



The Power of One

Digital Ship Cyprus Conference 2007





The Crew Calling Research Study

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The Power of Partnership Project

- The Market Research – Analysis Study
 - Cyprus Shipping Industry
 - Purpose of the project
 - Outcomes Expected
- Period & Methodology
- Results of Research
- Evaluation of Project – Research
- Benefits of Project – Research
- Next Day planning – The Day After



Cyprus Shipping Industry

The Cyprus Registry has shown phenomenal growth in recent years. In 1981 Cyprus ranked thirty-second on the list of leading maritime nations. It now ranks 10th with a merchant fleet exceeding 26 million gross tons. Cyprus has come a long way since 1960, when it became an independent state, to be considered now an international maritime centre, a clear indication of the services and facilities Cyprus offers to the shipping industry.

Purpose of the project

Our research involved gathering statistical or numerical information, such as the size of the market. The aim was to have first hand a completed and accurate numbers as per value vs. volume, as well services used, and feedback on specific future developments.

Outcomes Expected

Gather and analyze of data about maritime communications related issues and services

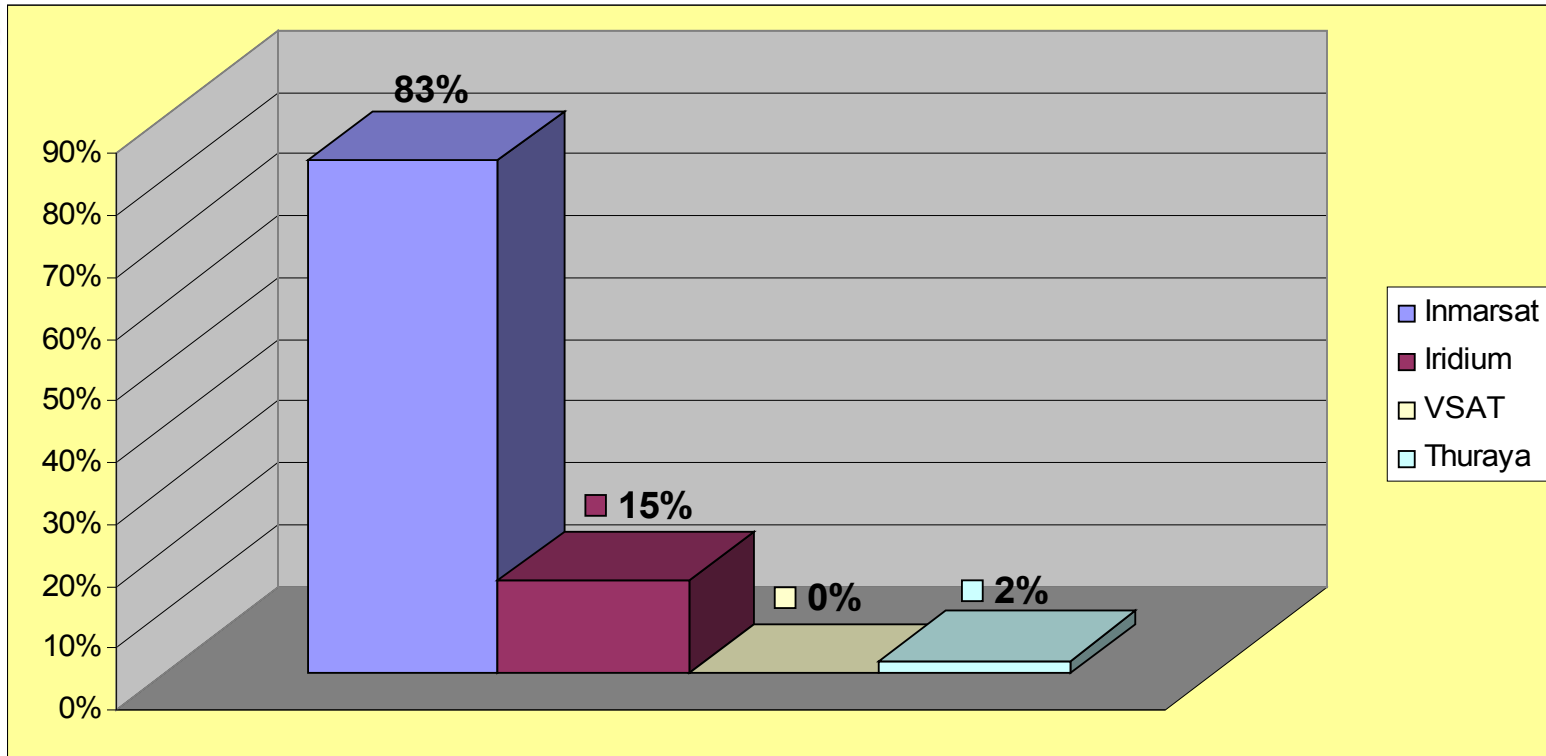
Tasks Accomplished:

- Understanding the customer better.
- Knowing the market in volumes and value.
- Reducing risk of product-service and helping to predict future.
- Planning for further Business Development
- A closer personal relationship with our customers.

