



## Best Practices and Observations - Aug/Sept 2017

### Purchase Orders

Back in July I mentioned that shipping with Rowe Technologies is Free On Board (FOB) Poway CA USA, meaning the buyer pays the costs of freight, insurance, unloading, and transportation from Rowe to the final destination.

I am always looking for ways for customers to receive our products faster. So, please include the preferred shipping company and account number on your purchase orders (PO). If I have to ask for this information, it usually takes a day (possibly two days) because of time zone changes and personal work schedules. Additionally, please include the end user statement with your PO.

### Follow Up and Feedback

Please follow up with customers who have requested a quote to ensure there is a decision and not a pending sale that lasts forever. If they have decided not to purchase a Rowe product, please ask them why. Feedback from Agents provides valuable market intelligence and encourages me to review our sales processes to help ensure future sales are not lost for similar reasons.

### Rowe Visit

I'm willing to travel anywhere at any time to help you with customer relations. Don't hesitate to ask for my assistance. Also, you are always welcome to visit Rowe Technologies just outside San Diego California USA for tailored training.

### Rowe Website

The Rowe website appears on page 2 of a Google search for "ADCP". I'm working to increase our ranking and am looking at Search Engine Optimization (SEO) methods. One way you can help, please add our link to your website: <http://rowetechinc.com/> A key ranking factor in Google's algorithm is the number of organic and quality inbound links to the Rowe site. Google ranks the reliability and relevance of the Rowe website partially as a result of how many times it has been recommended by third parties, such as agent websites.



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### Rowe Products

We sell ADCPs and DVLs. The product differences are minor but important. Our self-contained systems come with batteries and can be deployed for extended periods. Our direct reading systems have a power and communication cable and are smaller in size without the batteries. The self-contained units can also use a power cord if needed, but you cannot add batteries to the direct reading unit unless you completely re-configure the system into a new larger housing.

### Battery Prediction

When clients would like to know battery performance for their deployment, I can forecast that value but I need some key inputs from them first:

1. deployment duration (how long moored to the bottom)
2. number of batteries (normally two)
3. how many pings when sampling and for how long (1-2 pings/sec for 10 sec)
4. how long is the unit asleep between samples
5. number of bins in the profile

Once all this information is known, I can compute the batteries required for deployment and if an external battery pack is necessary. Our 32GB internal SD storage card is industry leading in capacity and can handle rigorous sampling profiles.

### Low Frequency ADCPs

Finally, we are re-designing our low frequency systems and electronics. Upon completion in the Spring of 2018, we will have unmatched performance across the industry. For now, please only quote 300 kHz and higher frequency units.

Thank you and best regards,

A handwritten signature in black ink that reads "Chris Arends". The signature is written in a cursive, slightly slanted style.

Chris Arends  
Director of Global Sales