

# (inside) marine

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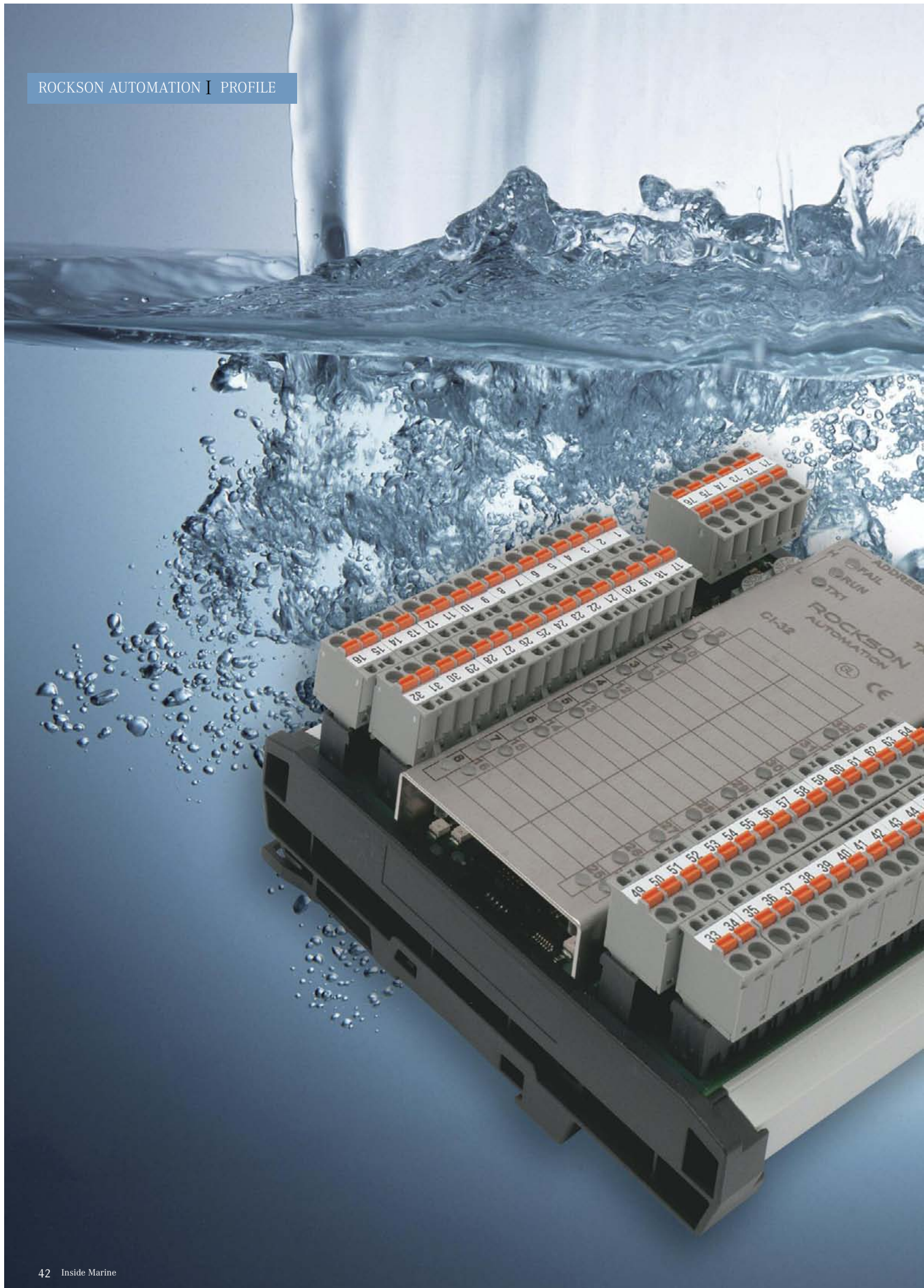
Rockson Automation, Kiel / Germany

+49 431 6684 683 0

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# RECORD

## - *breaking machinery*

Rockson Automation was set up after the global economic crash, but despite this it is successfully building a global footprint. Harriet Jones talks to the General Manager, Harald Reger, about how he designed a marine monitoring system to compete on a world stage.

**D**esigning a new maritime monitoring system from scratch in just ten months was, in Rockson Automation's view, a world record. Harald Reger, originally an engineer who helped design the product, says: "This was a significant achievement. I don't think it had ever been done before. We designed all our own software and all our own hardware. Every single component that makes up the system was designed and built by us in ten months. I believe it was a world record."

Rockson Automation was established in 2010 by a group of four German engineers, who had worked together in other companies for around 15 years. They decided that they could make a more sophisticated monitoring system and set up the company in Kiel, in Germany.

Four more engineers have since joined them. All of Rockson's engineers specialise in different disciplines. Mr Reger says: "Together, we have a lot of knowledge, and this has helped us to produce a machine that is very sophisticated and versatile and we are very pleased with what we have achieved."

