

What I have learnt: when we have good workflow lead times, it is still necessary to be mindful of keeping overheads controlled. Even having a design contract and fee deposit does not ensure the income stream will be guaranteed. We need to keep looking for ways to be more efficient. More communication with shipyards and suppliers would be an asset. If I listen to the client, and incorporate the best of my design experience, then that is the key to a successful design result.

Ron Holland

Ron Holland Design



We have always specialised in yacht insurance only. Being specialised helps a lot to adjust your processes to an optimum. Shipyards that used to build 30-metre boats, for example, that in the upward trend of 2007 suddenly had to start building 60-metre boats: it's very hard for them, I assume, to compensate and to adjust their working processes whereas we have only ever sold yacht insurance and that we have tried to do better than anyone, so being specialised helps a lot in this current market. From a client's perspective it is also interesting to see that clients are

shopping around a lot more. They are also interested in security and as so often with the nervousness in the market they look to the market leaders and the biggest players in the industry. The clients are also placing a lot more emphasis on quality because they want the money they have invested in their boats secured. Another important final point on what we should do differently in the future I think that the lifestyle events and the champagne parties that have been celebrated over the last few years are not something we can really continue with. It is very important to focus on your core values again. The lifestyle business is something that I think the whole industry needs to cut back on and now focus on what they are really good at. In our case that is insurance. Others will probably have to look back and see what their core qualities really are and work on those.

Martin Baum
Pantaenius

What we have learned in the past 12 months is what we had in mind in previous years, and it is possible to describe it in one single word – "Quality". This word quality stands for a chain of relations, which brings at the end success to everybody who is involved. It starts with the Quality of Life, which I try to give to every single employer of OT. This creates the motivation to give the best for our product, installation and service. With this product of quality we have

great luck to get clients, who we might call quality clients, who are stable, nice and fair and focus on working with suppliers who match them. With these kinds of clients we generate a great success and at the end of it everybody is happy. And that is exactly what we learned in the last 12 months; that quality will prevail even in the hardest of times.

Oliver Treutlein
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