

Harmonized Vessel ICT Platform

Communication out of a box



Börje Silverfjäll,
Vessel ICT Manager

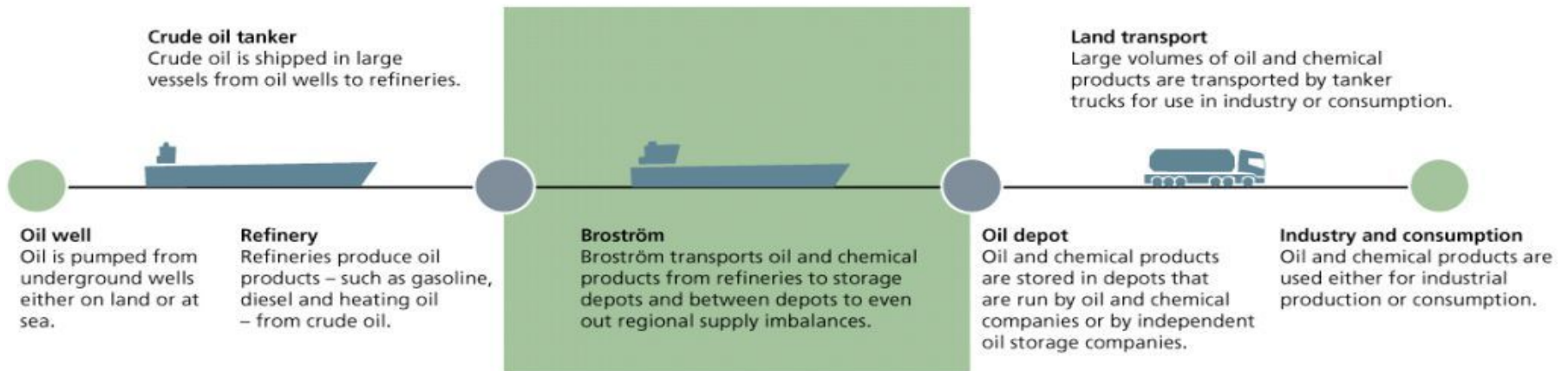
Per-Erik Holmberg,
Group ICT Manager

- **Broström is one of the leading logistics companies for the oil and chemical industry**
- **Vision:**
 - "To be recognised as the most attractive logistics service provider based on performance, reliability and respect"
- **Net sales SEK 3.4 billion 2006 (\$ 480 million)**
- **Total assets SEK SEK 8.0 billion end 2006 (\$1.1 billion)**
- **Corporate head office in Göteborg, Sweden**
 - Sandefjord (Norway)
 - Holbaek (Denmark)
 - Paris (France)
 - Singapore