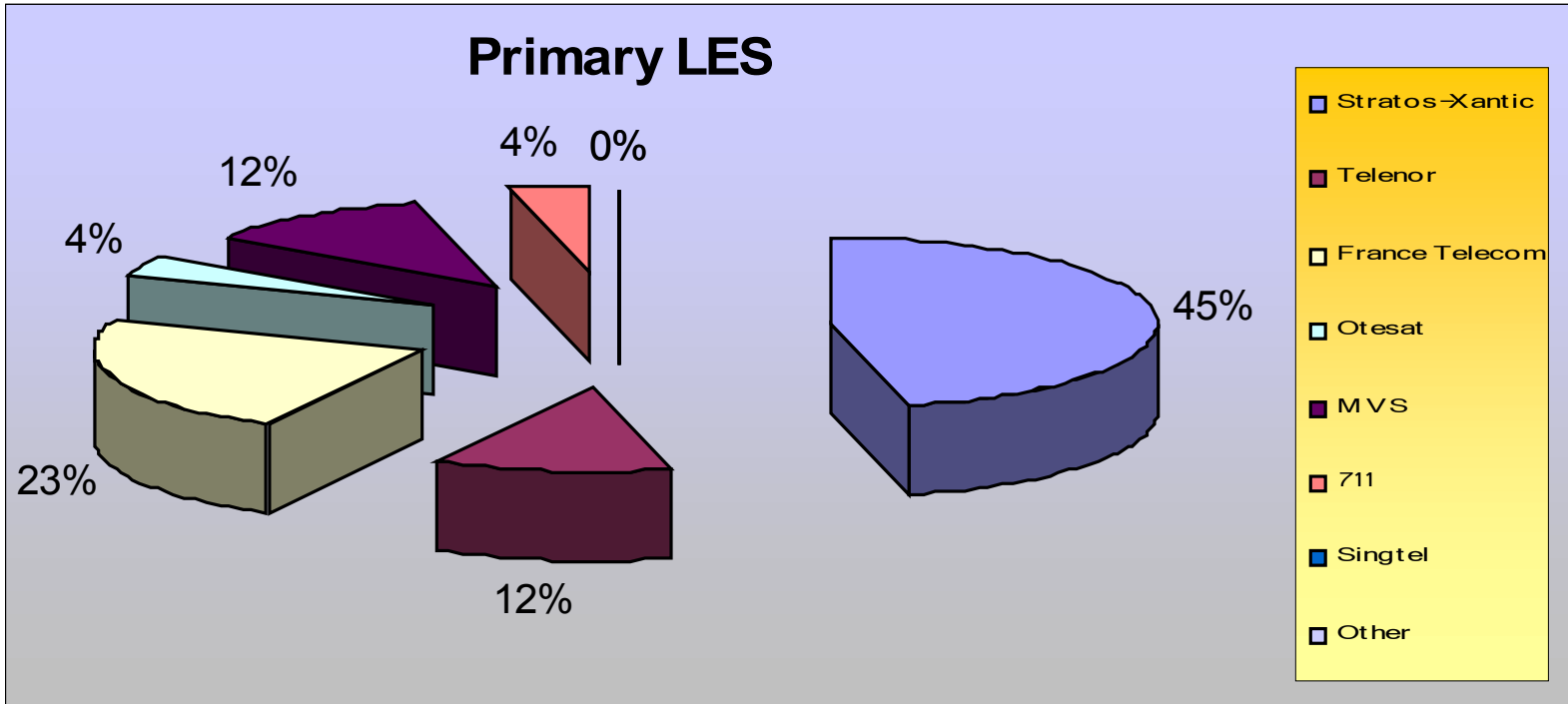
Period & Methodology

- July 1st – September 30th 2006
- Personal visits covering the 95% of the Cyprus Shipmanagement Market.

