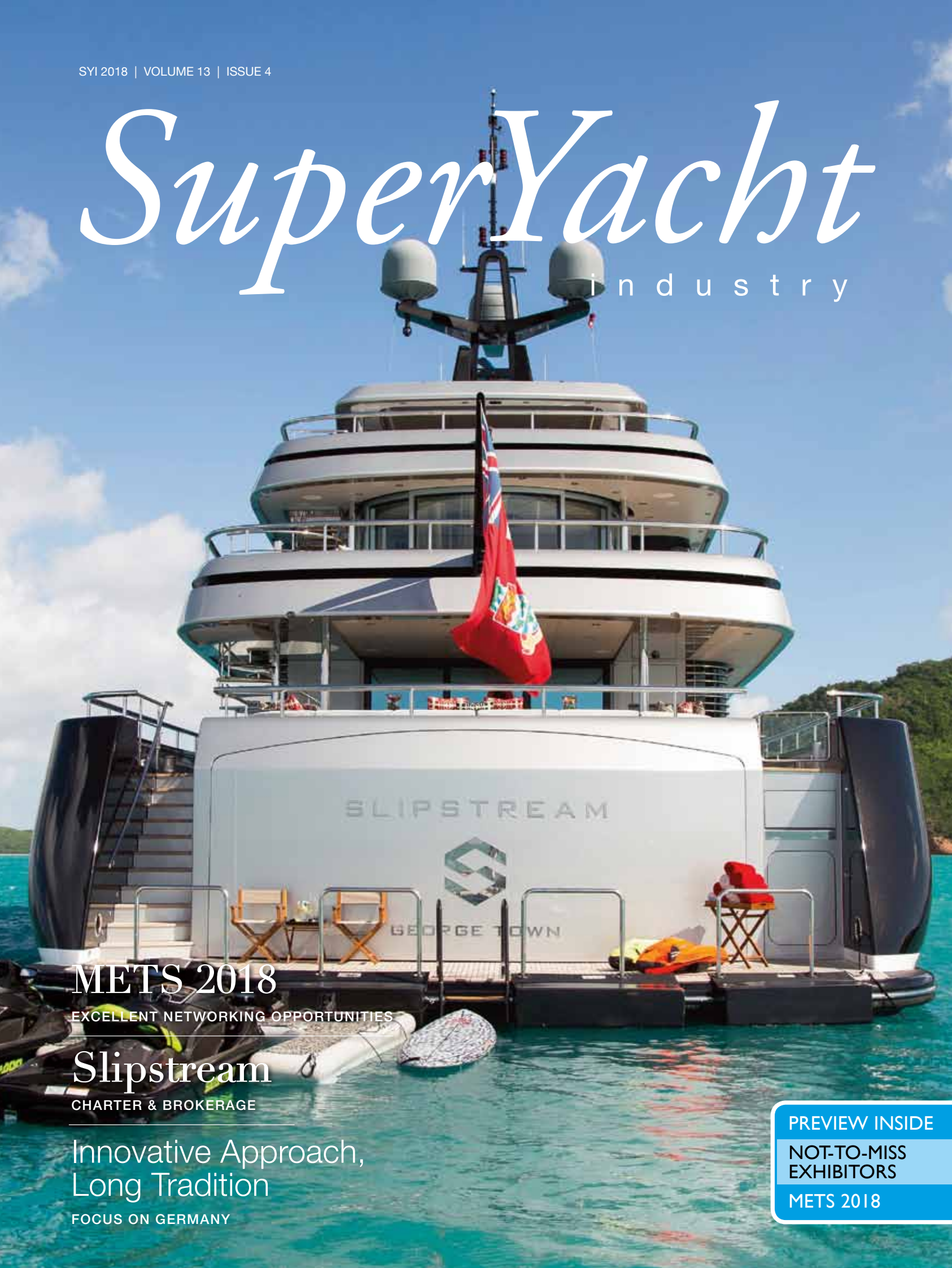


SuperYacht

industry



METS 2018

EXCELLENT NETWORKING OPPORTUNITIES

Slipstream

CHARTER & BROKERAGE

Innovative Approach,
Long Tradition

FOCUS ON GERMANY

PREVIEW INSIDE

NOT-TO-MISS
EXHIBITORS

METS 2018

Game-Changing Technology

BOND TM HAS COME A LONG WAY IN THE 12 YEARS SINCE ITS INCEPTION. HAVING PIONEERED THE FIRST TECHNOLOGY CONSULTANCY, 24-HOUR SUPPORT SERVICE, PATENTED IP-STREAMING DEVICE, AND PROVIDED ADVANCE TRAINING FOR ETOS, FOUNDER WILL FAIMATEA NOW HAS his sights firmly set on cyber security, HVAC systems, and an all-encompassing offering. We took time out with Faimatea at the Monaco Yacht Show 2018 to get his thoughts on where the future of IT innovation in yachting lies.

WORDS BY JULIA ZALTZMAN

Bond has been at the top of its game for twelve years now, how has the industry changed in that time?

The biggest change for me is the validation of the service that we're providing. For the first three or four years of Bond, I worried about the fact we were the only ones doing this; it makes it particularly hard to sell if I'm the only one suggesting that clients need a consultancy. But, drawing on my experience as an ETO, I witnessed owners stepping on to the yachts that I was part of (and I would always arrive on board three months before delivery to get familiar with the yacht on an operational level) and the owner would almost accusingly suggest that I hadn't designed the system correctly or that it didn't represent what he wanted, etc. So, I went away thinking, 'What exactly are they doing in the first months of a project?'

Of course, there is a schedule that needs to be adhered to, but in a commercial world you have consultants that create design specifications, so the concept itself wasn't new to me, but it was a new discipline within the yacht industry. I just thought if there's a company representing the owner's requirements who have the qualifications, experience and are paid by the hour, then this negates somebody coming in and selling particular hardware based on a distribution agreement they have, which, of course, is the commercial business of an integrator, but not necessarily in the best interests of the client.

So, it's putting the owner's requirements and needs ahead of a commercial bias?

Entirely.

And the 24-hour service that you then introduced, is that something that owners requested?

It became apparent that it was needed within our first few deliveries of vessels. I would receive a call late Friday night or on the weekend, because the client knew that we were managing the project, or involved in some aspect, and therefore had a very good idea of the systems in place (probably a better idea than anyone else because we had a global view, and being an ex-ETO I could still remember some of the menus off the top of my head), so we were able to help. I soon realised that the industry was missing a beat because nobody was providing the after-sales service and support.

The 24-hour support was actually much easier to grow than our consultancy. From the manufacturers there is of course a warranty, but that's also something that I still need to decipher for clients; warranty isn't support. The integration companies are in a difficult position, because if they sell after-care support they're expected to fix anything as the client understands it to be covered under warranty. We don't deliver the system, we manage it, so we're far more impartial on the support because we will fix it regardless.



In terms of your consultancy, what is your process in understanding what owners need?

I've been in the yachting industry for 23 years, and there is a certain dialogue of approach, but it's not a cookie cutter approach. I now have four guys who have been with Bond for twelve years, since the very beginning, so sometimes it's selecting the right personality to go and sit with the owner's rep or team, and it's a dialogue you have to establish. We know where we want to get to, but it's the process of questions, and it doesn't need to be a direct question to find out what the owner wants. Does he enjoy classical music? If yes, that's already telling me that a certain level of acoustics and appreciation of music is required. It's a subtle approach, but we have to go through each area of AV, IT, communications, etc. We're ascertaining the functionality of the system and how it should

