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## Radian IoT launches innovative software platform for manufacturers, dealers and boat owners



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Radian IoT, Inc., innovator in data collection and aggregation, has announced their latest reporting device and SaaS platform that turns boats, trailers, campers and powersports assets into data generators that deliver actionable intelligence. Both operational data (supply chain, inventory management and logistics) and experiential data (how and why things are happening at the consumer level) are delivered daily to drive improvements and accelerate decision-making across entire enterprises.

"Radian was born from decades of boat building and dealer development experience in the pursuit of thrilling boat owners," said Scott Crutchfield, Radian founder and president, and a former owner in MasterCraft Boats. "This industry has always been data-starved, so we decided to go beyond the

traditional uses of GPS tracking technology to that of reporting data directly from the assets themselves while they are in the supply chain. To do that we needed someone like Joe Czarnecky, who pioneered data collection and processing for some of the country's largest retailers. Joe is a boating and powersports enthusiast like me, so he gets it, but Joe brings an entirely different skill set to the table, managing data. I know what information builders, dealers and customers want and Joe knows how to deliver it."

"While the benefits of GPS monitoring solutions for the end-user is well established, these devices all need to be connected to the boat battery before they can perform very simplistic duties," said Joe Czarnecky, Radian CEO. "This is a major shortcoming of existing solutions because so much data is lost between the time of manufacture and when the customer takes possession and when the asset battery is disconnected in the offseason. With our solution, we can provide the manufacturer and dealer with a wealth of operational and experiential data that will transform the industry. In addition, we can do it by combining devices, cloud software and cellular services into a single solution for far less time and money than developing your own platform."

Radian leverages real-time asset and sensor data to enhance management solutions to those industries engaged in a two-step distribution model. Manufacturers, dealers, marina operators, boat clubs and financial institutions can all customize and prioritize their unique access to the aggregated data. Each entity can select the most relevant data to their enterprise. By overlaying the time-stamped movement of each unit with hundreds of product-related attributes, Radian's platform delivers greater insight into what is selling, how quickly and why.

Manufacturers can use Radian to capture actual retail delivery dates, automatically register consumer warranties and monitor the health of the boat. Dealers can use the platform to identify all their stocking units on a map, grouped by geofence-location including prep facilities, identify locations of in-transit units and schedule consumer maintenance. For marina operators, Radian allows managers to determine exact locations of stored boats and trailers in the yard or in rack storage and allows rental fleets and boat clubs to monitor their vessels for a better consumer experience. Financiers and insurers can use Radian to verify asset location and recover missing assets more quickly. Once the vessel or asset is delivered to the consumer, the new owner may choose to subscribe to Radian's end-user platform. With no device to buy, those who opt-in, only pay an annual platform subscription, making Radian the most affordable consumer monitoring solution available on the market.

Easy to install, because no wiring is required until consumer delivery, the Radian M2 device measures a mere 3.7- by 5.5- inches and is less than an inch thick. Based on proven technology that has already been deployed in over 10 million IoT devices throughout North America, the Radian M2 weighs just half a pound, (IP67) rated, and will report for up to 5 years on its own power under normal planned use. Contained within the tamper-proof housing, is a Qualcomm 4G LTE Cat 1 cellular modem with eSIM that supports international reporting. It recognizes, GPS, Galileo, GLONASS and Beidou constellations. It features Nordic Bluetooth® connectivity, along with an internal date and time clock, accelerometer, ambient temperature and battery voltage sensors. Exterior motion, door, bilge pump and water level sensors are sold separately and can be connected to the input ports.

The Radian web-based user interface is designed with easy-to-search analytics and a dynamic, rule-based alerting engine with user-friendly pre-programmed and custom alerts. With multi-channel notifications, asset managers can receive email, text, web and mobile app notifications. It has fully customizable ecommerce integration, supporting order management, invoicing, subscription management and payment processing systems. Consumers can download the Radian IQ app from the Apple App Store or Google Play for android users.

For more information on Radian IoT, Inc. and its full line of capabilities, visit [radianiot.com](http://radianiot.com) or request a demo by emailing Radian Founder/President Scott Crutchfield at [scott.crutchfield@radianiot.com](mailto:scott.crutchfield@radianiot.com).



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