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Sounding Better!

Letter from the General Manager

by Harold Orlinsky - January 2018

“Lead, Follow or Get Out of the Way”

I see this as part philosophy, part work ethic and part pride, as HYPACK is set to release our 2018 software version. It took the work of 30 employees, feedback from many, and frustration (as we test and re-test the software to get the bugs out) to make this happen. Our goal is to lead the software industry to ensure our clients have something new to use for their survey work every year.

If we sat back and waited for the others to make a change first, it would be easier. Let the others come up with the idea, add it to the software, make sure it works, is something useful for clients and provides a quicker and better solution. I'd have my team just sit around all day and wait to implement someone else's ideas. (We can stop right there; if anyone gets to sit around all day that would be a job I want.) The problem is the others have the lead and opportunity, to be first to market. Not a good business plan. And not something our clients expect from us.

At HYPACK, we see the new release as our way to show off the new tools we developed. Our tools in MBMAX and SBMAX, updates to side scan and improvements to Survey are things that will make HYPACK® 2018 even better than before. I imagine some will be copied over to the others' software. But we were first. One can look at the meaning of “Lead, Follow or Get out of the Way” as not standing in limbo; we are making decisions each day and each year to make our software better than the others.

So what's next? We start again with the master list of ideas, coming from clients and listening to what folks need to make their work a bit easier. From the HYPACK conference, from the past year of talking to folks, and from our partners, we add to this feature list. Some will take months of development; some are just a few hours to complete. Once done, we will get these changes through QC, through field testing and then we will add the program to HYPACK®. This happens over and over again for each version of the software. So the next time you see a new button, give it a try. It went through a lot to make it part of the program. (Show it off to the competition; perhaps they will have it added to their next release.) We can be proud that we did it first, and perhaps honored that it was good enough to copy.

Our HYPACK® 2018 will be posted on the web site, and DVDs will be sent for those requesting a copy on that media. We also have updated all of the training notes, which can be found on the web site as well. I hope you enjoy the HYPACK® 2018 release.