

# Veson: The Quiet Pioneer

By Greg Trauthwein

It could be argued that Veson Nautical was a company ahead of its time.

Started in 1979 to develop a custom computer program to make ship operations more efficient, the company con-

tinually fought to "get over the technology hump," as current president — and son of the company's co-founder — John D. Veson, explained.

"The company was born to provide

chartering software to the marine industry."

The battle to get over the technology hump still rages to this day, though the notion that ship and boat owners are

technologically averse is largely exaggerated.

By sheer necessity, for efficiency of operation and to stay in compliance with ever-tightening rules on safety and the environment, ships and boats plying the world's waterways are outfitted with a suite of new yet proven technologies; some never conceived with Veson Sr. opened shop in 1979.

Veson Nautical today is dramatically different than the company started in 1979, however it retains the core principle of providing technological solutions to aid in the efficient operations of marine vessels.

## Taking it Forward

When John D. Veson joined his father's company four years ago, he said that it was a critical point in the Veson Nautical's development. The company was providing mostly custom-designed solutions based on client needs, a valued service but not the most efficient means of doing business. Veson, who had worked with Microsoft for five years, saw an opportunity to move back east and help propel his namesake company into the 21st Century. "Frankly, it was a do or die time for the company," he said.

Four years ago the company embarked on the journey to build a standard platform for the maritime community, a standard platform, which could propel the company's growth while offering a flexibility individual companies desired. It took nearly 2.5 years and an undisclosed amount of R&D dollars, but today the company is rapidly expanding with its Integrated Maritime Operations Systems (IMOS) system; 70 companies currently use the IMOS platform, and earlier this year the company unveiled its newest IMOS module — the IMOS Cargo Matching Module, joining the four existing modules: FFA Trading; Chartering, Operations and Accounting. Today, a mere 20% instead of the previous 80% of Veson's business comes from providing custom software solutions.

"The challenge is having a system that is standard, yet flexible," said Veson. "Everyone might need the same information, but the way that they see it and use it is different." In addition, Veson sought to deliver a product that was not one that simply collected and displayed



"Our stuff is more 'what should I do' instead of 'what did I do'"

**John D. Veson, President,  
Veson Nautical**



Photo taken during Thoresen Thai Shipping's celebration of the completion of the major parts of its IT Infrastructure overhaul.

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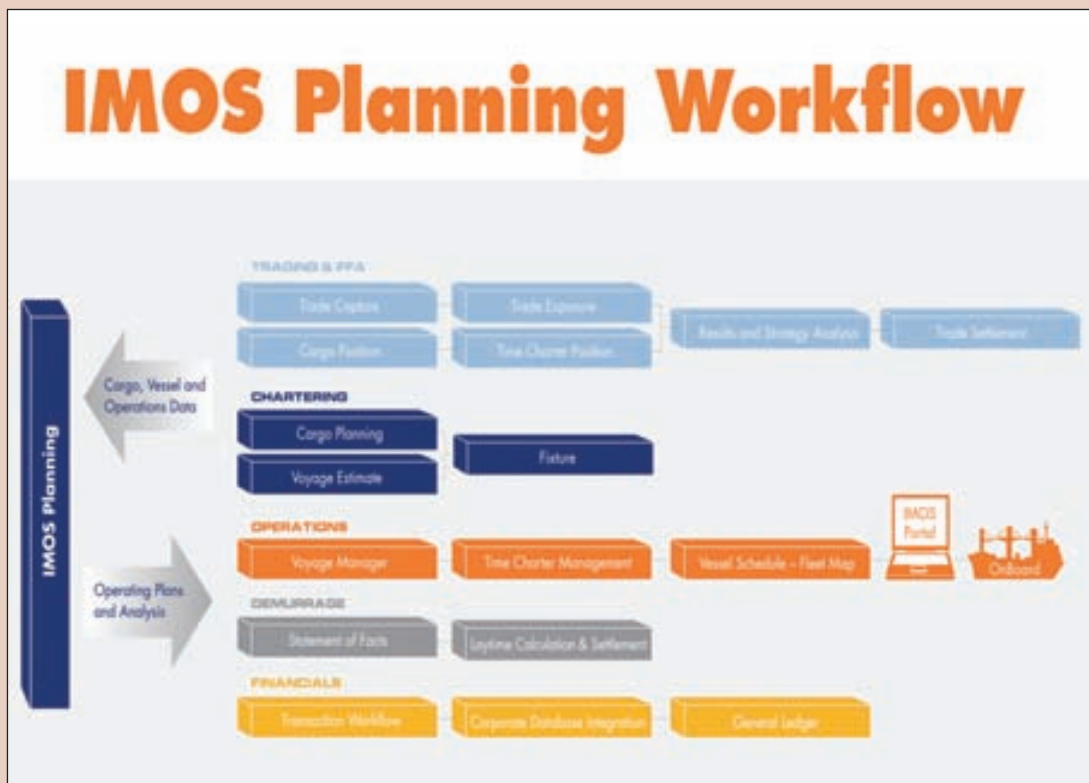
information, but one that was analytical, helping the customer to make better decisions.

While overcoming some hardcore 'techno-phobes' in the marine market was indeed a challenge, Veson has adapted the software for use on the charterer side — Veson's fastest growing portion of its business — as, as Veson best put it, "they want 100% control."

The latest module to IMOS, for example, is designed to deliver critical information to help charterers and owners select optimal vessel and cargo transport options in order to maximize profits, with a unified graphical and grid interface enabling the charterer to simultaneously see the 'big picture' and a wide array of vessel and cargo details.

"Our stuff is more 'what should I do' instead of 'what did I do'" said Veson.

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