What is the primary satellite communication that you use? CREW CALLING OPERATOR

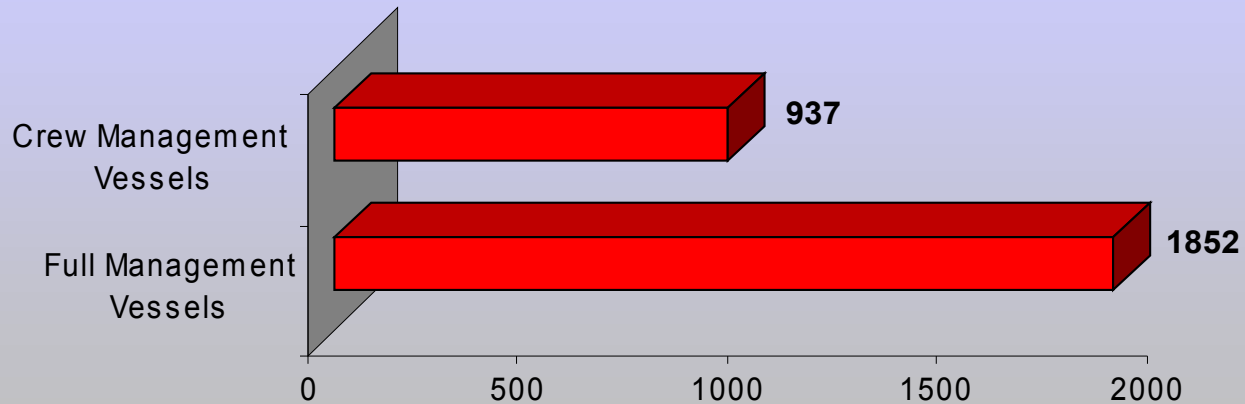


Land Earth Station – Crew Calling



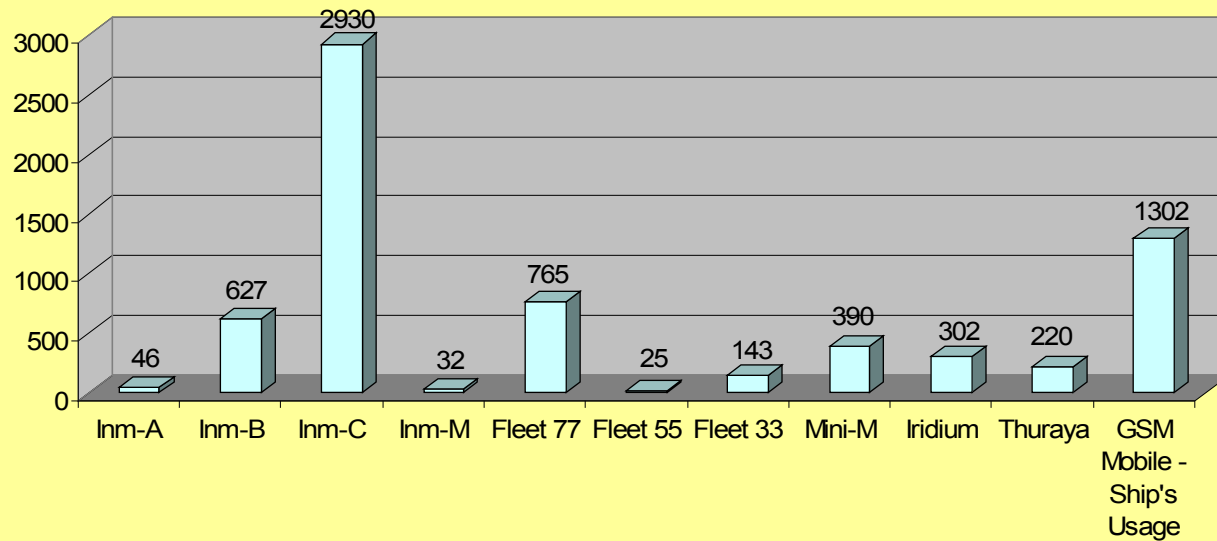
Maritime Communication Section

Fleet Size - Full Management vs. Crew Management



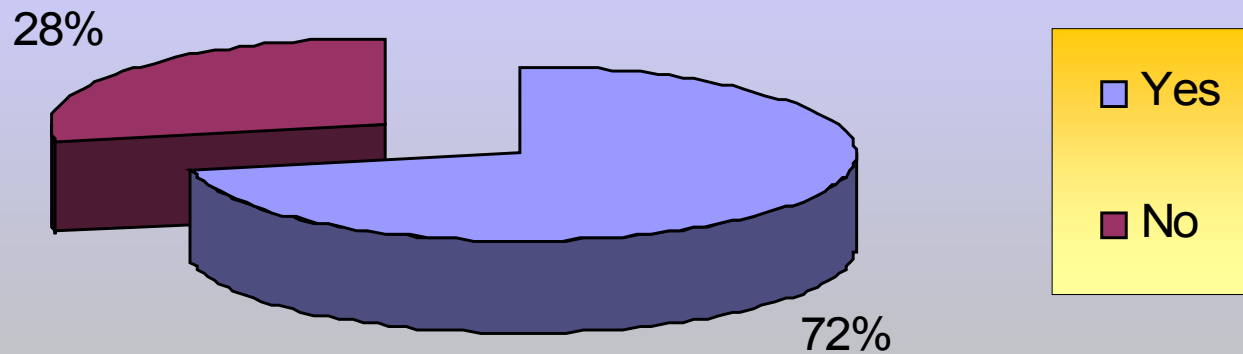
Vessel Communication Terminals

Communication Terminals activated on Board



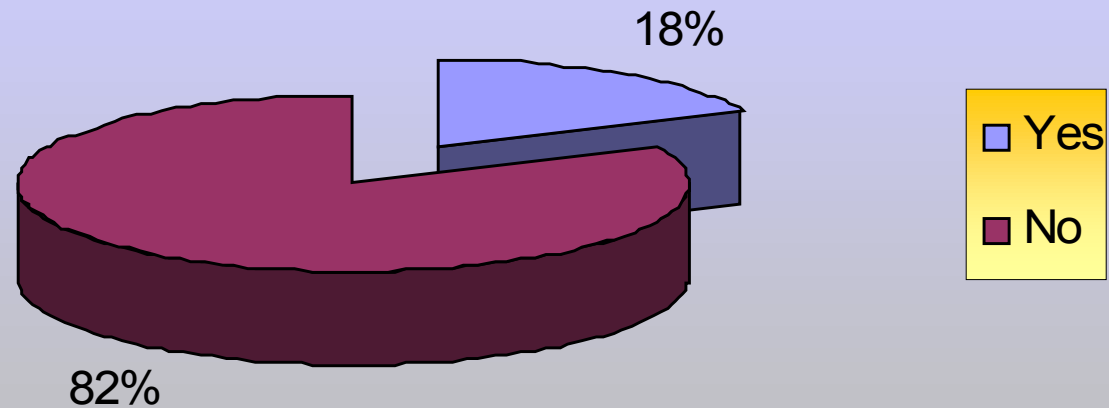
Crew Calling - Email Solution



Do you provide Crew Calling Cards or Pins to your crew?



Crew Email

Do you provide Crew Email to your crew?





Crew Calling – The Service

- “Crew Calling is a concept that sets out to improve the welfare of mariners around the globe. It is not a single product or a service, but a range of solutions designed to make life easier for seafarers everywhere.”



Crew Calling Benefits

Crew	<ul style="list-style-type: none"> ▪ The freedom and privacy to call home without setting foot on the bridge ▪ A boost to morale creating a better working environment, ▪ Cost-effective calls using pre-paid cards, Below \$1 Dollar
Master	<ul style="list-style-type: none"> ▪ Global Coverage at anytime any ocean ▪ A more efficient ship due to increased staff morale. ▪ Improved staff retention through a better working environment. ▪ Fewer disturbances on the bridge for a smoother running ship. ▪ Reduced administration and costs thanks to pre-paid phone cards.
Manager	<ul style="list-style-type: none"> ▪ A cost-effective way to provide social calling facilities for employees. ▪ A happier, more productive crew. ▪ Improved staff retention and recruitment potential. ▪ Quick and easy installation. ▪ Reduced administration costs.

Key Success Factors of Crew Calling