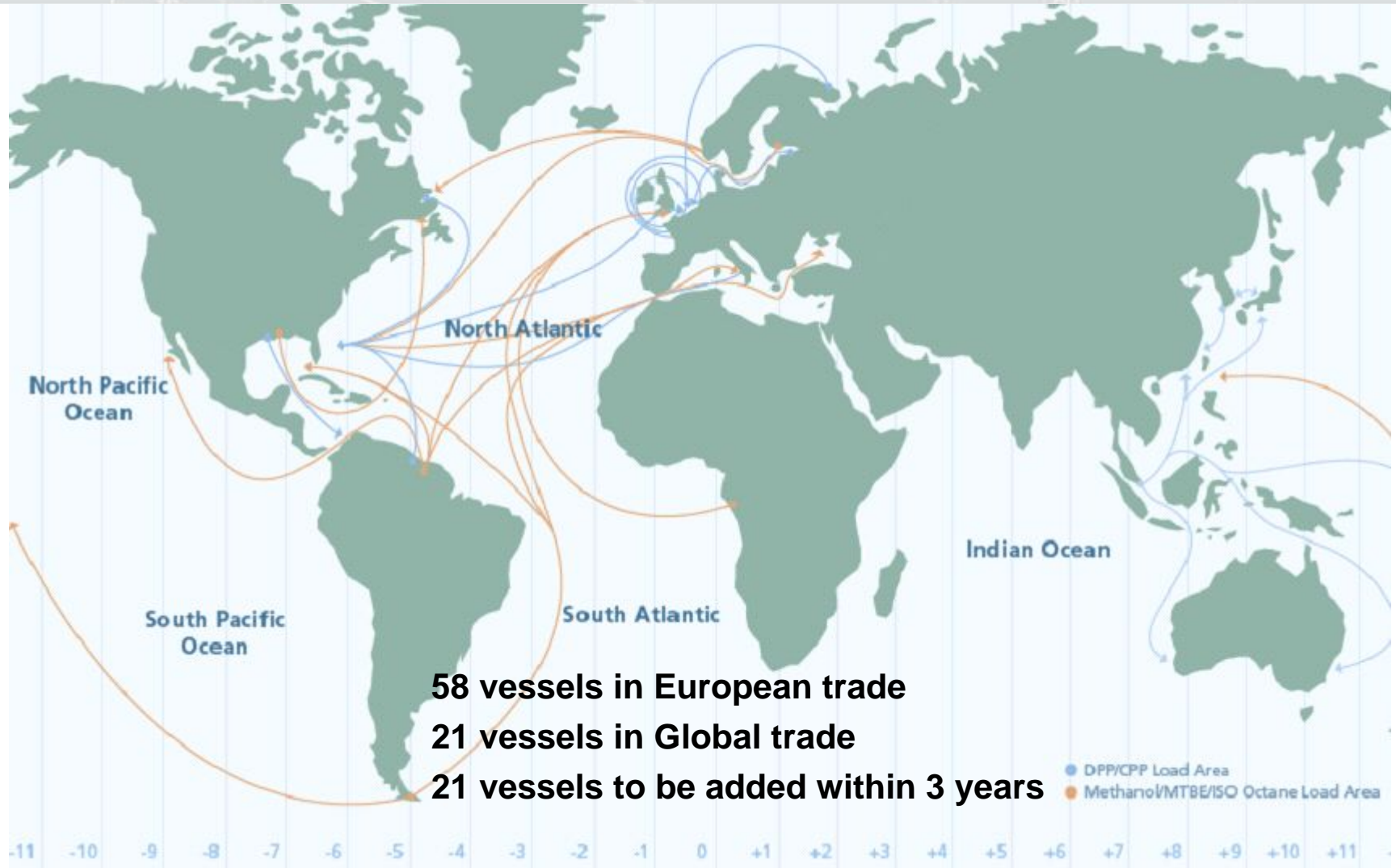


Broström's place in the value chain

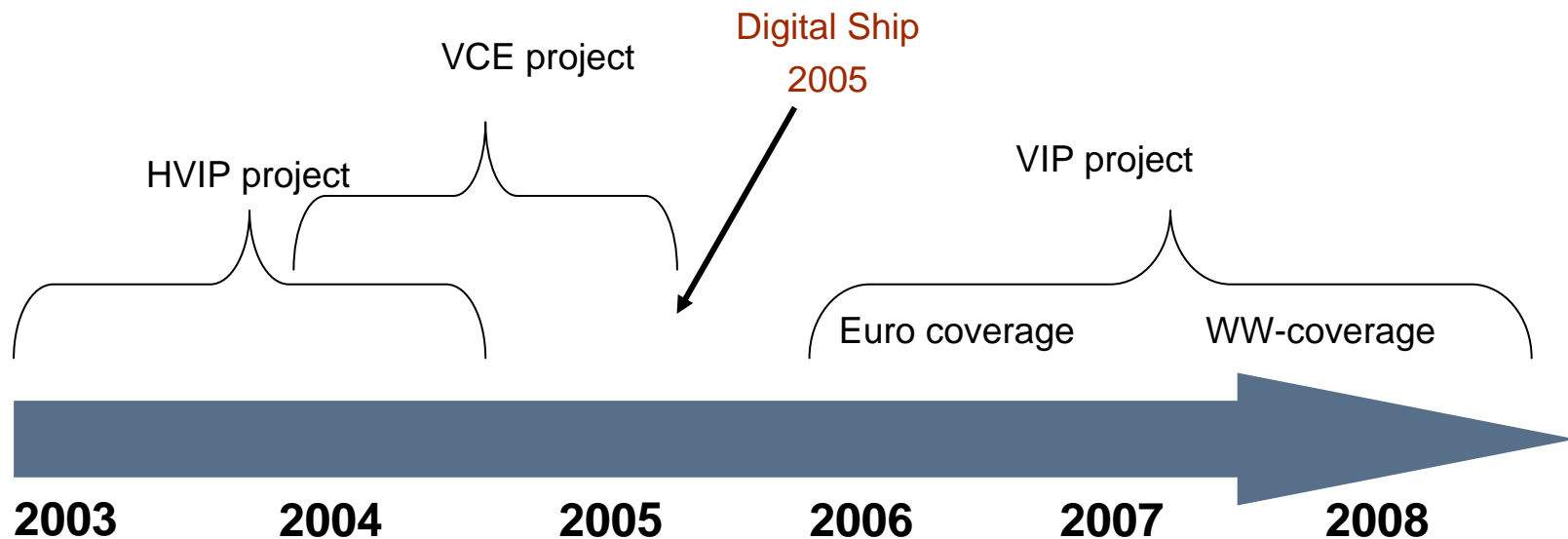
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Broström – a global logistics company



- **Harmonized vessel ICT Platform – HVIP**
 - “One platform – Always On”
- **Vessel communication evaluation project**
 - Reported at DC Oslo 2005
- **Time is right**
 - Very near “break-even” VSAT/Traditional communication cost
- **Focus on “Social IT”**
 - Social IT as a mean to attract skilled personnel to Shipping and Broström



Why VSAT? – Business advantages

