The Future of Maritime Communications… Has Arrived

Jessika Dammert and Michael Reimuth
Digital Ship Hamburg, 25th & 26th February 2016
The Future of Maritime Communications Has Arrived

Agenda

• Who we are
  • Revealing the new look Marlink
  • Our strengthened organization

*Jessika Dammert, Chief of Marketing and Communications, Marlink*

• Where we are:
  • How is the Digital Age driving maritime innovation?
  • Embracing future technologies and improving performance with digitalized services

*Michael Reimuth, Sales Director, Marlink*
Our Strengthened Organisation

AIRBUS DEFENCE & SPACE

MARLINK

Connect smarter. Anywhere.
Marlink, the pioneer in business critical communication solutions customers can rely on.
Largest technology independent services provider, serving maritime & enterprise markets

Best-in-class, high quality network solutions & global customer support organization

Unique and long established partnership model

Serving several hundred thousand customers globally
Our Vision

To bring the power of a digital and fully interconnected world to our customers’ remote operations.
History of unrivalled expertise

1962 COMSAT was created by Comms Satellite Act, with founding board appointed by President Kennedy

1976 Eik teleport established to provide comms to oil platforms in the North Sea

1979 Creation of International Maritime Satellite Org. (Inmarsat) with Telenor, Comsat and France Telecom as founding partners

1980 Aussaguel Teleport established

1991 Telenor developed and launched first maritime VSAT service

1997 Creation of Taide Network with Land VSAT operations in Europe

1999 Telenor Satellite Services (incl. MSS and VSAT services) is created and pioneers maritime VSAT services

2000-2002 France Telecom creates France Telecom Mobile Satellite Communications and acquires DeTeSat, GloCal and TDCOM

2006-2007 Apax Partners acquires FTMSC and Telenor Satellite Services and forms Vizada

2010 Inmarsat partner award as the solutions innovator for the merchant shipping market

2011-2012 Apax Partners sells Vizada to Astrium. Creation of Astrium Services Business Communications combining Vizada, Marlink, Vizada Networks, TDCOM and London Satellite Exchange

2014 Airbus decides to identify more suitable owner to develop commercial satcom business

2016 Renewal as Marlink

Acquired by Apax and Marlink rebrands as a stand-alone company for both Maritime and Enterprise businesses

History of unrivalled expertise

40's Operator of radio communication network and traffic accounting authority for maritime communication

70's Originally part of Norwegian operator Telenor, we became the first to use satellites for domestic use

1979 Creation of International Maritime Satellite Consortium (INTELSAT)

70's COMSAT helped create the International Telecommunications Satellite Organisation (INTELSAT)

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Connect smarter. Anywhere.
Maritime Market Leadership

Premier League Player:
- No1 Maritime VSAT Provider (Comsys Report 2015)
- No1 Maritime Satcom Provider with 25% market share (NSR Report 2015)

Success in Maritime VSAT:
- Clear market demand
- Best choice in VSAT portfolio available
- Portfolio beyond satcom incl. hybrid solutions

Integrated high-quality global network:
- Most extensive global coverage
- Best service quality and availability
- One seamlessly integrated global network
- HTS ready: running latest iDirect release
Most extensive value proposition

**Managed Services’ model providing “peace of mind”:**
- Design – Deliver – Monitor – Support – Service
- 24/7 end-to-end life time management with committed SLAs
- Custom design, if required
- In-house and/or together with our certified partners

**Integrated Service Delivery Platform**
- Multi-bearer switching
- Seamlessly across all connectivity networks
- Open platform for applications, solutions, content delivery
- Enabling digitalization of remote operations

**Network of Networks**
- Integrating and combining MSS, M2M, VSAT, GX and HTS services
- Global L, C, X, Ku, Ka infrastructure, VAS platforms and Data Centres
- Key Partner of all major SNOs
- Largest products portfolio of maritime and enterprise communication solutions
One Global Product & Service Offering

Providing **peace of mind:**
Focus on your business while leaving communication services to our care.

- Consultancy & Expert Advice
- Airtime
- Equipment
- Traffic Accounting
- 24/7/365 Global Customer Support
- Point of Service Activation
- Value Added Services X·CHANGE
- Field Service and Support
The Digital Age is here

- Fast acceleration in the requirement and expectation to be connected
- Growing availability of satellite capacity and connectivity
- Predominance of applications over traditional software connectivity
- Digitalization, automation and wide adoption of smart technologies
- Onboard management of Big Data, resulting in more complex data processing and management
- Move from a technology centric focus to a customer centric focus to deliver and succeed
How is the Digital Age driving innovations?

IMPROVEMENTS TO:

- Performance management of assets, fuel consumption, emission control, etc.
- Remote diagnosis & management of equipment and systems
- Wellbeing & safety of crew
- Tracking of incidents and risk assessments
- Compliance with environmental policies
- Beyond connectivity: Integration & digitalization of fleet operations
How is the Digital Age driving innovations?

Innovations in Multi-technology

• We combine all SNO frequencies into one network to meet different ship owners’ requirements
• Increases focus on end users applications – to run in the most efficient way!
• Integrated in central management platform: intelligence to run operations even smarter
• Manual or automated switchover based on connectivity needs
How is the Digital Age driving innovations?

Innovations for driving growth and ROI

“You can’t manage what you can’t measure”

**Portal 360**
- Our intuitive web portal providing a 360° overview of satcom usage, allowance plans, SIM cards, invoices, accounts etc.
- Monitor allowances, set alerts and top up if needed, all at the click of a button.

**Universal Card Manager**
- Our crew administration portal for use onboard or from shore.
- Order and allocate crew prepaid credits separately from the corporate allowance.

**Data Miner**
- Access real time information related to each vessel and produce charts and reports.
How is the Digital Age driving innovations?

Innovations to improve lives at sea

**XChange Media**
- Crew can watch international news, reports, sports bulletins and entertainment magazines via smartphones, tablets, laptops or TV onboard

**XChange Bring Your Own Device**
- Crew can make calls and surf the web via Wi-Fi from the privacy of their cabins, using their own devices

**Crew Internet Café Onboard**
- Provide a communal hub or central crew computers

**All fully controlled from shore**
- Assign credits and allowances
- Retrieve user specific reports
- Customize access rule and usage limits
How these innovations are shaping the future

**TRENDS**

- Focus on value, not just costs
- Highly competent crew, not just a low cost crew
- Complete IT networks, harmonized IT infrastructure across fleets, not per PC or per vessel
- Simple management of fleets
- Transparency to measure performance, accurate reports

**SMART SHIPPING**

- Real time sensors and monitoring
- Reduced fuel consumptions and emissions
- Optimised ship hull and propeller performance
- Pro active maintenance
- System and components alerts
- Pro active interventions on abnormalities and performance deviations

**SMART IT & COMMUNICATION**

- Consolidated management of IT & Communications
- Integrated IT networks
- Remote access and control
- Automation of processes
- Data monitoring & processing
- Intelligent data: highlighting only abnormalities / deviations