

**Digital
Ship**

NOR SHIPPING
7 - 10 June 2005

Real Life MPDS

Patrick Slesinger
NorShipping, 9th June 2005



Agenda

- **Wallem Data Pipe History**
- **Data Urgency**
- **Push and Pull**
- **MEA Vs. Online**
- **Packet Counter**
- **Application Optimization**
- **Potential issues with VSAT**
- **Conclusion**



Wallem Data Pipe History

- 1993 Reviewed email via satellite situation
- 1994 Created first public messaging service with AT&T
- 1995 Rolled out first data pipe application, e-Procurement



Data Urgency

- Not all data is created equal
- Data urgency classes
 - Static
 - Semi Dynamic
 - Dynamic
 - Ad-Hoc
- Ships Mail to Email to Online



Data Urgency

It is no longer a question of can we have the data available and inherited across multiple applications and processes, now the questions is ...

What data should be where, when and why ?

Patrick Slesinger, 1994



Push and Pull

- Pre MPDS / VSAT a short Inmarsat C message asking the to check email was sufficient
- If a vessel needs information it will connect of its own volition
- MPDS is a really good way to work out if a “pull” is required
- Maritime applications have yet to be re-engineered to take advantage of push



MEA Vs. Online

- **Current generation of maritime packaged software is optimized for Store & Forward**
- **What processes really require an online connection ?**
- **Store & Forward creates resilient processes, online processes are vulnerable to disruption**



Packet Counter

- **Produced for the Fleet 77 / MPDS trial**
- **Analysis and optimization application usage of data pipe of bandwidth usage**
- **Recharge of data pipe usage to relevant party**
- **A potential tool kit for LESOs / terminal suppliers to distribute**



Application Optimization

- Non-chatty, MSN is a bad example
- Data transmission should add value and not occur just because it can
- Ability to use store & forward or online for various data classes
- Ability to create a re-charge log
- Place the correct data in the right place at the right time



Potential issues with VSAT

- Use the bandwidth because it is “free”
- Locked in for multiple years at today’s value analysis – communications tariffs do not go up
- Usage of shore based applications on ship – why ?
- Citrix and more Citrix – watch your ISM compliance !
- Real cost of a communications minute !



Conclusion

- **MPDS works and can be used to re-engineer what you have today**
- **Analyze which data needs to be where, when, how and why ?**
- **Do not just tick the box, think business process and value**
- **Ensure that your communications choices add value to your business today and for the future.**



Conclusion

- **Do not loose flexibility**
- **I am not anti VSAT or always-on broadband, I am however very concerned with the way that these are being positioned and sold !**
- **“Cheap” minutes and megabytes do not add value or reduce costs, it is the careful and considered use of the available enabling technologies that does !**



