



SHIP ADVISOR

WHY IS SWORDPOINT THE BEST SOLUTION FOR THE CRUISE INDUSTRY?

CRUISE SAFETY AND SECURITY WITH CTO, JACK TIPSWORD

User-centric technology that strengthens and protects your business and improves the work experience for employees. The solution guides them through safety and security procedures that are critical yet often stressful and compromising.

Swordpoint's Chief Technology Officer, Jack Tipsword, explains

Swordpoint's deep roots in the cruise industry and the evolution of a software that is improving how cruise lines manage safety, security and environmental management.

WHAT MAKES SWORDPOINT DIFFERENT FROM OTHER SAFETY AND SECURITY SOLUTIONS AVAILABLE?

Design and engineering are uniquely valued at Swordpoint. We have the ability to deliver what our customers want without compromise or limitations. The functionality of our cruise industry solution was defined by senior law enforcement officials assisting a major cruise line with the challenges it was facing.

WHY DO YOU FEEL SWORDPOINT IS THE BEST SOLUTION FOR THE CRUISE INDUSTRY?

We started working with Royal Caribbean Cruise Line (RCCL) in 2008 to address the specific needs of the industry. At the time, RCCL adjusted its security philosophy to include shipboard and shoreside processes to ensure proper incident notification, investigation, evidence collection and mitigation of all incidents regardless of size or scope.

WHAT WERE SOME OF THE CHALLENGES THE CRUISE INDUSTRY WAS FACING DURING THIS TIME?

Cruise lines were dealing with negative press around less than desirable incidents and they had little documented information regarding the situations. They had to find a way to protect and defend themselves. Congress and regulatory agencies started asking cruise lines to defend themselves in front of safety committees. RCCL quickly realized the need for a tool to dramatically improve incident tracking, data collection, investigation management and mitigation.

HOW DID RCCL GO ABOUT DEVELOPING A PLAN TO ADDRESS THE SAFETY AND SECURITY NEEDS OF THE COMPANY?

RCCL hired an FBI security consultant who put together a team of exceptionally experienced security, safety and software professionals. The new team committed to developing a software platform for shipboard employees to track incidents and gather the specific evidence/information needed to help protect guests and the company.

WHAT WAS THE MISSION OF THE NEWLY APPOINTED SAFETY AND SECURITY TEAM?

To develop a system to properly document situations by collecting the appropriate data and information to represent and defend themselves in front of Congress, regulatory agencies and law enforcement. They also wanted a system that would help collect and categorize data to mitigate future issues.

WHAT FUNCTIONALITY DID RCCL DETERMINE THEY NEEDED IN A SOFTWARE SOLUTION?

They needed a system that asked the right questions and guided employees through a process of collecting the appropriate information based on incident type. The platform needed to be able to record details, collect witness statements, upload supporting documents and photographs/videos so ships had the ability to effectively and efficiently communicate information directly to safety and security officials onboard and shore side.



BENEFITS

LITIGATION DEFENSE

RCCL has seen a substantial return on investment in litigation. By having a system that guides employees to collect all the appropriate information following an incident, the company can defend themselves successfully in many cases where they are accused of being negligent. Appropriate documentation and incident details can be quickly and easily submitted electronically to IMO, Coast Guard, law enforcement, and Flag state.

PERTINENT DETAIL COLLECTION

Our platform is able to guide a shipboard user, who is not likely a trained investigator, through the steps needed to collect the pertinent details of the incident from all guests and/or crew involved including suspects, witnesses, victims or claimants. This information can quickly be sent shore side so it can be analyzed by experts. The solution also provides RCCL the ability to securely catalogue evidence and correlate events that may be linked.

CRISIS MANAGEMENT

The solution has proved very helpful in supporting crisis management. The details of incidents are easily accessible by management so RCCL has the ability to respond quickly and effectively when the company is subject to adverse claims by traditional and social media outlets.

ELECTRONIC PROCESS

The solution is an escape from the hassle and expense of managing paper forms. The electronic process is much more efficient and valuable by allowing the data to be analyzed over time and used to mitigate risk for RCCL.

EFFICIENCY

Swordpoint is an extremely efficient solution that runs on low band width making it a much more reliable and accessible platform than one that utilizes broadband.

“Just a quick note to let you know how much I value the purpose-built SwordPoint database you developed for our security department. From our first conversation, you focused on understanding our business as well as our business needs. Your design team’s experience was evident, but their patience and responsiveness was amazing. They worked hard to be sure the system was user friendly. In the end, the system you developed for us allows effective oversight, communication, analysis and decision making. It is at the core of our shipboard operations and is simply fantastic. Many thanks for your great (and continuing) support!”

GARY M. BALD

Senior Vice President and Global Chief Security Officer (Retired)
Royal Caribbean Cruises, Ltd.

CONTACT:



SHIPADVISOR

sales@swordpointservices.com
swordpointservices.com
770.727.0590