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BoatyBall Sails into 2020 with over 10,000 Reservations
Klarrio-Built Mooring-Ball Reservation System Drives 600 New Members Per Month

APEX, N.C.—Feb. 3, 2020—[BoatyBall](#), a North Carolina-based provider of web-based mooring-ball reservation applications, has surpassed the 10,000-reservation milestone.

Founded to give boaters the online ability to pre-schedule and reserve mooring balls in prime locations, BoatyBall has attracted over 9,000 subscribers in just 13 months, and is currently on track to add 600 new members per month throughout 2020.

Built by [Klarrio](#), a global provider of data-streaming technology solutions, **the BoatyBall system is a first of its kind**. Moorings are used in bays around the world to safely secure boats. Moorings can be an alternative to anchoring. In many parts of the world, boaters have had to arrive at a mooring field early and compete with other boats for the moorings. This reduces the amount of time boaters can spend on the water and can also create a dangerous situation in the bays.

Klarrio designed and built the cloud-native app in AWS; it also built the BoatyBall website, and continues to operate and maintain the reservation system on behalf of BoatyBall today.

Bob Wall, co-founder of BoatyBall, said the company's online reservation system has launched what is effectively a new business segment in the boating industry.

"It's a new paradigm for the yachting and boating industry, and it's long overdue," Wall said. "We found a grossly under-served niche and created a viable business model out of it."

Ted Morris, Klarrio Chief Data Officer, said the BoatyBall reservation system is a primary example of how cloud-native technologies are making rapid development business models possible, in addition to streamlining the management process.

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BoatyBall Launches Klarrio-Built Reservation System

"Cloud-native solutions not only lower the initial investment cost, by their very nature, they're ideally suited for scalability. This frees the IT team to spend their energies on actual business functionalities, rather than building a completely new infrastructure," he added.

About Klarrio

Klarrio is a systems integration, consulting and software development firm specializing in digital transformation. The company offers a one-stop resource for integration services that require cloud-native/Open Source expertise, and provides a strategic bridge between legacy IT systems and emerging technologies, such as Internet of Things (IoT), big data and advanced analytics. www.klarrio.com

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