

Making a decision about VSAT, Inmarsat Fleet and other options

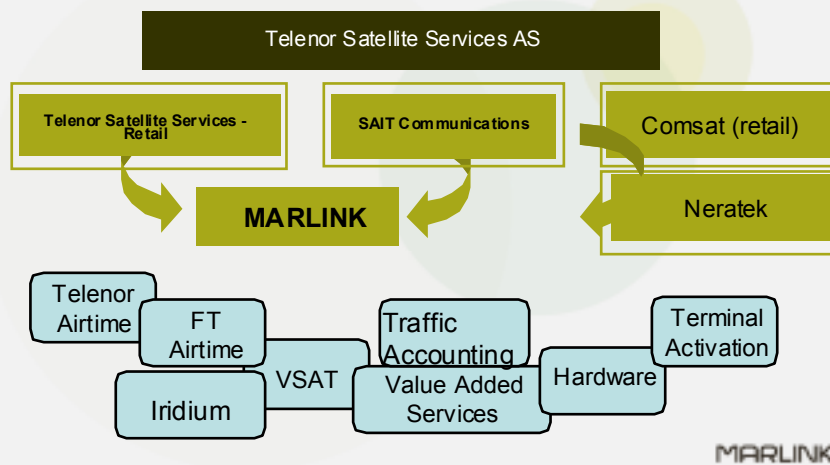
-when is it optimal to use a Fleet vs a VSAT
solution?

MARLINK.

Stein Terje Skaar
Regional Sales Manager – Nordic/UK

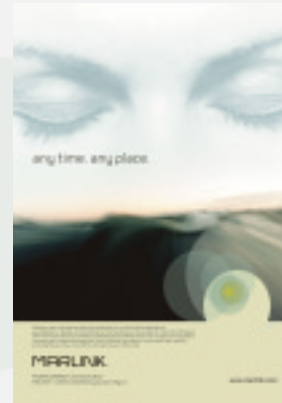
Any time – Any place

A company in the Telenor Group



Trends in needs and offerings?

- Convergence in technology
 - Maritime and Land communication
 - Telecommunication and IT
- Differentiation in needs
 - Purpose
 - Voice or data
 - Organisation size and structure
- Less cost per usage
 - Airtime
 - Equipment (terminal etc.)
 - Internal cost (educations etc.)



MARLINK.

What are your needs?

- What is the company's long term strategy
- What is the ITC strategy to comply with the Company strategy
- ICT on vessels as part of the strategy
 - Vessels are the profit contributors...
 - Business critical applications
 - Sailing pattern
 - Global vs. Regional solutions
 - Complexity of solutions/applications
 - Dedicated vs. Shared solutions
- "Everybody" wants fixed communication solutions (VSAT)
 - what you want is not always what you get

MARLINK.

Some reflections....

- By implementing new ITC solutions on vessels, total operating cost on the vessel might be reduced in spite of increased communication cost
 - Remote diagnostics/upgrades on PC's and servers
 - Thin clients with direct access to HQ servers
- Offering the crew new possibilities to stay in touch attracts the best officers and crew members (competitive edge)
- Some VSAT solutions have an extra charge on voice calls
- VSAT solutions will normally cost more USD per month than Fleet
 - Based on existing communication pattern/IT solutions on vessels (average)
 - “Break-Even” at approx. USD 2500/month
- Fleet will cover the needs for the majority of vessels today and may easily be a future back-up/GMDSS solution if needed
- Fleet 77/128kbits is an alternative when occasionally high data volumes shall be sent from the vessel
- “Everybody” says that data volume is increasing

MARLINK.

Decision criteria's.....

- If you are sending/receiving large amount of data, need fast access, and simultaneously need voice and internet access, you should look for a dedicated VSAT solution.
- If you need several services simultaneously, but speed is not critical, you should look for a shared VSAT solution.
- If you need to access the web on an irregular basis, and data sent/received per day is less than 1 MByte, Fleet 77 might be the optimal solution.
- Well proven solutions vs. new technology
- Different vessels – different needs
- Individual companies - subjective criteria's
 - Inmarsat C and mini-M/Iridium?

MARLINK.

Sealink solutions

Always on - fixed price

- ✓ Fixed business communication between ship-shore
- ✓ Data rates up to 2 Mbit/s and antennas ranging from 145 kg
- ✓ Simultaneous multiple phone, fax, data and Internet access
- ✓ Global and regional coverage with C- band and Ku- band
- ✓ Well proven solutions with services provided since 1991
- ✓ More than 250 vessels in operation
- ✓ Managed services including equipment, satellite/terrestrial network and 24/7 operations
- ✓ Solutions provided to the maritime market ; Transport, shipping, cruise, ferry, oil & offshore etc.

MARLINK

Telenor DVB-RCS Service Overview



- Telenor DVB-RCS offers a variety of contention ratios and transmission speeds :
- Contention ratio 10:1
 - Up to 1024 kbps downlink with up to 256 kbps uplink
 - Up to 2048 kbps downlink with up to 512 kbps uplink
- Contention ratio 20:1
 - Up to 512 kbps downlink with up to 128 kbps uplink
 - Up to 1024 kbps downlink with up to 256 kbps uplink
 - Up to 2048 kbps downlink with up to 512 kbps uplink

MARLINK

Innovation

through a product portfolio that gives you

MARLINK.

The freedom to **grow**

The freedom to **choose**

The freedom of **being provided for**

The freedom of **being in control**

Thank You &
Lets stay in contact

