

Veson Strengthens Support Resources for the Japanese Market

CEO mentioned the possibility of VIP capability for coastal shipping business in press conference

11 October 2022 - John Veson CEO (Boston, United States) of Veson Nautical, voyage management system provider for the tramp business, held a press conference in Tokyo on 6th September and addressed their strategy to strengthen client support structure in accordance with the increase of Japanese users.

In response to the launch of Japan VIP User group, John Veson commented, “We are deepening our understanding for the market requirements and expectations and continuously keeping our system improvement.”

He also mentioned the possibility of VIP capability for coastal shipping business, besides tramp business.

President and Chief Operating Officer, Sean Riley, Japan Country Manager, Tokio Mitsuda, and Senior Commercial Solutions Consultant, Yoshihiro Hagihara were also present at the press conference to provide more information.

The Veson IMOS Platform (VIP) is an integrated maritime solution that incorporates various shipping-related business workflows, including but not limited to chartering, operations, bunker management and financials.

VIP has system extensibility to integrate VIP with external system like financial accounting systems. John Veson pointed out that implementing VIP allows users to collect and manage maritime data beside contract management and enhance user’s decision-making.

Veson incorporated Japanese subsidiary in 2019 to set up the commercial structure focusing on the Japan market.

The great momentum of digitalisation accelerated VIP adoption by Japanese clients, including NYK Line, Mitsui O.S.K. Lines, Iino Lines, and Idemitsu Tanker. With that, headcount in Tokyo office grows from initial 2 to 8.

As the Japanese userbase continues to grow, Veson plans to strengthen support resources for the Japanese market.

In addition to the global customer support provided in English across subsidiaries in Houston, London, Singapore, and Greece, multi-language support for the ticket system using machine translation in English and Japanese has been released.

As for Japanese VIP clients which require financial integrations, John Veson addressed, “Multi-currency support is essential for Japan market and we will improve our solution to be in harmony with Japanese accounting principles and regulations.”

The Veson Partner Network is important in complementing VIP functions. Sean Riley addressed, “Moving forward, we’d like to strengthen a collaboration with partners which provide solutions to improve sustainability and enhance decision-making.”

VIP is currently designed as voyage management system for tramp business, though John Veson mentioned the possibility of VIP capability for coastal shipping business in Japan.

John Veson also pointed out, “We believe VIP has a potentiality to support something for digital technology in high demand in Japan, like developing revolutionary autonomous vessel operation projects.”

[Translated from original Japanese article]