

INDUSTRIOUS

OIL, GAS AND ENERGY

The background of the entire page is a photograph showing the silhouette of an oil pumpjack against a sunset sky. The sun is a bright, glowing orb positioned in the lower center, partially obscured by the structure of the pumpjack. The sky transitions from a deep orange near the horizon to a pale blue at the top. The pumpjack's long, curved arm extends from the top right towards the center, with a counterweight and a vertical rod extending downwards.

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Saudi Aramco: the World's Most Valuable Company

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A Rich History of Oil

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The Water, Energy, Technology and Environment Exhibition

GABRI and the Importance of the Seastick

Founded in 2004 as a private company operating in the ICT and electronics field, **Gabri SRL Elettroinformatica** produced its now most recognised product a while later following the establishment of the company's Underwater Vehicle Division in 2006, which was set up to develop a technologically advanced vehicle that possessed a unique versatility in the environment and that could effectively carry out any task. The division began the Seastick project to answer these requirements and, over the next few years, this became the main product of the company. Distinguishing itself from other AUVs thanks to the presence of two magnetic induction motors, it was, and continues to be, a unique product that has been well received by a vast network of professionals. Sophie Roche learns more about said unique product after speaking with Roberto Nardini, Director of Gabri.

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By offering a superior quality product with unique manoeuvrability guaranteed by our cutting edge motors and advanced software controls, the Seastick is designed to be completely modular, which enables us to install any kind of sensors with minimal effort,' Nardini explained when discussing the benefits of the product. 'Thanks to the high modularity, we can meet the needs of customers from a wide range of fields. The very positive market response we received allowed us to continue investing in marketing to reach out to any potential customer around the globe.' The Seastick is considered as a vector capable of mounting any variant of sensor according to the customer's request, thanks to its modular architecture that proffers the possibility of expanding and enhancing the basic configuration. In 2014, the company was invited to the world fair of technological innovation in Nuremberg to participate in the Embedded Design Challenge held by Toradex, where it won the first prize thanks to Seastick's premium quality and advanced technological content. As a result of such global recognition, Gabri began production of the vehicle and the development of a more advanced model that could reach much greater depths: the Seastick Plus 1000 XBW.

THE BENEFITS OF THE SEASTICK

Today, Gabri offers clients an extensive range of quality cutting-edge AUV that is specially designed for its ease of use and smooth running maintenance, while also providing a high standard of professionalism. Thanks to its advanced magnetic induction motors, the Seastick can perform complicated and unique manoeuvres, such as fast vertical immersions and emersions, hovering at a set depth, and being able to change its facing direction by rotating on its central axis. The modular structure of the Seastick ensures the possibility of adapting the vehicle based on the customer needs, as it can be easily disassembled in three different parts, making the removal or substitution of the internal drawers, where sensors and batteries are placed, fast and easy (For example it's possible to change the batteries on the spot during a mission)' (quote taken from Gabri's press).

'Seastick is earning notoriety every day,' Nardini began. 'Right now we are working on our latest products commissioned by two important costumers; looking to expand our trade into areas other than solely for scientific research and civil purposes, such as naval maintenance, which our product is predominantly tailored for.' A pioneering product, it has been well received globally since production began. Gabri's choice to now move further afield with regards to new market should no doubt be faced with success for the company, which continues

to innovate for on-going growth.

'Innovation is the key word in all work that we do,' Nardini explained. 'Every aspect of our AUV is made with 'innovation' on our mind. The Seastick project is constantly improving day-by-day, as we aim to reach the best performances and ensure maximum ease of use. We believe that one of the Seastick's strengths lies in its innovative nature.' A unique product with innovative features and endless possibilities, Gabri is fearless of other competitors as it is confident that no one else is developing a similarly innovative piece of technology.

'At the beginning it was only hard work and trust in the project [that led us to succeed],' Nardini began. 'After eight years of effort, investment, hard work and sacrifices from my staff and I, we managed to make our project grow and developed a high quality piece of technology. Once the first model of the Seastick was made, things started to get better and better, and we received a huge market response for our product. Right now our project is completely self-financed and we invest in research and development through the earnings stemming from the Seastick.'

RESEARCHING AND IMPROVING

'Our team is constantly working to improve the Seastick on every side,' Nardini explained when speaking about the continual improvement of the product. 'For our company, research and development are keywords that we address everyday; the development of our AUV will go on till there is no further upgrades to be made. Our system was created to be constantly upgraded via software and has routinely been improved ever since. Not only future products, but also for the already bought models of Seastick.' In addition to the development of such projects, Gabri also places a great deal of investment into testing the products.

Currently, working towards buying a new building that will become Gabri's new production site, to accommodate the need to produce Seasticks in large numbers, the facilities will be located directly on the seaside, which will allow more tests. This will obviously lead to an even better quality of product, as will the new computer numerical control machinery for automatic industrial production, which will considerably reduce the production time, that the company is also investing into. Investing in such areas leads to a more satisfied client, which is extremely important to Gabri. Trusting its customers completely, which it attributes to its successful way of working, Gabri maintains strong relationships with them all, leading to truthful exchanges; important when dealing with flawed requests or merited requirements.

OCEAN BUSINESS

Two years ago, Gabri introduced the first version of the Seastick at Ocean Business

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4 continued from page 52 and now, after two more years of further development, the company is ready to show the new version of its AUV, with greatly improved manoeuvrability and performances. An excellent way to meet new potential customers, exhibitions like Ocean Business are also a great way to strengthen ties with other companies operating within Gabri's field, which is crucial for the business as, due to the high modularity of the Seastick, it is very important that the product is introduced to professionals who produce marine sensors and other components. Presenting a product that has already been sold to a predominant university and research institute, Gabri is confident that the new version of its AUV will be well received at the upcoming Ocean Business exhibition.

THE JIT POLICY

'Our company is built on challenges and opportunities,' Nardini began when asked of the challenges his company faces. 'Our biggest challenge is our JIT policy that allow

us to tailor every Seastick specifically to our customer requests, giving us a great flexibility as a company and allowing us to save on inventory costs. Another big challenge we faced was our participation in the 'Toradex Embedded Design Challenge 2014', which saw us victorious over 42 countries from all over the world. That made us recognised by some leader companies such as NVIDIA, Microsoft and Toradex itself. Here we really like a challenge, we know what it takes to complete a project as complex as an AUV, but we also know what kind of opportunities a vehicle like ours can give researchers all around the world.'

He continued: 'We think that trusting each others' work is what enables us to achieve success. We think that JIT is the best way to progress a product like ours. This way of thinking is 'faithful' to our operative standard that identifies us through our experience derived from our past in the field of electromedical devices, which saw us become protagonists for over 20 years, and complete more than 40,000 excellently manufactured machines.' ■

