

MarlinkOnline and MarlinkOnboard

MARLINK.

Managing your communications costs

by Dr. Chris Henny,
Senior Project Manager, Marlink

Challenges with managing Ship-to-Shore communications



- Long delays between usage and billing
- Crew leaves before calls are paid for
- Need to allocate costs both on-board and on-shore
- Need "useful" and "timely" analysis of data both on-board and on-shore for managing communication costs
- Dealing with complicated user interfaces

MARLINK.

The traditional solution

Captain obliged to maintain manual logs to submit to the Traffic Accounting Authority or office by the end of the month.



MARLINK.

The traditional solution

Captain obliged to maintain manual logs to submit to the Traffic Accounting Authority or office by the end of the month.

This results in:

- Delayed billing
- Inaccurate pricing for airtime and services
- Inaccurate "clocking" and exchange rates
- Overlooked AAIC fee
- Unrecorded calls
- Interruptions from crew access to the bridge (Unless prepaid)
- Almost impossible to get usable analyses

MARLINK.

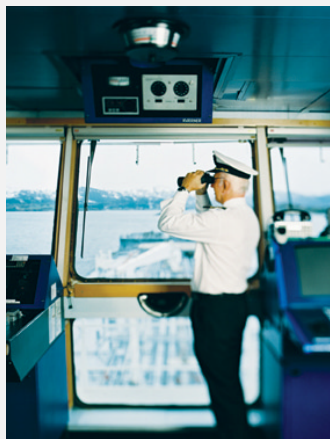
Modern solution for control – On-shore

- **View and analyse** multi-operator call and invoice data (day +1) with up to 13 months of data history + offline download capability
- **Define user groups** and sub-user access to specific vessels and services
- **Ability to set up and manage** account split billing
- **Individual and bulk assignment** of access rights, PIN, B/Destination, invoice distribution
- **Access to value added services** – WebDial, MarlinkOnboard
- **Access to a Web Shop**



MARLINK.

Modern solution for control – On-board



- **Auto-log calls from partner operators** and log calls and communications from other operators
- Set up and manage account groups, PIN codes and B/Destination numbers
- View and analyse multi-operator call data (day +1)
- Print reports and invoices for account group communication usage
- Manage communications budgets in different currencies

MARLINK.

New, enhanced version of MarlinkOnline

Benefits on-shore:

- Understand where you are spending money, and reduced workload and paper

Benefits on-board

- Save your Captains time in allocating costs and recovering costs of communications.



MARLINK

Improved cost control

Language English

LOW GRAPHICS SITEMAP HELP CONTACT

Virtual Tours

Any time. →
Any place. →

MyPage
You are logged on as green

Date: 02.06.05
Previous log on: 15.02.05

Latest Invoice available:

Time (hh:mm)	Date (dd.mm.yy)	Time (hh:mm)

[View Invoice details](#)

Marlink MyAccount
Get a complete overview of your Marlink account. View your entities, terminals, services and invoice parameters.
[GO!](#)

WebDial
Use WebDial to make discounted calls from shore-to-ship instead of dialling on your desktop telephone.
[GO!](#)

Online Shop
cards and reload SIM cards with

Marlink Onboard

Sub-user administration
Link to the latest promotions on marlink.com [GO!](#)

MARLINK

View and analyse multi-operator call record and invoice data (day +1) with up to 13 months of data history

Download for offline analysis

Automated invoice distribution

View all or a specific vessels or division data

Full overview of your business relationship with Marlink

Language: English

LOW GRAPHICS SITEMAP HELP CONTACT

Virtual Tours

Any time. Any place. →

MyAccount - Entities
You are logged on as **ahrenkiel**

Entity Invoice parameters Terminals Services Apply filters

Entities
View details about your entities.

Corrections and updates
Please click [here](#) to report to Marlink Customer Care.

Print list

Entity ID	Type	Invoice to address	Terminals	Rate plan
V411248	Unknown	GMBH & CO. CONTAINERSHFF KG C/O AHRENKIEL SHIPMANAGEM. GMBH & CO. KG AN DER ALSTER 45	View Terminals	
V361004	Unknown	MS "ALSTERGAS" KG C/O AHRENKIEL SHIPMANAGEM. GMBH & CO.	View	

View

- Entities
- "Invoice-to" addresses
- Terminals
- Services
- Apply filters

MARLINK

Full overview of your business relationship with Marlink

Language: English

LOW GRAPHICS SITEMAP HELP CONTACT

Virtual Tours

Any time. Any place. →

MyAccount - Entities
You are logged on as **ahrenkiel**

Entity Invoice parameters Terminals Services Apply filters

Entities
View details about your entities.

