

CASE STUDY

Vision to execution:
defining and delivering
a product roadmap.

PROJECT SNAPSHOT

This case study from Marlin™ product owner explores the development of a web-based application for real-time vessel monitoring and zone alerts, turning vision into tangible results through alignment and innovation. The project timing aligned perfectly with the company's shift to cloud-based solutions, addressing both client needs and broader market demands. This approach allowed the product to evolve into a comprehensive, industry-leading solution. By applying an agile methodology, the team continuously refined the backlog, integrated user feedback, and drove ongoing improvements post-launch, positioning the product as a leader in marine operations technology.

CHALLENGES

- Real-time situational awareness.
- Collision risks and safety hazards.
- Coordinating simultaneous operations.
- Stakeholder collaboration.
- The need for agile and scalable solutions.

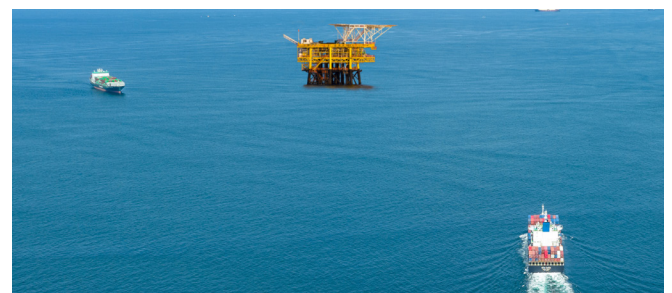
SOLUTIONS OVERVIEW

Marlin VTA (Vessel Tracking and Alert) enhances situational awareness for offshore managers, vessel masters, marine safety professionals, and operational teams.

Designed for the energy industry, it provides offshore teams with advanced tools for collision avoidance, ensuring safe and efficient operations around offshore assets.

RESULTS

- Delivered a scalable, industry-standard solution with real-time vessel monitoring and zone alerts.
- Effectively balanced client needs with broader market demands.
- Kept an agile, transparent backlog.
- Leveraged user feedback and KPIs for iterative improvements.
- Implemented ongoing enhancements post-launch for evolving market needs.



OUR APPROACH

Our journey began with a shared vision. By engaging in candid discussions, we distilled customer needs and business goals into a cohesive strategy. Marine collision avoidance and asset protection were identified as natural extensions of our existing capabilities. Through clear communication and mutual understanding, we aligned on a product roadmap that combined targeted functionality with future scalability.

Starting with a focused objective – real-time vessel monitoring and zone incursion alerts – we laid the foundation for a product with transformative potential.

As the project evolved, so did the scope, ultimately positioning the solution as a comprehensive, market-leading offering.

STAKEHOLDER COLLABORATION: BALANCING PRIORITIES AND DELIVERABLES

At Sercel, the product owner's role is to bridge the gap between client-specific needs and the broader market vision. This balance was critical as we developed a scalable industry-standard solution for an early adopter client.

Two factors contributed to the project's smooth progression: clearly defined initial requirements and openness to creating a solution with wider industry appeal. Our shared focus allowed us to prioritize real-time vessel monitoring and zone incursion alerts while fostering an environment of creative collaboration. Good ideas were welcomed, evaluated, and, when necessary, deferred to maintain focus on delivering the primary phase with excellence.

By anchoring priorities in value delivery, we ensured a product that satisfied immediate needs while setting the stage for future enhancements.



BACKLOG MASTERY: FROM REQUIREMENTS GATHERING TO ITERATIVE REFINEMENT

We began by setting up a process for maintaining and prioritizing a backlog effectively. The product backlog – the heartbeat of our Scrum framework – was instrumental in aligning development efforts with stakeholder priorities. Each work item was meticulously captured, prioritized, and refined, ensuring a transparent and iterative approach.

Early requirements evolved into actionable backlog items, defined by clear objectives and acceptance criteria. Regular refinement sessions transformed broad ideas into precise tasks, reducing risk and ensuring agility. The result was a living document that adapted to new insights while staying laser-focused on delivering incremental value.

This disciplined approach empowered us to deliver functional iterations, gather feedback, and respond to changing needs without losing momentum. By managing competing priorities effectively, we continually delivered on our promise of value.

METRICS AND FEEDBACK LOOPS: ENSURING PRODUCT SUCCESS

User feedback and key performance indicators (KPIs) guided our decision-making throughout the product lifecycle. By delivering working software every two weeks, we ensured early and frequent feedback from users, enabling rapid course corrections. One significant insight arose when users highlighted a need for consolidated event visibility across zones associated with offshore infrastructure. This requirement, absent from the initial scope, was seamlessly incorporated to enhance user experience. In addition to qualitative feedback, we explored automated methods for capturing user interactions to uncover actionable insights. Health monitoring tools ensured that the product consistently delivered top-tier performance in responsiveness and availability.

By leveraging both human insights and analytics, we maintained a relentless focus on delivering a product that exceeded expectations.



POST-LAUNCH EVOLUTION: CONTINUOUSLY IMPROVING THE PRODUCT

This included managing upgrades, new features and bug fixes after delivery. From the outset, the product was designed for evolution. Post-launch, we embraced continuous improvement, integrating new learnings, addressing user needs, and responding to market dynamics.

A robust deployment infrastructure allowed us to roll out updates and critical fixes seamlessly, avoiding disruptive «big bang» releases. This agility enabled us to introduce new features, address emerging requirements, and refine the product's functionality in real time.

As we enter the next phase, our roadmap reflects a shared commitment to innovation and value delivery. By building on a strong foundation and staying attuned to user needs, we are shaping the future of marine operations technology.

SUMMARY

FROM VISION TO INDUSTRY LEADERSHIP

This case exemplifies the power of aligning vision, collaboration, and execution. By prioritizing user-centric design, iterative development, and continuous learning, we transformed a focused need into a comprehensive solution poised to lead the industry.

We are not just meeting today's challenges – we are defining tomorrow's possibilities.