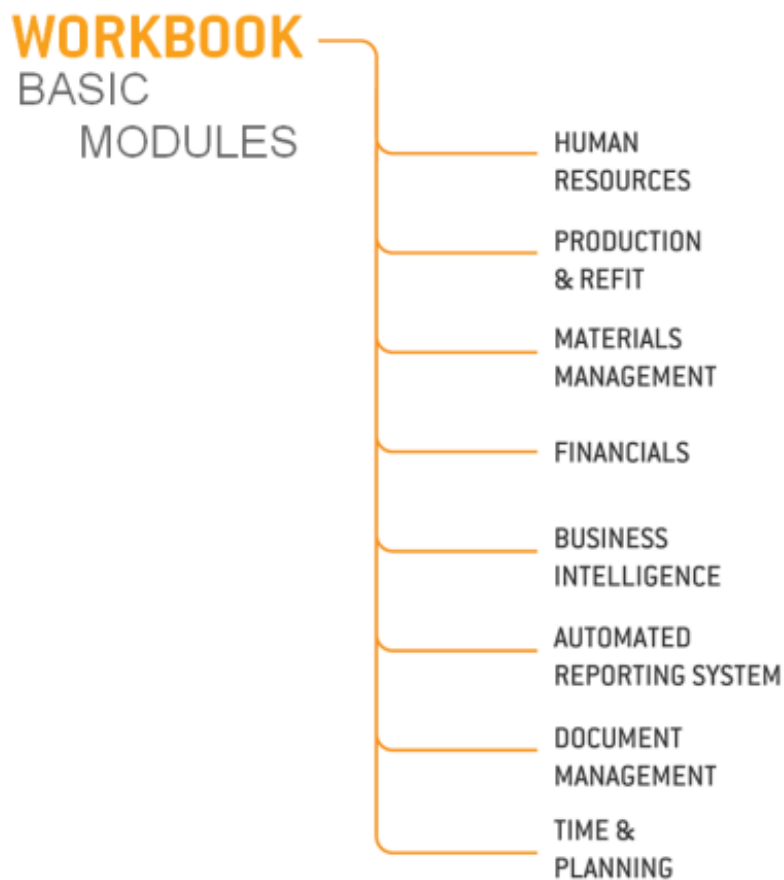
2010 **MALASYA TECHNOLOGY EXPO**: Kuala Lumpur, Malaysia

2010 **KOREA INVENTION ACADEMY**: Kuala Lumpur, Malaysia

3 Overview of Workbook – Shipyard Management Support

The Software Solution was initially developed at NCP Šibenik Refit Shipyard. This Croatian Shipyard has about 400 employees and is involved in building and refitting large military ships, state ferries and luxury mega yachts. The business processes of NCP Shipyard are very complex and require full coverage of many details.

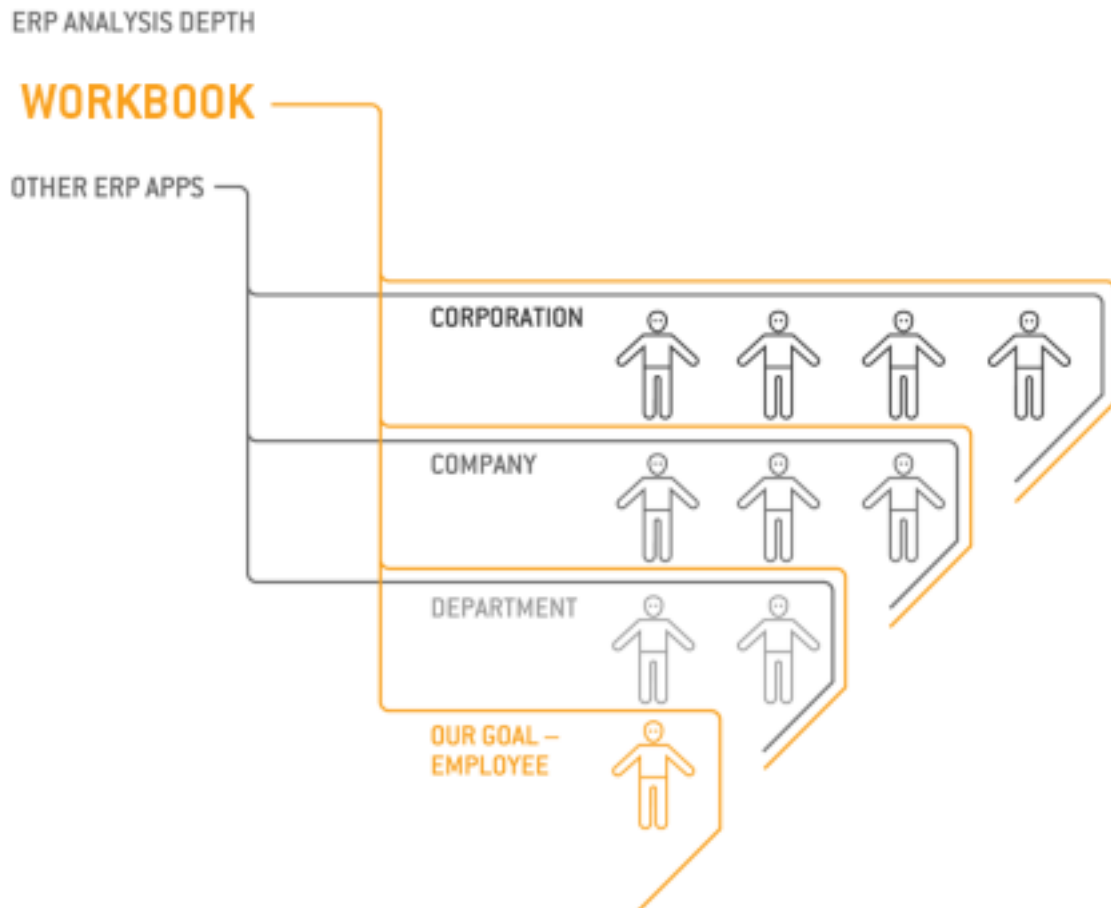
The basic idea behind Workbook concept is to bring the control of business processes to the level of each employee. This creates a possibility to obtain the most complete and different analyses (e.g. Annual analyses on the number of hours spent by employees on a project, the materials and tools used, access to the warehouse, etc.). The system conducts data processing and reporting to the management itself, therefore the entry of data is minimal which increases the productivity of employees and entire company.