Fixed, known, cost

Information entry
at the source

Connecting the vessel
to the office

Customer integration



Information involvement

Loose the limitations

PUSH ⇨ PULL

Business awareness

Information
Time-To-Market

- **Crew-calling**
 - Low-cost (land-line tariff)
 - Wireless phone onboard -privacy
- **Crew-surfing**
 - Internet access
 - Wireless access in cabin

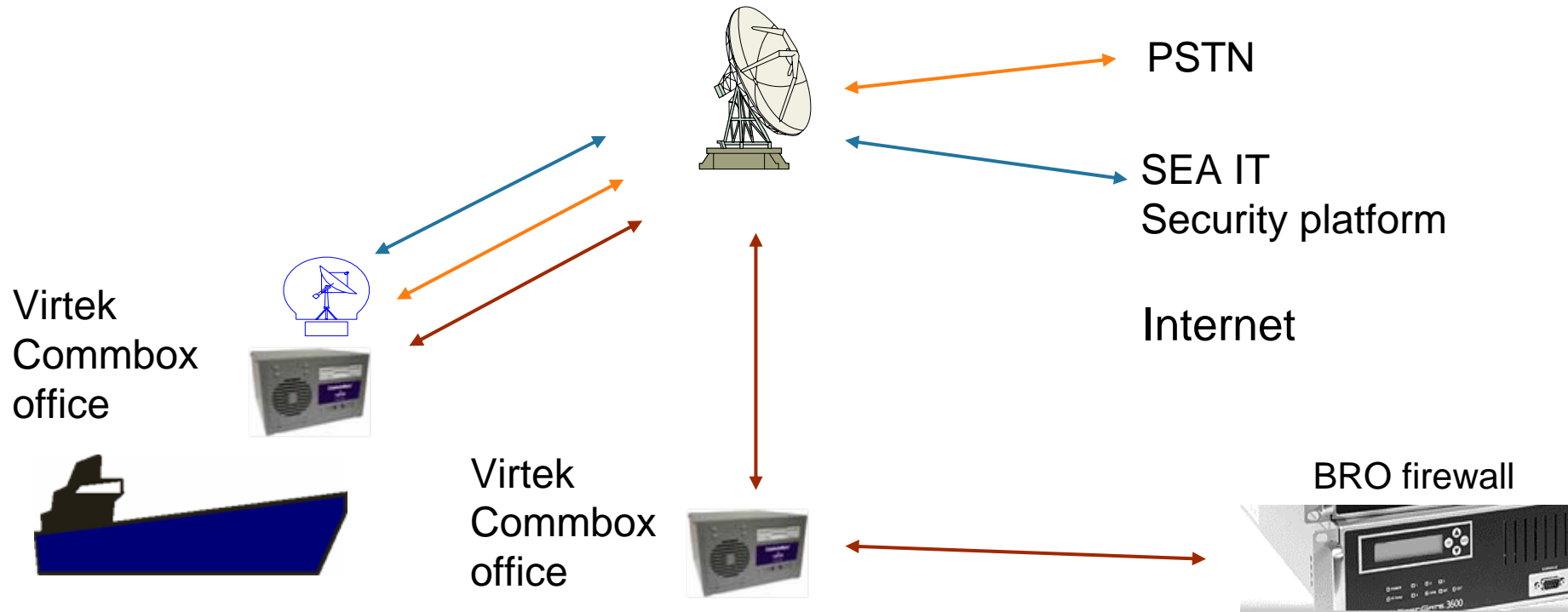
”Providing daily access to e-mail and the Internet is one of many ways we are improving not only the services we provide to our customer, but also the well-being of our crews”



