

# OIL AND GAS VESSELS GO MOBILE WITH PROGRESS



## Challenge

Off-shore energy production is a complex and competitive industry, with marine vendors seeking a business advantage in this specialized field. Companies want real-time information about vessels and resources, the service Bhagwan Marine provides to its many customers. However, Bhagwan Marine sought a better way to manage its fleet of vessels, while also offering customers innovative data access not yet seen in the industry.

The company wanted to be the first to leverage technology to promote its business in a bold way, setting it apart from the standard four-color printed brochures pervasive in the industry. While attractive, “v-cards”—the old style fleet posters and vessel promotion sheets—were time-consuming to create, cost thousands to produce, yet are immediately out of date once made. Instead, Bhagwan Marine decided to pursue a mobile app, in line with its goal to be green and “go paperless” where possible. It also helped the company more efficiently convey its fleet in near real-time.

The resulting mobile app had to organize extensive vessel information, offer full vessel specifications, show vessel location in real-time, offer push notifications, pictures and more. It also had to help Bhagwan Marine staff stay connected to key vessel information while on the go.

### Client



### Implementing Partners



**Glenfield**  
Digital Group





"Telerik Platform allowed for the quick and effective delivery of Apps for iOS and Android. The ease of integration between development environments, backend services and analytics, coupled with a full web content system, all made by Telerik—is a major plus."

**Richard Sojka**  
**Managing Director Glenfield Digital**

## Solution

Bhagwan Marine and its agency, Glenfield Digital with Milestre, chose several Progress technologies to rise to the occasion and demonstrate that it is possible to successfully harness mobile in this industry. Progress technologies used included:

- **Progress® Sitefinity™ CMS:** Leverage responsive design, mobile web and mobile app technology in one award-winning content management solution
- **Telerik® Platform by Progress:** Build iOS, Android and Windows Phone 8 hybrid apps using a single pure HTML5, CSS and JavaScript codebase. Expect easy and scalable app development with complete mobile app backend as a service
- **Kendo UI® by Progress:** Get everything needed to build sites and apps with pure JavaScript and HTML5

Bhagwan Marine first centralized fleet vessel data within a custom CMS module, leveraging Progress Sitefinity CMS. It then built the cross-platform app called "LiveFleet" using the full Telerik Platform solution, giving it a native look and feel for both iOS and Android devices. The solutions gave Bhagwan Marine the ability to provide one central point in the cloud for editing and distributing all content,

saving the company time and money. It also ensured vessel data stayed consistent regardless of how it was delivered, whether published seamlessly to web pages, a web gallery, specifications, iOS and Android apps. "You can now have our complete fleet information at your fingertips, updated with real-time data-tracking directly to your mobile device," said Bhagwan Marine Marketing Manager Matt Syms. "On the fly, we can produce technical vessel specification sheets that have the latest data. This was not possible before we implemented Telerik."

To take things a step further, once the data was integrated into a single location, Bhagwan Marine and Glenfield Digital incorporated app Analytics to bring it all together. The analytics capabilities of the solutions provide the insight Bhagwan Marine needs to competitively move forward. By reviewing usage metrics, the company can assess app performance in real-time and refine tactics as needed to maximize effectiveness. It can also collect and store UIDs, so if they're later matched with a name, Bhagwan Marine has actionable data about response and interests so they can knowledgeably engage potential customers.

"The combination of Telerik Platform, Sitefinity and Kendo UI were integral to the creation and functional capabilities achieved with LiveFleet. We couldn't be more pleased."

**Matt Syms**  
Marketing Manager, Bhagwan Marine

## Results

Bhagwan Marine's LiveFleet app was a sensation when unveiled in February 2014, at the Australian Oil and Gas Exhibition, the premiere industry tradeshow hosting almost 12,000 attendees and 605 exhibitors from 20 countries. This was a big stage to introduce LiveFleet, and it delivered. Big players took notice, and it put Bhagwan Marine on the map as an industry innovator and first to tackle the mobile space. Type "marine vessel" into the iTunes store, and BM LiveFleet is one of the first apps to pop because of the high demand. As Matt put it, "The combination of Telerik Platform, Sitefinity and Kendo UI were integral to the creation and functional capabilities achieved with LiveFleet. We couldn't be more pleased."

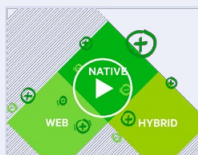
## Specific Benefits Included:

- Reduced fleet information management time by 90%
- Saved thousands of dollars by shifting from a printed to a mobile app approach
- Increased data accuracy by centralizing the repository, keeping all information in sync
- Improved search engine optimization for web and mobile app stores
- Enhanced the customer relationship, giving access to view, share and track the entire fleet from any iOS or Android mobile device, including:
  - Filters by vessel type
  - Full vessel specifications
  - Vessel favorites, and ability to share them
  - Vessel location in real-time, with filters to favorites or current location
  - Push notifications
  - Photo gallery and vessel videos

## Learn More



[Watch LiveFleet demo video](#)



[Take a Tour of Telerik Platform](#)

## Get the App



## About Progress

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today's evolving marketplace. With offerings spanning web, mobile and data for on-premises and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at [www.progress.com](http://www.progress.com) or 1-781-280-4000.

Progress, Progress Sitefinity, Telerik Platform by Progress and Kendo UI by Progress are trademarks or registered trademarks of Progress Software Corporation and/or one of its subsidiaries or affiliates in the U.S. and/or other countries. Any other trademarks contained herein are the property of their respective owners.

© 2016 Progress Software Corporation and/or its subsidiaries or affiliates. All rights reserved.