- Value – Below \$1
- Administration Benefits - Office
- Off Peak Hours
- Ease of use
- Plastic Vs. Electronic Pins
- Units vs. Minutes – Delivery by the LES
- Operator Selection (Inmarsat vs. Iridium)
- LES Selection
- Support



Off Peak Hours – Special Holidays

- Both Operators provide off peak hours
- Inmarsat 98 hours of a week
- Iridium 48 hours of a week

Special Holidays

Christmas, Lunar Year, Easter, Athletic Events, Valentines Day, New Year's, 1st day of the month etc.



What's New?

Market Requirements	Communication Services
Grow voice and data crew communications	Inmarsat & Iridium
Enable Standardizations on board	Fleet Terminals – FBB vs. iridium
Handheld Phones	Regional ?
Provide GSM at sea	?
Crew Services	A MUST






inmarsat
STRIKES BACK



Handheld Phone – What's in it for the Crew

- Crews would spend more “if it was easier”
- Crew calling revenues understated; many seafarers still paying the business rate, especially Inmarsat B users,
- Most ship owner/managers unaware of auto dialler, telephone extension but want to provide CC off the bridge and in crew quarters,
- “Hidden market” of data crew calling
 - 1) Email w/without attachments
 - 2) SMS

Inmarsat holds a hand full of ACeS

Provider to challenge Iridium, writes **Mark Warner** in Hamburg

ACeS FR-190G

Satellite User Terminal



Next Day Planning – The Day After

- **Business Development Plan for 2007 – 2012**
 - Crew Calling Company Policies
 - Crewing Services
- **Training and Seminars for Crewing Services**
- **Fleet or Fleet Broadband Incentive Schemes - WIFM**
 - Pricing Structures
 - Special Packages – Free Loan terminals



Web Surfing – Crew Calling - Email Solutions – Handheld Phone

- **24/7 Global Support and Servicing**