Corrections and updates
Please click [here](#) to report to Marlink Customer Care.

Print list

Entity ID	Type	Invoice to address	Terminals	Rate plan
V411248	Unknown	GMBH & CO. CONTAINERSHFF KG C/O AHRENKIEL SHIPMANAGEM. GMBH & CO. KG AN DER ALSTER 45	View Terminals	
V361004	Unknown	MS "ALSTERGAS" KG C/O AHRENKIEL SHIPMANAGEM. GMBH & CO.	View	

View

- Entities
- "Invoice-to" addresses
- Terminals
- Services
- Apply filters
- Rate Plans

MARLINK

Simplified account management and administration

- User defined groups
- Sub user administration



- Easy control and security:
 - Assign a selected list of vessels to a superintendent
 - Restrict access to features and details to only authorised vessels or services
 - Allow webdial calls to only to authorized groups of vessels

MARLINK.

Improved billing feature

- Edit Split Billing
 - Manage PIN and B/Destination number or e-mail address', and assign them to accounts and sub accounts, i.e CREW-Fred
- Makes re-billing time shorter and charging accurate!
 - Enables the Master to assign communications costs to individual or grouped accounts. Owner Charterer, Crew etc.
 - Automatic invoice distribution
 - No longer need to wait for invoices to re-bill accounts and no invoice shipping charge.
 - Provides immediate copies of invoices to up to 3 designated e-mail addresses.

MARLINK.

WebDial - Shore-to-ship calls at attractive rates



- **Any time. Any Place** - Make voice calls from anywhere on-shore fixed or mobile, anywhere in the world, dialing via the Internet
- **Cost efficient** - One single worldwide rate, avoiding high local shore to ship costs
- **Easy to use** - Simple call set up and redial procedures
- **Secure** - Calls limited to terminals registered with Marlink
- **Easy rebilling** - Invoice splits accounts per group
- **Streamlined dialing rules** - No access or PIN code required
- **Automatic location** of the ocean region where the called terminal is located

MARLINK

Webdial

The screenshot shows the MARLINK WebDial interface. The main content area is titled 'Welcome pec Telenor Web-dial'. It features a 'How to...' section with the following steps:

- Use Telenor Web dial
- Modify list of numbers that can receive a web dial call
- Connect
- Redial

Below this, there are three numbered steps for making a call:

- 1. Select the vessel and number you wish to connect to.** Select Vessel: [ADUANA@MARUBA.COM.AR] Select the number you wish to call: [NMARSAT.A: 3223717111]
- 2. Select the number to which you want to receive the call.** Select receiving number: [stefaan's offf: 3223717258] [Modify Settings]
- 3. Select the account group to which the cost of the call shall be billed.** Select account group: [CHARTERER] [Connect]

At the bottom, there is a table titled 'The 10 latest calls - click to connect':

Date (dd/mm/yyyy)	Vessel	Account Group
09-03-04	BIO-BIO	CHARTERER
09-03-04	CENTURION	CHARTERER
09-03-04	CENTURION	CHARTERER
09-03-04	CENTURION	CHARTERER
09-03-04	CENTURION	CHARTERER
08-03-04	ADUANA@MARUBA.COM.AR	CHARTERER
08-03-04	ADUANA@MARUBA.COM.AR	DEPARTMENT
08-03-04	ADUANA@MARUBA.COM.AR	DEPARTMENT
08-03-04	ADUANA@MARUBA.COM.AR	CHARTERER

Four callout boxes with arrows point to the interface elements:

- Select Vessel and voice terminal phone number** (points to step 1)
- Select number to receive call on** (points to step 2)
- Assign account group** (points to step 3)
- Redial a number last 10 calls** (points to the 'The 10 latest calls' table)

Marlink Onboard features

The screenshot shows the MarlinkOnboard application window. The title bar reads "MarlinkOnboard -". The menu bar includes "File", "View", "Accounting", "Tools", and "Help". Below the menu bar is a navigation bar with "Back", "Forward", "Print", and "Help" buttons. The main content area displays a "Support - News From Marlink" page with the following text:

Welcome to MarlinkOnboard!

