



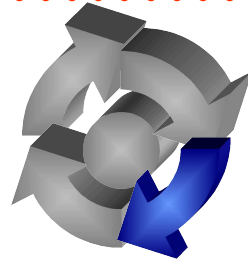
***A division of Corpora***

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***Corpora...***



# Maritime Replication and Acceleration

*"Automating Process – Maximising Bandwidth – Reducing Costs"*

**iOrA** . . .

**Corpora** . . .

# Agenda

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- Company Profile;
- iOra Technology Overview;
- Maritime Data Optimisation;
- Case Study;
- Summary

# I don't believe it / you!

- Totally unique in the Maritime Data Communication market;
- Can optimise unstructured data from Mbytes to Kbytes;
- Requires no additional onboard staff training or IT deployment;
- Enables Ship Owners / Managers to either reduce airtime cost or do more for same cost;
- Payback / ROI typically 12 months;
- Makes Narrow Bandwidth appear as if it is Broadband

# Typical Applications

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- ✓ Anti Virus definition file delivery;
- ✓ Notice to Mariners;
- ✓ Chart Updates;
- ✓ Security Notices (SPS);
- ✓ Technical / Fleet / Company circulars;
- ✓ Load Plans / Data;
- ✓ Offline Replicated Web (Crew Welfare);
- ✓ Offline Replicated Internet Pages (Operational use – “suppliers”);
- ✓ Quality & Safety Management Data (in-house or Proprietary);
- ✓ Intranet – Share Point / Proprietary.

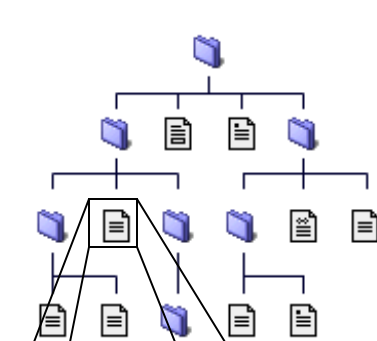
# Why is iOra unique?

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- ✓ Form and format independent;
- ✓ No content restrictions;
- ✓ Not equipment based;
- ✓ All configuration Shoreside;
- ✓ No onboard “user” interface;
- ✓ Works at bit not file level;
- ✓ No proprietary form or format;
- ✓ Infrastructure preserved;
- ✓ Fits your organisation rather than reverse.

# How does iOra work?

..... 500MB of updated content



1. IDENTIFY CHANGES

10MB of new and modified files or pages

2. EPSILON

500KB of unique data blocks

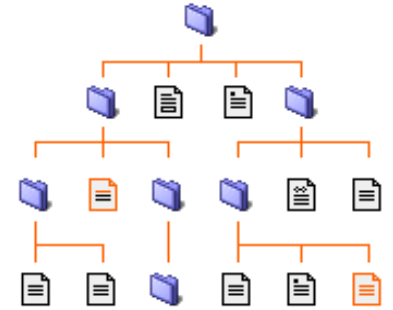
3. COMPRESS & ENCRYPT

200KB amendment file

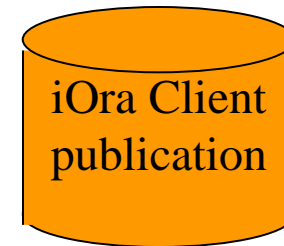
4. TRANSMIT AMENDMENT  
(3 min over 9.6kbps connection)



