



sea@apps

CONNECT YOUR BOAT FREE YOUR MIND



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A NEW USER EXPERIENCE ENABLED BY A SERVICE DRIVEN BUSINESS

The SEANAPPS concept is driven by the desire to reduce the hassle and worry of owning a boat. The idea is to upgrade the experience by enhancing the way the owner interacts with their boat, their servicing dealer, and the brand.

By connecting their boat, owners can closely follow what is happening on board and it gives them a relevant toolkit providing visibility for preparing upcoming trips or upcoming maintenance.

04

WHY ARE WE DOING IT?



STRONG INTEREST

75%

of owners surveyed are very interested in a connected boat.



MAIN EXPECTATIONS

Keep the boat safe and ready

Help for the maintenance



MOST WANTED FEATURES

Remote monitoring

Easy maintenance scheduling

Maintenance book

HIGH EXPECTATIONS FROM THE END-USERS

We conducted a survey of our owner database to gather a range of opinions. Out of more than 1500 responses, one of the strong conclusions was our owners are interested in a mobile app connected to their boats. This level of expectation was the same regardless of:

- | Value/size of the boat
- | Type of boat (sailboat/powerboat, monohull)
- | Distance from the boat
- | Usage frequency
- | Age of the owner
- | Country of the owner



WHAT IS sea@apps ?

It is a boat equipped with a telematics package

SECURITY

- GPS location
- Engine hours
- Battery state
- Bilge pump

NAVIGATION

- Depth
- Wind speed
- Average speed
- Maximum speed
- Mileage

COMFORT

- Fuel level
- Tank level
- Cabin humidity
- Cabin temperature



4G



Equipped as standard on new boats

included in the prices of the boats

or

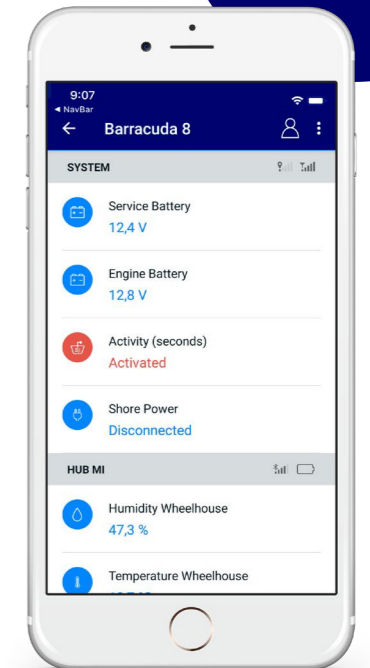
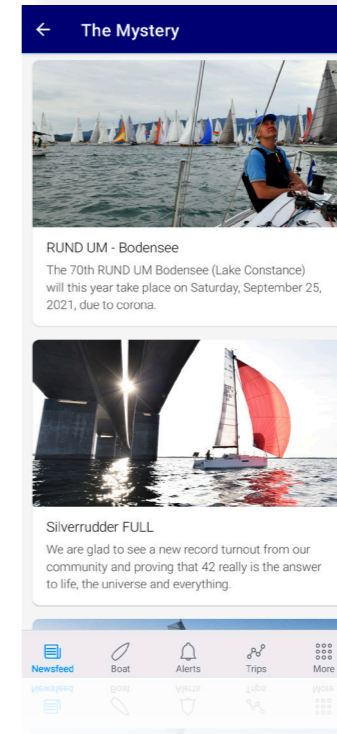
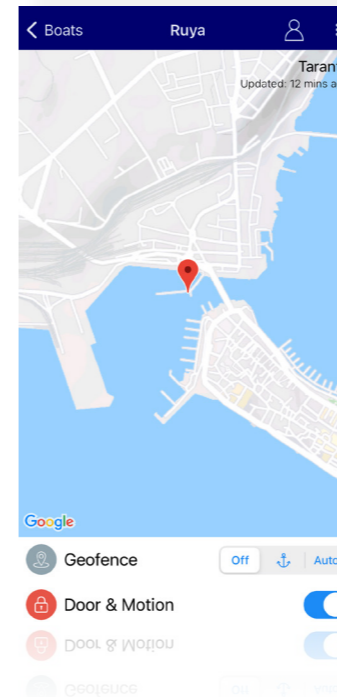
Retrofitted on used boats

available via the Spare Parts channel

Compatibility | All types of boats

| All generations

006



First year = free
Annual renewal 180€ exc-vat

... CONNECTED TO YOUR CLIENTS

- Remote monitoring
- Alerts & reminders
- News feed
- Navigation book
- Maintenance book
- Manuals & owner files



