

PRODUCT LAUNCHES

Radian IoT launches data tracking platform for builders, dealers and boaters

IBI Premium Content, by Tony Esposito | July 12, 2022



While Radian is only working with US-based boatbuilders, the plan is to go global



The Radian M2 device is just 3.7in x 5.5in and weighs less than half-a-pound

A marine industry veteran and a life-long boater who is a pioneer in data collection and interpretation have joined forces to bring real-time tracking and usage data to every key player in the manufacturing, selling and use of boats and other powersports equipment.

Radian IoT was founded by Scott Crutchfield, a former owner of MasterCraft Boats who wanted to use GPS tracking technology to bring actionable intelligence to

manufacturers, dealers, financiers, insurers and boaters by using a boat as data generator.

"I'm an industry person that knows what the problem is and I know exactly how this whole thing is laid together between the banks, the insurance companies, the underwriters, the distribution channels, but, I'm not a data guy," Crutchfield told IBI.

Enter Joe Czarnecy, a boating buddy of Crutchfield, who was in on the ground floor of data collection and processing for some of the largest retailers in the US.

"I know what information builders, dealers and customers want and Joe knows how to deliver it," Crutchfield added.

"We collect data and turn it into insights and targeted messaging. A lot of people collect data off of a telematics device, but most people can't turn it into real information," Czarnecy said. "We are going to be doing predictive analytics that will be able to tell which models are selling and which will sell faster and why, what color combinations, what accessories, and which models will slowdown and why, before they slow down."

Unlike most telematic devices that run off a boat's battery, the Radian device, about the size and weight of a cell phone, runs for up to five years on an internal battery when the boat battery is disconnected, eliminating the loss of data that occurs between manufacturing and delivery to the consumer.

Radian allows builders, dealers, lenders, marinas, boat clubs and end-users to customise and prioritise their own data sets delivering information most relevant to each role in the process.

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