VIP – VSAT – The setup

- Mail
- Voice
- Internet access

CommBox VPN tunnel



- **Project put into practice**

- Participants
- Site survey
- Pedestal arrangement
- Mounting of antenna
- Cabling
- Commissioning
- Trial & Training

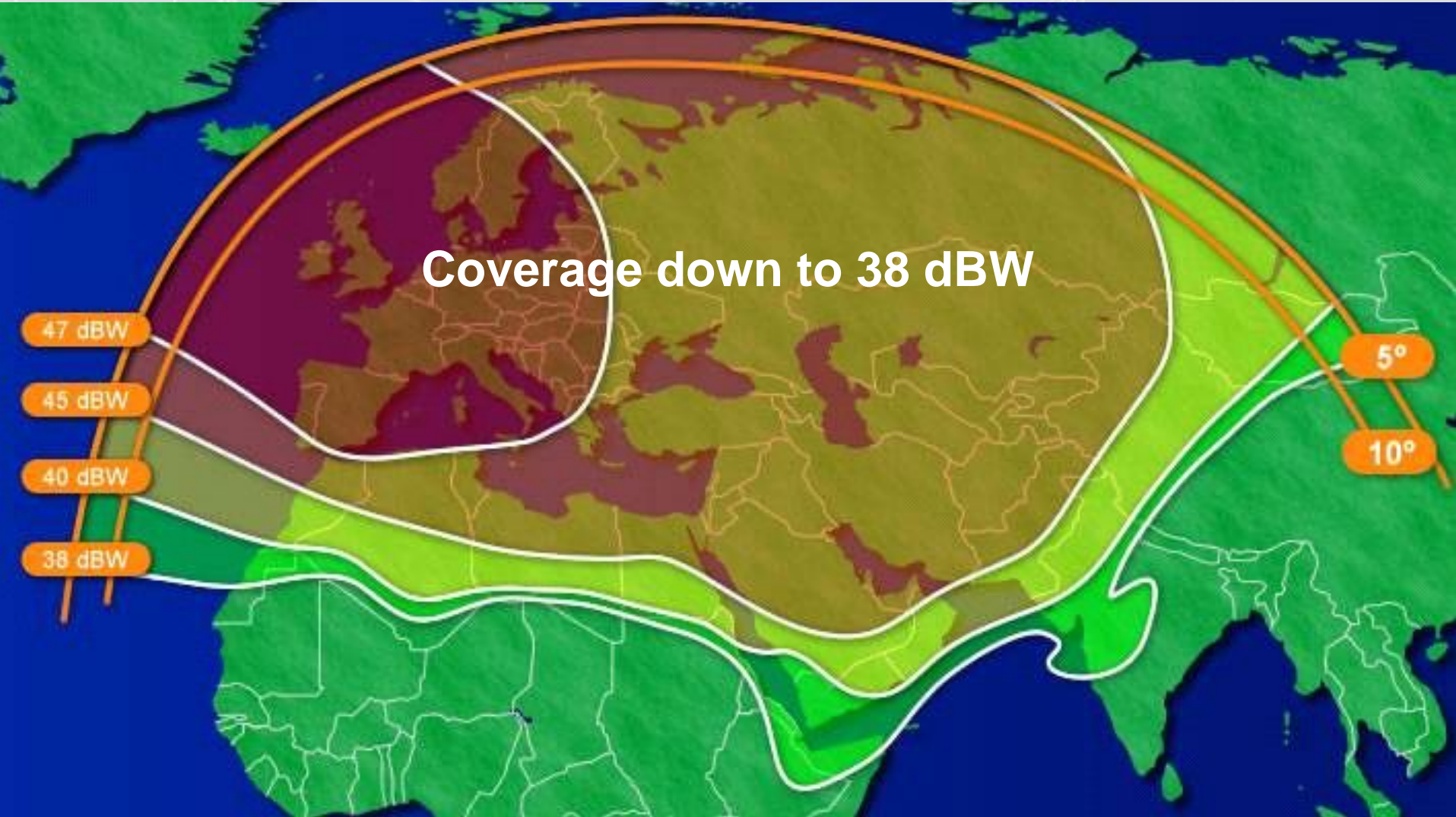
"..the project covers 56 vessels, of which 30 are from the Broström fleet"