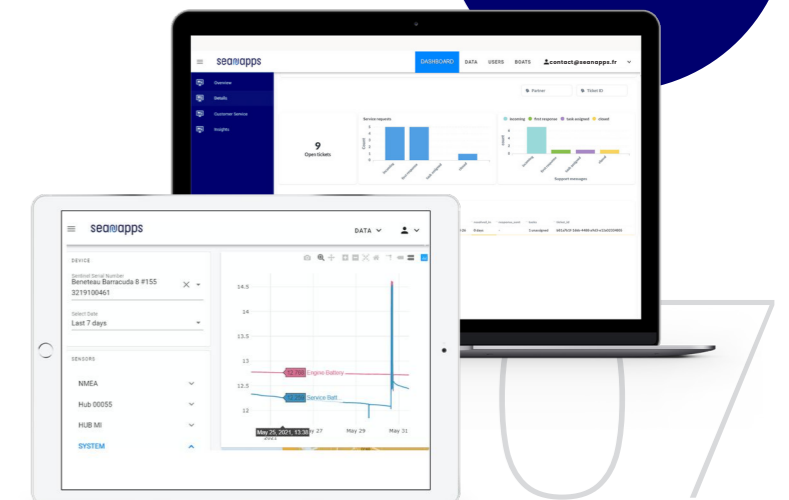
... AND TO YOUR BUSINESS

Fleet view (manager)

- Dashboard (maintenance, handovers)
- Real time monitoring
- Ticketing tool for the workshop

Operational view

- Technical logbook of each boat
- Task allocation to the technical team
- Intervention report



Annual license Mandatory from January 2022 (SAAS)

KEY BENEFITS



STRENGTHEN CUSTOMER LOYALTY

- Stay ahead of your competitors with an exclusive and tailor-made tool
- Promote a new user experience to experienced boat owners and customers new to boating



EASE YOUR DECISION MAKING

- Monitor your fleet in real time and detect maintenance and service opportunities
- Improve your customer knowledge by understanding how your clients use their boats



PROMOTE YOUR SERVICES

- Push your offers directly into the pocket of your clients thanks to a dedicated channel
- Offer more accurate market valuations of connected boats thanks to collected data and logged maintenance history



BOOST YOUR SCHEDULING EFFICIENCY

- Anticipate the workload of your team thanks to dashboards detailing the upcoming maintenance
- Allocate tasks to your team with all the required details and follow their completions

HOW CAN IT BOOST YOUR BUSINESS?

When selling services

Rely on:

- The manufacturer's recommendations
- A dedicated channel

When selling a new boat

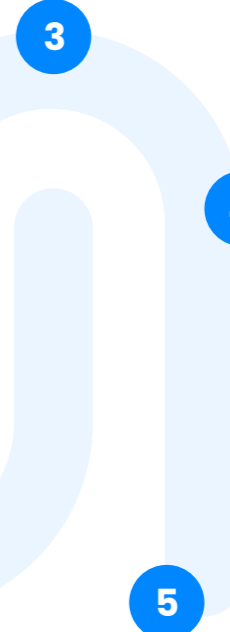
Stand out with:

- An innovation
- A differentiating equipment

When upgrading a used boat

Make additional sales:

- Retrofit package
- Extra sensors



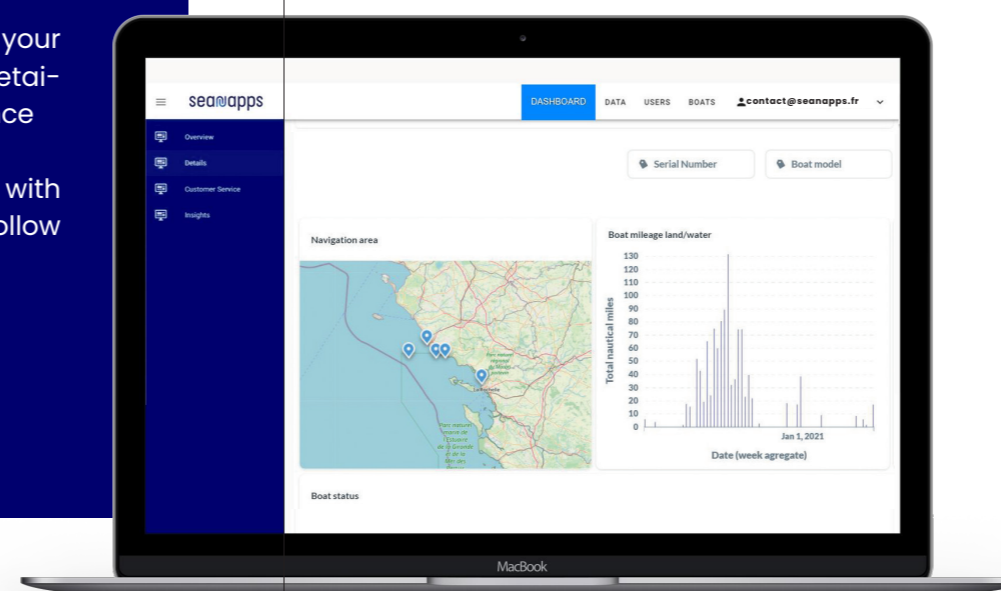
When servicing a boat

Save time:

- To make a diagnosis
- To share key information within your team

When reselling a boat

- Improve trade in valuations
- Additional reinsurance for potential buyers

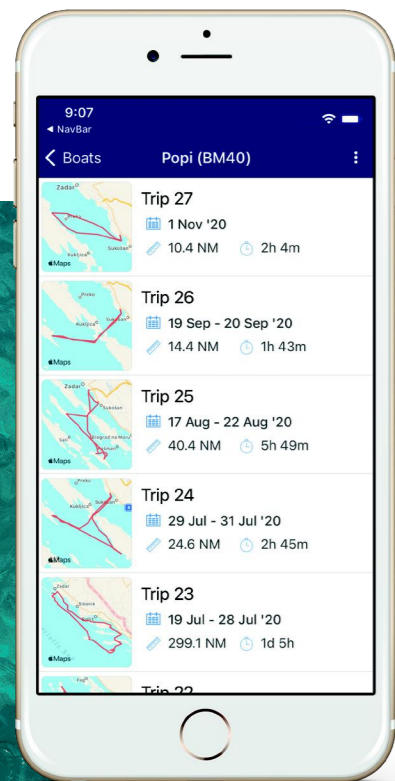


NO MORE BAD SURPRISES

- | The owner gets a live view of their boat and can check if everything is ready to cruise.
- | Understanding when maintenance periods or expensive service intervals are to be expected.

WHAT ABOUT YOUR CLIENTS?

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CONVENIENT AND DEPENDABLE SERVICE

- | Directly from the app, an owner can request maintenance and repairs with your service team.
- | Based on the manufacturer and component supplier recommendations, owners will receive maintenance reminders to prolong the life and performance of their boat and its equipment.

NEW USER EXPERIENCE

- | All the useful files and information collected in the same place, always available.
- | Easy link with your team, fed with dedicated content coming from the brand.
- | The owner gets push notifications on his or her phone if an abnormal event occurs on their boat.

THE LAUNCH PLAN



SEPT 2021

PUBLIC LAUNCH

- | You can start selling new boats equipped with SEANAPPS
- | Dealer SEANNAPS accounts are activated. Each account will have a 4 month free trial period
- | Your existing clients can download SEANAPPS and pre-order their retrofit packages

JAN 2022

START OF THE SEASON

- | You subscribe to your license plan
- | Retrofit packages start being delivered

SEPT 2022

MASSIVE ROLL-OUT

- | Every new boat from Jeanneau, Beneteau and Prestige will be equipped with the SEANNAPS technology as standard

HOW TO SUBSCRIBE?