4 Benefits of Workbook

The current IT market offers hundreds of versions of ERP solutions, but the Workbook concept was developed because many of these solutions are not flexible at all, furthermore, they require expensive additional customizations and can hardly fit specific client needs.

With awareness that every particular business process of a client is unique and most probably more competitive on the market, this software concept is built to be capable of adopting all minor details.



Some of the HIGHLIGHTS of the software:

- **SIMPLE** user interface,
- **MINIMUM** user interaction,
- **FLEXIBLE** database design,
- **DETAILED** reports down to employee level
- And many more..

5 Workbook Platform and Processes

This ERP solution was built entirely relying on Oracle technologies which makes it completely up to date with best technologies available on the market. Oracle database is recognized as most common database solution for all kinds of industries.

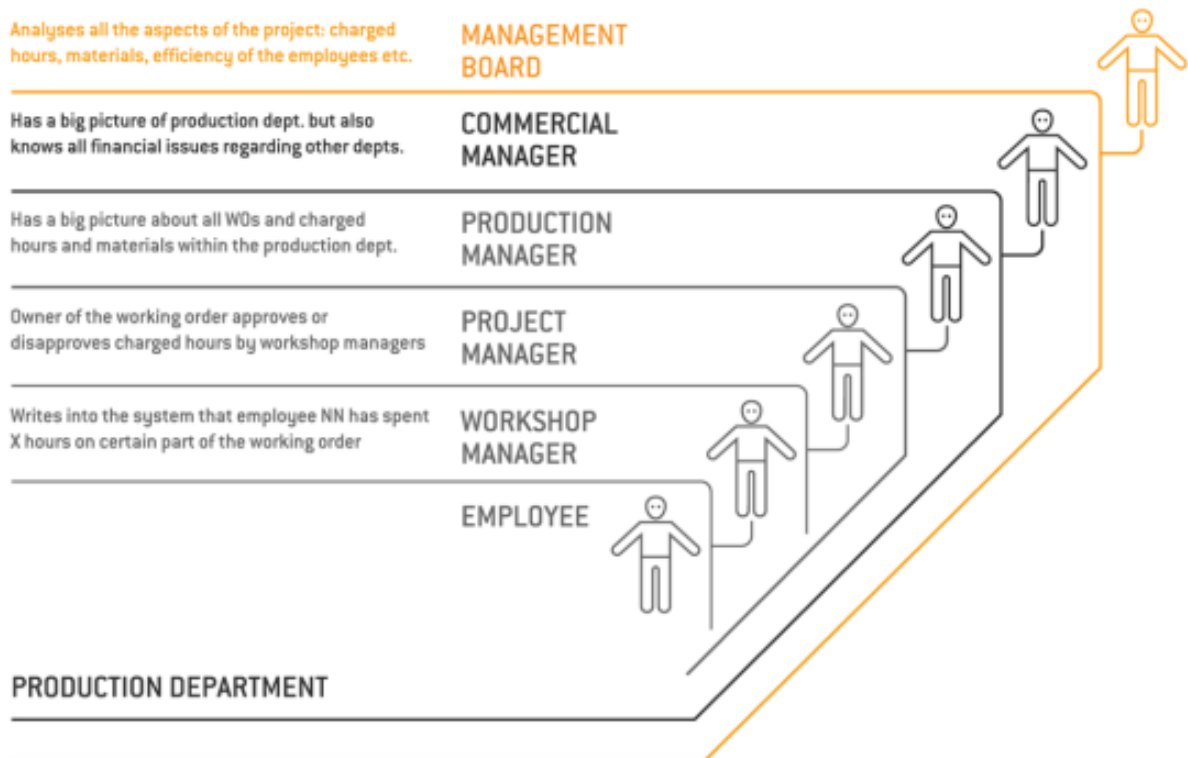
Cyclops d.o.o. is a Gold member of Oracle partner network and it is our fourth year of successful partnership with Oracle.



