

PRESS RELEASE

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Marine Technology Pro Dean Shoultz Making TRB-CMTS Appearance

SubChapter M Innovator Appeals To Maritime Leadership

May 25, 2016 (New Orleans) MarineCFO has confirmed that its Chief Technology Officer, Dean Shoultz, is slated to present the defining work "SubChapter M: How USCG Rulemaking Spawned MTS Innovative Technologies" at the TRB-CMTS Research & Development Conference being held in the Great Hall of the National Academy of Sciences (Washington DC) from June 21-23, 2016. The TRB-CMTS Research & Development Conference is held annually to highlight original works specific to the improvement of the American Maritime Transportation System. United States Secretary of Transportation, Norman Mineta, will deliver the keynote.

A leading figure in the maritime technology field since the 1990s, Mr. Shoultz founded MarineCFO in 2007 to commercialize the marine related intellectual property of parent company Advanced Software Development (ASD). With the 2013 acquisition of ASD by SaaS powerhouse, VerticalLive, Mr. Shoultz assumed his current role as Chief Technology Officer of both VerticalLive and MarineCFO.

"MarineCFO has established itself as a technology thought leader in the workboat and maritime industry. The MarineCFO mission is to empower workboat operators with Vessel Enterprise Resource Planning through sustainable shoreside and vessel data collection, tasking, and decision making tools", Shoultz said, "It's been an accelerated upward trajectory for MarineCFO since 2013 because we have been able to refocus on research and development in preparation for SubChapter M"

The long anticipated Towing Vessel Inspection Rulemaking, or SubChapter M, is due to be published as Final Rule by June, 2016. SubChapter M requires, among other things, statutory safety inspections and safe manning requirements for nearly 5,000 towing vessels throughout the United States. It is considered the single largest USCG prevention & enforcement action in a generation.

"A significant challenge facing towing operators unfamiliar with a regulatory environment is how to accomplish required onboard and shoreside recordkeeping while implementing a preventive maintenance and safety management system with a degree of simplicity, affordability, and scalability", Shoultz explained.

Shoultz has argued vigorously that towing operators can experience increased profitability as a result of SubChapter M by adopting innovative technologies which create efficiencies in their Towing Safety Management Systems, Preventive Maintenance Plans, and Recordkeeping Processes. He asserts the goals of Preventative Maintenance and Safety Management can be further enhanced with the integration of Predictive Analytics and Condition Based Maintenance (CBM).

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“When MarineCFO embraced the Reliability Availability Maintainability model, better known as RAM, and applied that model to our Sub M solution, Vessel 365, it opened data application opportunities that had, to this point, been dormant.” Shoultz recounted and continued, “The goal of the MarineCFO product line remains the creation of savings for towing operators by leveraging operational and machinery data that has been available but lacked a means for analysis. Good business decisions are made when the best data is available and applied in the right way.”

Shoultz will be attending the TRB-CMTS Research & Development Conference accompanied by Microsoft Azure and Microsoft Machine Learning experts. According to Shoultz, MarineCFO’s long partnership with technology giant Microsoft is just the recipe the Inland Towing operators need to fully utilize the savings that onboard system automation, data storage, data collection, and preventative maintenance offer to their bottom line.

Additional information about Mr. Shoultz may be viewed at www.marinecfo.com