MarlinkOnboard is a new, easy-to-use module linked to MarlinkOnline. It allows you to access account information, log calls and manage account group information – even in remote locations.

You can now benefit from:

- Regular, automatic update of call record details
- Budget analysis
- Local ability to bill using preset tariffs, manage exchange rates and split billing
- Built in reporting and invoice printing function
- Downloading and viewing current agreed Marlink airtime rate plans in PDF format

Gain control of your communications cost. Any time. Any place.

Communications you can rely on.

MARLINK.

On the right side of the window, there is a vertical sidebar with several menu items: "Call Data", "Assign Accounts", "Budgeting", "Currencies", and "Support". Below these are icons for "News From Marlink", "FAQ's", "Marlink Rateplan", and "E-Mail To Support".

Marlink Onboard features

The screenshot shows the MarlinkOnboard application window with the same navigation and sidebar as the previous image. The main content area displays a "Support - News From Marlink" page with a list of features:

- The remote tool for offline viewing and analysis of call records and costs
- Updated via e-mail synchronization either automatically or manually.
- Sorting, filtering and grouping of call data possible.
- Built-in reporting and invoice printing feature.
- Download and view current rate plans if desired
- Subscriptions activated in MarlinkOnline via a control panel function

MARLINK.

Account Split Billing

Assigning Accounts

Account Group	Group Member
CHARTERER	DADO
CREW	CHRIS TEST
CREW	CHRIS TEST
CREW	MID TEST
DEPARTMENT	
OWNER	
PASSENGER	
UNASSIGNED	

Assigning B-Destination Numbers

B number/serial	From Date	From Time	To Date	To Time	Account Group	Group Member
00494024838560	1/31/2005	16:22:35	12/31/2049	23:59:59	CREW	MID TEST
123456789	1/31/2005	16:22:35	12/31/2049	23:59:59	OWNER	
494024838560	1/31/2005	16:22:35	1/31/2005	16:22:35	CREW	CHRIS TEST
494024838560	1/31/2005	16:22:37	12/31/2049	23:59:59	CREW	CHRIS TEST

Assigning PIN Numbers

PIN code	From Date	From Time	To Date	To Time	Account Group	Group Memb	ACDNT_S_ID
00	1/31/2005	16:22:35	12/31/2049	23:59:59	OWNER		2
50	1/31/2005	16:22:35	12/31/2049	23:59:59	CREW		3
05	1/31/2005	16:22:35	12/31/2049	23:59:59	CREW	CHRISTEST	103
12	1/31/2005	16:22:35	12/31/2049	23:59:59	CHARTERER	DADO	104

MARLINK

Printing reports before crew leaves

Account Receipt
MARLINK

of the vessel ANDALUSIA - AAC :

Phone:

Date of report: 06/02/05
Account: CREW - CHRIS TEST
Covering Period: 1/1/2005 To 6/2/2005
Operator: All
Financial document number:
System: All

Date	Time	Operator	System	Service	From	To	Dest	P OP	Duration	Volume	Unit	USD
2/23/2005	08:44:38	TELENOR	INMARSAT B	@ Fax, Data	871363701497	494024838560	GERMANY	Other	1.00	0.00	M	2.05
2/23/2005	12:35:17	TELENOR	INMARSAT B	@ Fax, Data	871363701497	494024838560	GERMANY	Other	0.70	0.00	M	1.44
2/23/2005	13:02:07	TELENOR	INMARSAT B	@ Fax, Data	871363701497	494024838560	GERMANY	Other	1.50	0.00	M	3.08
2/23/2005	16:12:31	TELENOR	INMARSAT B	@ Fax, Data	871363701497	494024838560	GERMANY	Other	1.10	0.00	M	2.25
												8.83

Call Data Reporting

Parameters

Type of report: Account Receipt
Title: Account Receipt
Covering Period: 1/1/2005 To 6/2/2005
Currency: USD
Account: CREW - CHRIS TEST
Operator: All

Page 1

MARLINK

Gain control today and save time!



MARLINK.

Here's why!

- **Improved control** of communication cost
- **Overview** of your Marlink business relationship
- **Simplified account management** and administration
- **Re-billing** per account - "get your money back"
- **Improved administration of prepaid cards** via the webshop – less unreported calls
- Use of Webdial to **cut costs** when you call your vessels
- Extended control with **MarlinkOnboard**
- **Reduction in Captains reporting** and accounting workload.

MARLINK.



Visit us at stand D07- 40

MARLINK.