..... Copy of 500MB of updated content



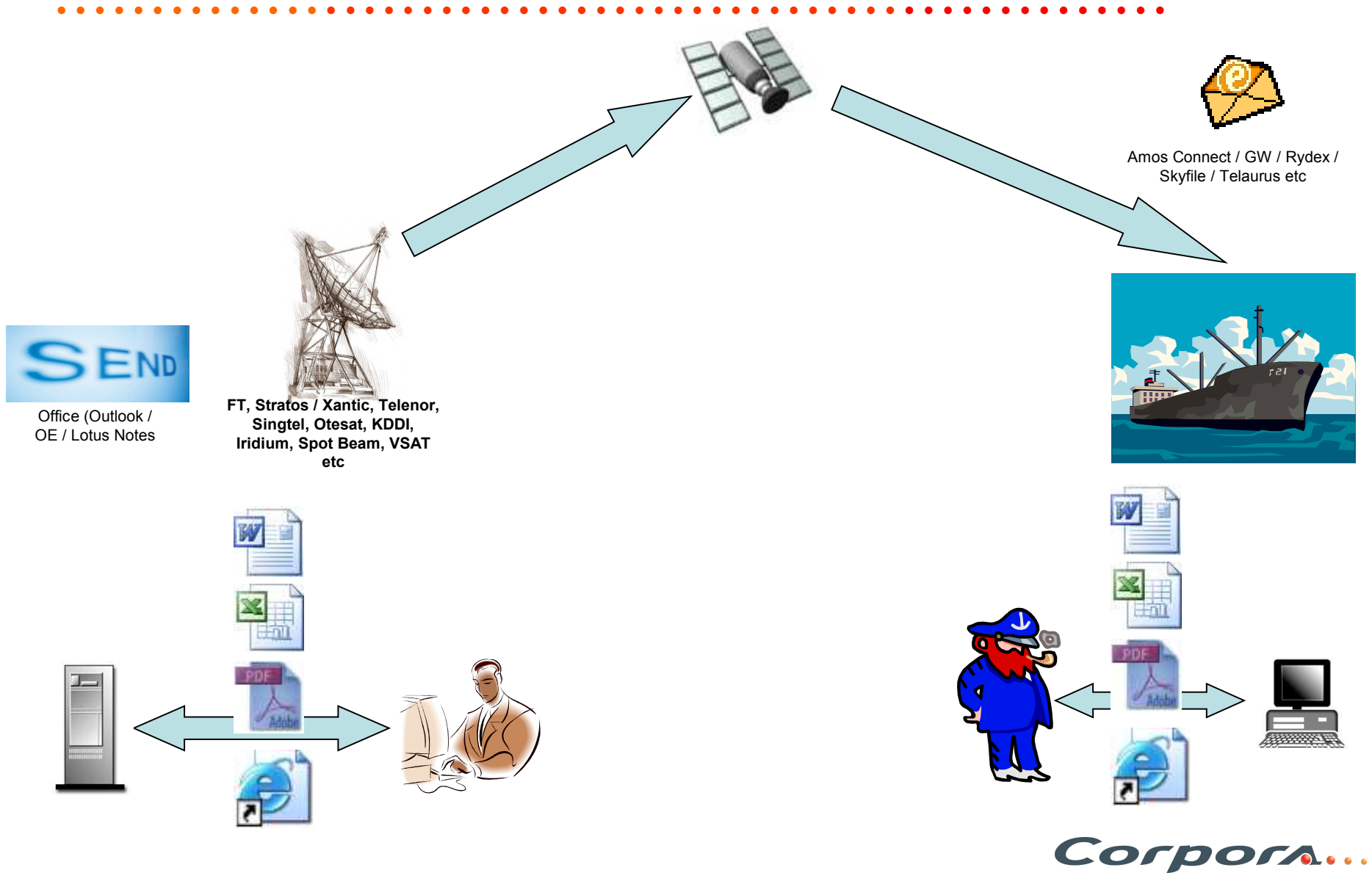
6. DECRYPT & DE-EPSILON FILES/PAGES ON DEMAND



5. DE-COMPRESS AND ADD TO CLIENT DATABASE



# Maritime Data "Network"



# CASE STUDY



- Optimising an SMS

# Case Studies - A

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- Status
  - Japanese fleet
  - 35 vessel mixed fleet

	Fleet /month	Vessel /month	Vessel / day
Transmit (From vessel)	269mb	7.7mb	256kb
Receive (To vessel)	367mb	10.5mb	350kb
Total	636mb	<b>18.2mb</b>	606kb

# Case Studies - A

	Speed Kbps	Cost / min	Throughput Kb / min	Time – 18.2mb mins	Cost per Vessel per month	Cost per Fleet per annum
Fleet F77	64	\$6.50	415	43.85	\$285	\$119K
Fleet F77	128	\$11.00	830	21.93	\$241	\$101K
Fleet F33/55	9.6	\$2.00	63	288.89	\$578	\$242K
Inm-B	9.6	\$2.40	63	288.89	\$693	<b>\$291K</b>

## Case Studies - A

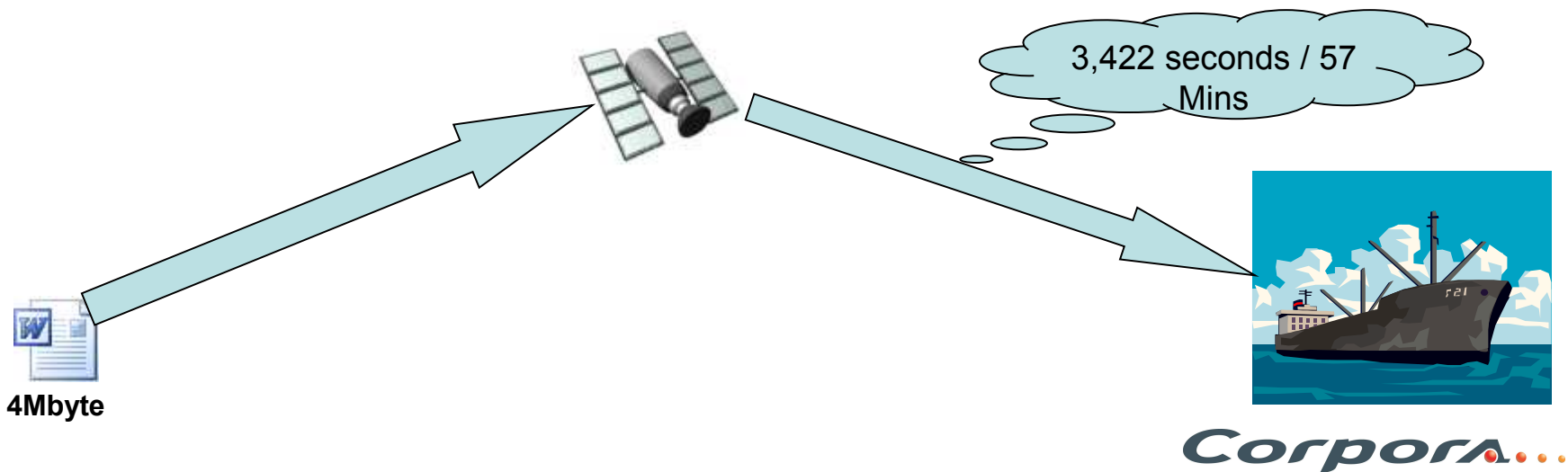
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- Requirement:
  - Optimise 4Mbyte weekly Proprietary SMS Amendment File;
  - Facilitate delivery via Satellite - Inmarsat B (9.6Kbps)

