

# Veson systems - 15 years on

**From small beginnings in 1993, an integrated chartering and operations system was**

**B**roström Tankers was one of the first users of what would eventually become Veson Nautical's full-fledged Integrated Marine Operations System (IMOS).

Thus far, the company has been using IMOS for its chartering and operations activities for more than a decade.

In 1993, Börje Forss, Broström Tankers' chartering manager based in Gothenburg, and Michael Veson, founder of the predecessor of Veson Nautical, began working together to create a tailor made solution for Broström's chartering calculation needs.

Forss explained, "Originally we had a DOS based calculation program, but it did not have the functionality or power we needed. Michael Veson approached us with the beginnings of a solution and we started working together."

Because of his understanding of the shipping business, Veson ensured that flexibility was one of the most important benefits included in the IMOS program. For Broström, that flexibility translated into the ability to quickly produce complicated voyage combinations, despite variability in the figures using IMOS' calculations and distance tables. Regardless of how Broström chose to run its calculations, the company claimed that it could accurately forecast voyages and earnings.

Today Broström Tankers conducts about 2,000 voyages per year, transporting cargo for oil majors such as BP, ChevronTexaco, ExxonMobil and Shell, among others. The

chartering and operations staff believed that the Veson software provided them with a competitive edge. "With IMOS, we can always evaluate which cargo is the best for each vessel. In addition, the ability to combine voyages is both significant and unique," explained Forss. "I'm sure we make better decisions, because when you have a good calculation tool and you can combine voyages, it's truly a benefit."



Broström believed Veson's software gave the company a competitive edge.

Gothenburg headquartered Broström is one of northern Europe's leading chemical and oil industries' logistics companies. The company is involved in two areas - industrial product & chemical tanker shipping and marine & logistics services.

Broström manages about 35 vessels - owned, partly owned and some under commercial management- operating mainly within Europe. The fleet primarily transports refined petroleum products including gasoline, diesel and easy chemicals.

Last November, Neste Oil also became a fully operational user of IMOS across its managed fleet of 30 tankers.

Subsidiary Neste Shipping

transports about 40 mill tonnes of crude oil, oil products and chemicals per annum. The vessels are not only crude oil, product and chemical tankers but also the company has two tug/barge combinations and three tugs. The operations are concentrated mainly in the Baltic, the North Sea and the North Atlantic region.

IMOS' visual design is claimed to have shortened training time for new staff getting accustomed to the system

requirements; response time was excellent and we all worked hard to complete the installation on time. The project received a very high score in the end evaluation of the project, which proves that the people involved - both end-users and staff involved in the implementation - felt that the project was a big success. I can confidently say that this implementation was the most successful I've ever seen."

Neste Oil is also currently

but most important, Neste now has a corporate wide, consolidated platform that provides access to crucial information easily and quickly, the company said.

"The greatest benefit we have experienced is having an integrated system that handles chartering, operations and accounting," explained Joakim Kärkkäinen, vice president of Neste Oil Corp's shipping, finance and IT Department.

The software was installed alongside the company's existing corporate financial system. Kärkkäinen explained that the installation process went extremely well: "Veson responded to all our needs and

evaluating IMOS Trading, Veson's module that adds forward freight agreements (FFA) functionality to the existing IMOS. "FFAs are an integral part of Neste's Shipping division's business activities, and IMOS Trading will enable users to have a unified picture of all physical and paper trades," said Kärkkäinen.

Veson has also supplied the National Shipping Corp of Saudi Arabia (NSCSA) with an IMOS system. NSCSA's commercial vice president Michael Hudson-Davies told *TANKEROperator*, during a visit to the Dubai office last November, that the system was working well (see August/September 2007 issue, page 46). ■