Some of the processes of the ERP are shown in the picture below. The picture explains the hierarchy of approvals and responsibilities within a chain of business processes from bottom (employee level) to top management.

WORKBOOK

ERP HIERARCHY OF INFORMATION AND APPROVALS (example)



6 Workbook Application in Shipyards

Attached to this Study there is a Promo material (Workbook introduction) that shows some of the daily routines in a medium sized shipyard. It can be very clearly seen how does the system work and how deep does it control each business process.

Below is explained one possible routine of Employee from a Paint Workshop

- 1) Marc walks into Workshop and approaches the terminal
- 2) He swipes his ID card, logs in and enters his password
- 3) System recognises him and shows him overview of planned tasks for this working day
- 4) Marc clicks OK button and gets Task A on the Screen
- 5) He has SOP procedures available for printing, required Materials list ready for Warehouse Department and required Tools list ready for Tool Crib
- 6) Marc could print all these papers, but could also just show his ID card at the Warehouse or Tool Crib and they'll have all the documents automatically prepared for printing
- 7) Warehouse referent swipes Joe's ID card, prints out warehouse document and gives materials to Joe
- 8) Marc repeats the same procedure at the Tool Crib
- 9) At the end of each task, Marc goes back to the system and confirms that his task is done, then the system shows next task that was assigned to him
- 10) At the end of the day Marc's list of tasks could stay uncompleted due to lack of time, poor planning or bad skills but that would be a subject for further analysis

8 SWOT Analysis

<p>Strength</p> <ul style="list-style-type: none"> • Flexible database design • Detailed control down to Employee level • Newest web technologies applied to the solution • Multilanguage interface – it is very easy to translate the application in any language • Messaging system – automated mailing system that alerts all relevant participants in a certain business process • It's a web application so it's accessible from any corner of the Internet (in a secure way) • There is no similar solution available on the market for the shipbuilding industry 	<p>Weakness</p> <ul style="list-style-type: none"> • It has to be constantly upgraded and developed • The IT development company is still micro sized • The biggest treat is dealing with old data that has to be imported into the new database. This requires a lot of time and energy • To apply such a system to a big customer requires a lot of effort and consultancy work with the customer • It takes a year to 15 months to implement the software to a medium sized shipyard
<p>Opportunities</p> <ul style="list-style-type: none"> • There are many shipyards through the World that need this kind of the solution • There is a large market in North America that has opened to this solution a few months ago in Canada • There are several shipyards in Croatia, Montenegro and Serbia that could instantly start using this solution 	<p>Treats</p> <ul style="list-style-type: none"> • Competitors are very large software companies such as SAP, MARS, IBM • To be bought by a bigger company if selling channels are not to be established in a short term.

9 Conclusions & Recommendations

“Workbook” as shipyard management software brings ship management on higher level. Today, when competition among shipyards is tougher, and optimization of shipyard activities just like utilization of resources in shipyard is more and more important, software solution like “Workbook” is precious tool. With such IT solution in shipyard management, unlimited number of analysis can be made as base for processes improvements.

In other business sectors such type of software solution has been implemented for quite a while. SAP as worldwide most known software solution is present on the market for years. Compared to SAP “Workbook” is newest IT solution and it is created for shipyard management. Therefore it is better and cheaper solution as such.

CroNoMar recognizes the potential of “Workbook” software solution, and CroNoMar would like to act in two steps:

1. CroNoMar would like to test the market for such software system solution. Primarily this would be done in CroNoMar’s domestic grounds: Croatia and Norway. Several shipyards would be contacted to test their interest for “Workbook” as part of shipyard management. Today most shipyards don’t have any similar type of management solution, and presentation of advantages and challenges of such software would be needed.
2. If market testing brings positive feedback about “Workbook” shipyard management software, CroNoMar would like to discuss a joint venture with Cyclops, where new company would be set-up. This new company would be focus to European shipyards as market for “Workbook” shipyard management software solution.

In this joint venture, as stake holders Cyclops and CroNoMar should be investors together with other soft co-fundings from different sources. Cyclops would be a major shareholder bringing in the company knowledge and software development. CroNoMar would be a minor shareholder where networking channels and sales channels would be their stake. Additional soft co-funding would be brought together to set-up a company. Company should be set-up in Croatia with a tendency to work globally.