

# A conversation with Tom Moriarty of Alidade MER Inc.



**Tom Moriarty, PE, CMRP**  
President  
Alidade MER Inc.

**T**om Moriarty, president of Alidade MER Inc., is a natural problem solver. After retiring from the U.S. Coast Guard, he began maintenance and reliability engineering consulting. In the transition he identified organizational performance in operations and maintenance as areas with opportunities. BIC Magazine recently visited with Moriarty about how that led to the start of Alidade MER.

**Q: What led you to start Alidade MER?**

**A:** Nothing gives me greater satisfaction than solving problems and helping others to achieve and sustain success. The Alidade business model was developed to customize support for clients. Our full-time staff is lean, with a bullpen of highly experienced professionals. We focus on what the customer needs. Our reliability professionals have high job satisfaction, resulting in high customer satisfaction. Empowering our team members to do what's best for the customer has resulted in a 72-percent repeat customer rate and a 97-percent job satisfaction rate from our team members.

**Q: What surprised you most about Alidade MER once it took off?**

**A:** The diversity of projects we have been involved in. We started out with maintenance and reliability engineering projects like assessments, implementation of planning and scheduling, materials management, and leadership development. From there we developed the Organizational Reliability Model®. We then got into proactive reliability projects such as root cause analysis, reliability centered maintenance, etc., which led to optimized preventive and predictive maintenance program development. We now work with technologies such as FacilityONE (cloud computing) and atmospheric hydroxyl radical technology.

**Q: What is the biggest news at Alidade MER right now?**

**A:** We've been working with cloud computing, collaborating on solutions for construction management and maintenance management. A problem surfaced with large construction projects that had to keep track of maintenance on pre-commissioned equipment. Our solution is a graphical knowledge management system that links data (pictures, reports, drawings, etc.) to assets. As it turns out, it's an ideal tool for consolidating all information about an

asset. Anyone with an Internet connection and password can access the information, enabling remote project management. Annual fees include upgrades, unlimited users and unlimited data storage.

**Q: Why is Alidade MER successful?**

**A:** The Golden Rule: Do unto others as you would have them do unto you. We stress integrity. In my former career I had many opportunities to hire professional services and I understand what a customer is looking for: insight, advice and support from professionals who have the customer's best interest at heart.

**Q: What are the most important things a person should know before taking a career path similar to yours?**

**A:** First, have passion for what you're doing or do something else. I had a passion for the Coast Guard missions — search and rescue at sea, interdicting narcotics and protecting our borders. Later, I developed a passion for solving problems in operations

and maintenance. Passion for what you do is a minimum requirement.

Second, seek out people who you respect, and who will increase your knowledge, especially on leadership and technical aspects of your passion.

Third, no matter what your job is, always do the best you can, not just what is required. It pays off in future opportunities.

Lastly, I recommend if you're going to run a business based on problem solving, enjoy working with people — even the difficult ones, because they make you better. ●

For more information, contact Moriarty at (321) 773-3356 or e-mail [info@alidade-mer.com](mailto:info@alidade-mer.com).

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