



Supreme BI Launches: Real-Time Reporting Software for Marine Dealers
Official release follows successful beta testing with leading marine dealers

BELLEVUE, Wash., Oct 21, 2024, [Supreme BI](#), a new reporting software platform designed specifically for marine dealers, is officially launching to the wider market after a successful year-long beta test. Now an independent LLC, the product was initially funded by Seattle Boat Company, its alpha customer, and has since been rigorously tested by six major dealers across the country, proving its ability to meet the varied operational needs of a diverse set of marine dealers.

Supreme BI eliminates the time spent manually pulling reports from **Dockmaster, Lightspeed, teamMarine** and other key marine dealer business systems. It offers live interactive reporting that empowers dealers with real-time insights, resulting in streamlined operations and enhanced decision-making.

Today's generation of marine dealer owners, investors and managers demand much more up to date and interactive data than what is available from the legacy dealer management systems. Supreme BI meets and exceeds that need.

With insights drawn from industry leaders, Supreme BI delivers a transformative tool designed by dealers, for dealers. The company will showcase the platform at **MRAA's 2024 Dealer Week**, Dec. 8-11, in Orlando, FL.

Industry Leaders Speak on the Impact of Supreme BI

"When I first joined Seattle Boat Company, I spent countless hours pulling reports from our back end systems and reformatting them into a usable format," said **Blake Finnerty, CFO, Seattle Boat Company**. "I knew we weren't the only ones struggling with this inefficiency and thought there had to be a better way—one that offered real-time reporting and transparency across the dealership. Supreme BI has been a game changer, enabling us to forecast, budget, and streamline operations like never before."

Steele Johnson, Gordy's Marine, general manager—which operates three locations in Wisconsin and Illinois—shared a similar experience: "We were one of the early beta testers and have been using Supreme BI well over a year and are extremely pleased. The platform provides data in real-time, making it actionable. Last month, we were well behind on service sales targets. Thanks to Supreme BI, I identified backlogs and made adjustments in the final week so that we hit our monthly goal."

Parker Valdez, CFO of The Boat House, with 10 locations and 275 employees across Florida and the Midwest, added: “It’s a huge benefit that it’s a product built by dealers for dealers. Consequently they understand our business and have dialed the tool set into our specific needs and operations. It’s also easy to use and has been unrivaled from other technology tools and implementations that I’ve done.”

Key Features and Benefits

Supreme BI replaces static spreadsheets with over 20 dynamic dashboards and reports, providing insights across:

- **Unit, Service, and Parts Sales**
- **Inventory and Forecasting for Units and Parts**
- **Service Department Productivity and Efficiency**
- **Marina Occupancy**
- **Comprehensive Financial Reporting**

What Makes Supreme BI Stand Out

- **Real-Time Insights:** Monitor performance across departments and locations. Gain visibility into boat sales, margins, and inventory in real time to spot trends and make decisions fast.
- **Operational Efficiency:** Centralize dealership data into interactive dashboards accessible on any device. No more juggling multiple reports.
- **Unified Collaboration:** Keep management teams aligned with shared metrics, ensuring accountability and a focus on collective success.
- **Time Savings:** Slash report preparation time, freeing your team to focus on strategic initiatives.
- **Future-Proof Planning:** Use historical data to forecast trends, identify risks, and seize new opportunities for sustainable growth.

Experience Supreme BI at Dealer Week 2024

Dealers interested in experiencing the platform firsthand can schedule a demo on the [Supreme BI website](#) or visit the company’s booth—#722—at **MRAA’s Dealer Week, Dec. 8-11, 2024, in Orlando, FL.**

About Supreme BI

Working closely with some of the biggest and most respected marine dealers in the US, Supreme BI provides a business intelligence solution that pulls from the leading Dealer Management Systems (DockMaster, Lightspeed), CRM systems, and other key marine business systems to provide real time information on a secure hosted platform.

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