Broström
Donsötank
Furetank
Nynäs
Sirius Rederi
Tarbit Shipping
Theodora Tankers
Tärntank
Veritas Tankers
Älvtank

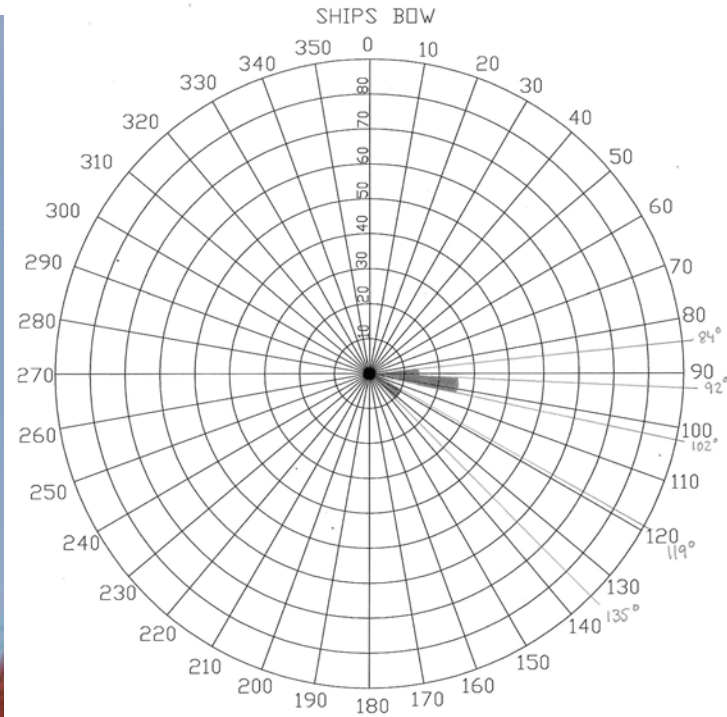




- Coverage calculation
- Pedestal height
- Geographical infl.
- End result
 - Average sector map
 - Pedestal height
- Amazing end result