As a dealer affiliated to the Beneteau Group, you have to choose one of the following licenses:



PREMIUM
600€ EX-VAT/YEAR

For dealers with only one sales location

- | Unlimited number of boats
- | Unlimited internal users
- | One license covers all the brands from the Beneteau Group



MULTI-LOCATION
960€ EX-VAT/YEAR

For dealers with several sales & service locations

- | Unlimited number of boats
- | Unlimited internal users
- | One license covers all the brands from the Beneteau Group
- | [Create a specific account for each of your business units](#)



ADVANCED
1800€ EX-VAT/YEAR

For dealers with a large number of different brands in their fleet

- | Unlimited number of boats
- | Unlimited internal users
- | One license covers all the brands from the Beneteau Group
- | [Create a specific account for each of your business units](#)
- | [Integrate boats from other, non-Beneteau Group, brands](#)
- | [Create your own maintenance reminders](#)

BOAT MODELS FOR 2021-2022

Equipped as a standard

BENETEAU	First Yacht	Oceanis Yacht	Swift
	First Yacht 53	Oceanis Yacht 62	Grand Trawler 62
		Oceanis Yacht 54	Swift Trawler 48
			Swift Trawler 41
			Swift Trawler 35

JEANNEAU	Jeanneau Yacht
	Jeanneau 65
	Jeanneau 60
	Jeanneau 54
	Jeanneau 51

PRESTIGE	S-Line	F-Line	X-Line
	690	690	X70
	590	590	
	520	520	
	460	460	
	420	420	

FAQ

TELEMETRY

Is it possible to add sensors to the boats?

Yes, the list and availability of sensors will be announced in the fall of 2021.

What happen if there is no 4G coverage?

The data is stored in the internal memory of the telematics package and is sent back as soon as the 4G coverage is found.

Will the telemetry download from a marina or land based Wi-Fi system?

No, it only works with a 4G connection onboard the boat.

If this only works with 4G onboard the boat, what is the annual cost for the data onboard the boat? Is this included with the boat and for how long?

The annual cost for the data onboard the boat is 180€ ex-VAT/year*. Nevertheless, this annual cost is offered the first year.

*to be converted at the exchange rate set up at the time of payment

What if the customer does not want to pay for the 4G connection anymore?

In this situation, the customer and his dealer will no longer be able to do remote monitoring but the other services of the application remain available (news feed, sale of services, invitation to group events)

What happens if the battery runs out?

If the battery level is low the telemetry unit will go into power saving mode but if it is not plugged in on time it will shut down.

Is it connected to the Ship Control system?

No but depending on the boat model, it can be connected to the Navicolor.

Does it work when the battery switches are turned off?

Yes, the telemetry box is connected upstream of the battery breakers and therefore works continuously as long as there is battery power to the "house" side of the boat.

How long does it take to install the Retrofit package?

Between 30 minutes and 1 hour depending on the boat's size and the number of sensors to be installed.

Will there be dealer training for installing these systems onboard existing boats?

Yes

LICENSES

Can I change my license during the year?

Subscriptions to the service are annual and you may upgrade at anytime during the year. Subscriptions cannot be cancelled or downgraded within the subscription period.

When will I have to pay for my license?

You will have to pay your first invoice in January 2022.

I do not have any of the models listed on order for 2022 or only 1 or 2 boats; do I need to subscribe to the service?

Yes, from January 2022 because this service will give you access to an additional revenue stream for your business from your existing clients by selling retrofit packages. In addition, from September 2022 all models of the Jeanneau, Beneteau and Prestige brands will become connected. It is therefore necessary to take out a subscription from January.

APPLICATION AND FEATURES

Is it possible to order spare parts directly in the application?

No, the application is not a market place. However, you can use it to promote your offers, including those specific to your point of sale.

Is there an online payment system in the application?

No, for the moment the app is a channel of exchange between you and your end-customers.

How does the application manage privacy policies?

The European RGPD regulation is applied to all applications. This means that any collection and sharing of personal information is strictly subject to the express consent of the user.



For any further questions
contact@seanapps.fr