## Case Studies - A

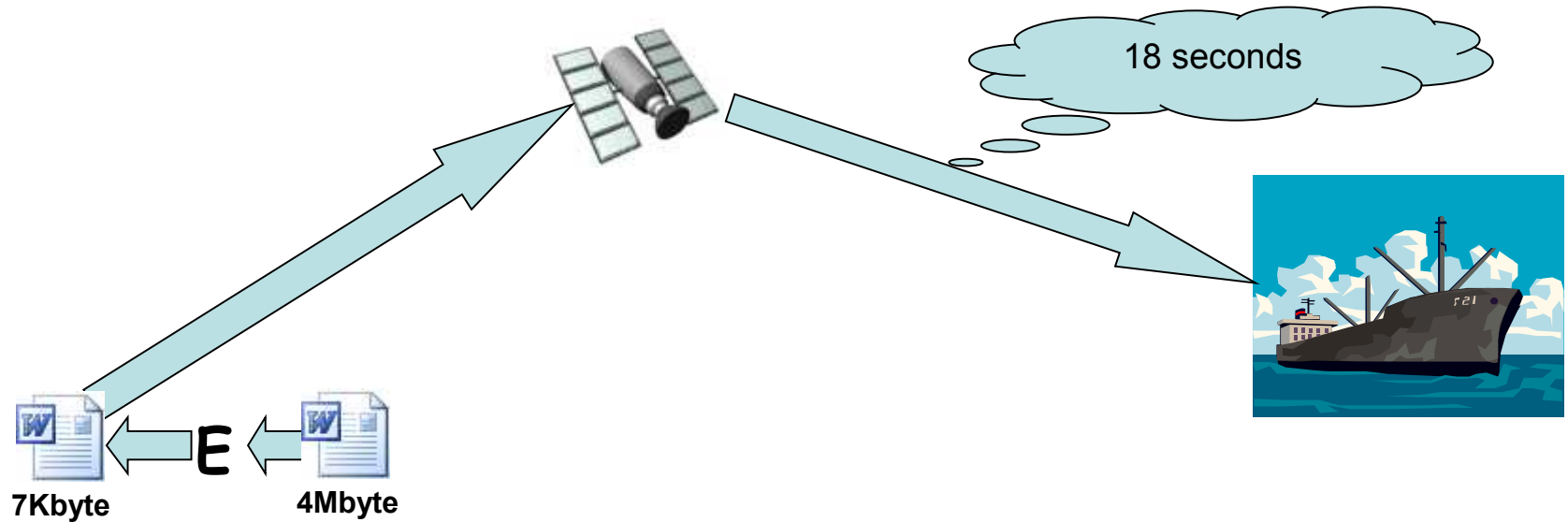
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- Average 606Kb per day;
- \$291,000 per annum across the fleet;
- Weekly SMS amendment – 4 Mbyte;
- Cost over Inmarsat B: \$85
- Additional fleet cost per annum: \$154,700



# Case Studies - A

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- Cost over Inmarsat B: \$0.45 Cents
- Additional fleet cost per annum: \$819 Vs \$154,700; (< 0.3% of current fleet airtime spend)
- ROI: 8 **MONTHS!!!!**

# SUMMARY



***A FINAL FEW WORDS.....***

# Challenge

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## Business:

- Operate vessels as “remote offices”;
- Improve workflow from basic e-mail;
- Seamless information visibility

## Operations:

- Maximise Bandwidth Vs Cost

## Personnel:

- Information access (Web, e-mail, Phone, Study)

# Solutions

- Three basic choices:
  2. Restrict Access;
  3. Increase Bandwidth;
  4. Deploy iOra

Challenge	Solution		
	<i>Restrict Access</i>	<i>Increase Bandwidth</i>	<i>Deploy iOra</i>
Operate vessels as "remote offices";	x	✓	✓
Improve workflow from basic e-mail	x	✓	✓
Seamless information visibility	x	✓	✓
Maximise Bandwidth Vs Cost	✓	?	✓
Information access in shore based applications	x	✓	✓

# Now I believe it / you...BUT how much!!!

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- Multiple technology entry levels;
- Perpetual Licence Purchase;
- Annual Rental Licence;
- All inclusive Solution Pricing;
- Strictly benchmarked against ROI – TYPICALLY 12 MONTHS

# Q & A

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