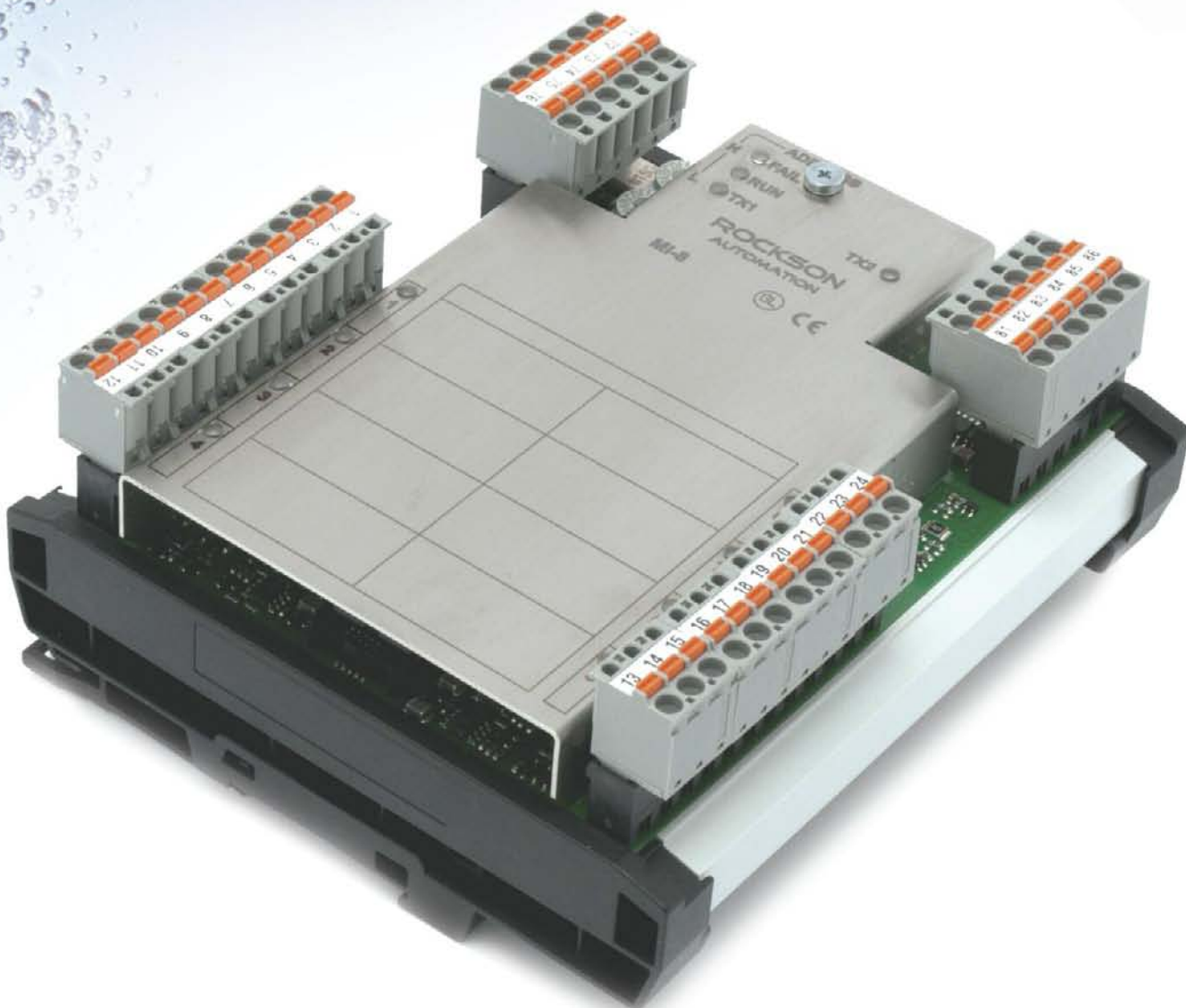
### Product Specifications

The machine the engineers built is called the Rockson Evolution Version Five. It is the fifth in a series produced by Mr Reger and he says it is the best yet. "It is the most sophisticated control and monitoring system that I have worked on. It can monitor many things like engine temperatures and pressure, and it can also control the pumps and valves, fans and compressors. ▀









The machine is both engine-related and cargo-related.”

The system is designed for any type of vessel, from mega yachts to merchant vessels. Since the product was launched around a year ago, the company has sold and installed 23 systems and just started to work on installing a further seven systems in a fleet of vessels from Cyprus.

The company has a keen eye on customer service and one of the unique selling points of the Rockson Evolution Version V5 is that it can be fitted when a vessel is at sea. The company recently installed the Version V5 on a ship that was travelling from Singapore to Korea. The installation process took seven days and the vessel did not experience any downtime as a result.

### Choppy Waters

The economic downturn has hit Rockson as it has most of the marine industry. Rockson was established just after the crash of 2009, and Mr Reger says it has been difficult establishing the company in such a tough economic climate. He says it takes time to build

a successful business and that the company has the right foundations to do it: “We have a state-of-the-art product and we are a small company, which makes us highly flexible, - as a result we are always there to offer our customers support. People do not have to wait for us.” He adds: “There are many big companies that sell good products, but we are a small company selling a good product and small companies can give a better service.”

### Grand Plans

Rockson Automation has big plans for the future. Mr Reger says that the versatility of the product means it can be adapted for use both offshore and on land. He says: “We would like to work in the offshore market and we would like to work on land, perhaps with the renewable energy market. We have the ability to make the system work for anyone.” He says the company wants to continue to offer turnkey solutions to the marine industry, but for those who would rather install systems themselves, Rockson would like to design a toolkit that would make that

possible. Mr Reger says: “We have many plans for the future. Our main plan is to continue growing and to offer a dedicated service to our customers as we do that.”

The company currently has a turnover of €1.5m and it hopes to double that next year.

### Partnership Approach

Rockson works in partnerships with representatives in the Far East, Norway, Cyprus and Spain. These agencies help to spread the word of the Evolution V5 to shipbuilders and ship owners. Mr Reger says “We believe these partnerships generate a win win situation. They are very, very important to us. We try to take the same partnership approach to our relationships with our customers. We want to build lasting relationships because we want to be the preferred independent supplier of monitoring systems in the world.” He adds: “As a company, we believe it is important to take responsibility for everything we are doing. It is important to have a positive attitude and enthusiasm, and for our customers to know that we are reliable.” ■