FARTYG 300 ETIENNE
PLACERING NO 1 @ 3
PEDESTAL HÖJD 3,5 m



BLOCKED OR REDUCED SECTORS
ORBIT AL-7103



- **Pedestal**

- Prefabricated segments
- Standard lengths
- Access Platform
- Galvanized

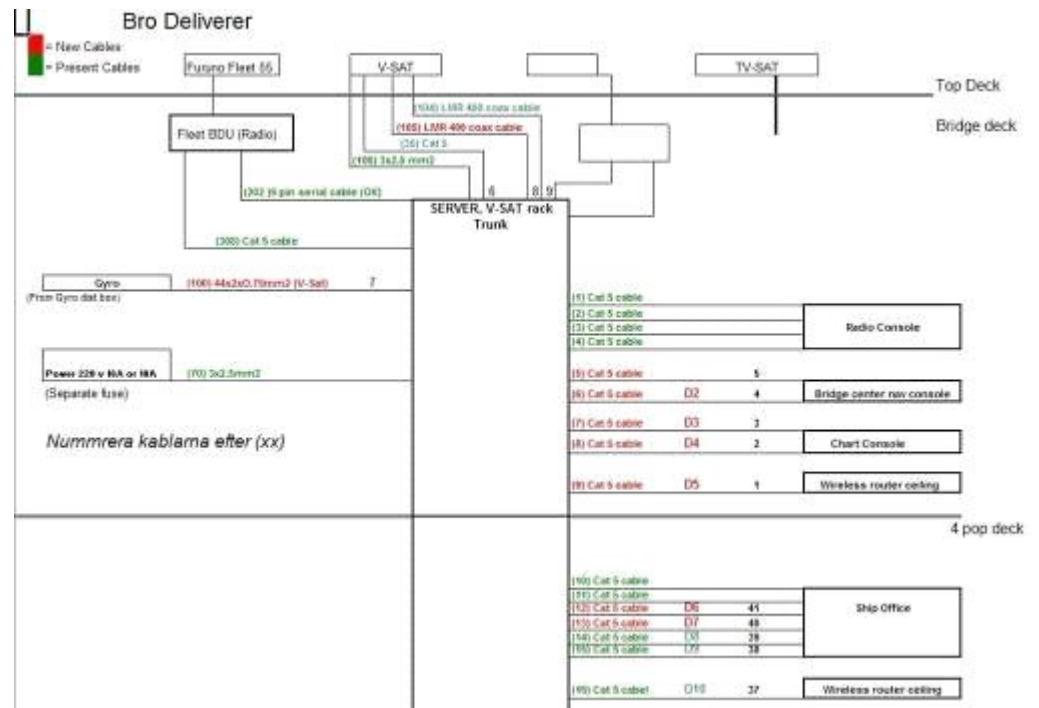


Mounting the antenna

- **Antenna mounting requires**
 - Suitable lay by berth
 - High lift mobile crane
 - Crew assistance and dedication



- Modernizing ships network
- IP telephony
- Avoiding switches
- Building redundancy
- Admin cable net
- Crew wireless net
- Key factor
 - Crew dedication and assistance



Challenges in the project

- **Site survey & pedestal positioning**
 - Block Zone & Trading area
- **Logistics**
 - Mounting & Operations
 - Hot work permits
 - Comply to ISPS
- **Hardware development**
 - From Mark I to Mark III
- **SCPC to Vipersat**

”and yet, these are the factors that made VSAT ”affordable” ”



- Remote support
 - [Connect folder](#)



Some figures...

- **Investment €62.200,-**
 - Antenna modems etc.
 - Cabling, installation and commissioning
 - **Running cost €650,- /month**
 - Monthly service fee €600,-/month
 - (Antenna service €250,-/year)
- 
- **Average monthly communication cost**
 - 1 800 – 1 950 EUR/month



- **European implementation**
 - 30 additional installations before 2008-06
- **VSAT for WW vessels**
 - C-Band ?
 - Semi-Global





Thank you for your attention
and have a nice day

Börje Silverfjäll, Per-Erik Holmberg



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