



GLOBE WIRELESS®

Satellite Systems

(with the crew in mind)

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Communications Market

- Fragmented, oversupply of vendors
- VSAT
 - Everyone is trying the market out for size
 - Confusion, misleading info, opportunistic
- FBB and IOP
 - Bundled options with hardware, churn
- GSM solutions
 - Premium for convenience



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Systems Update

- Iridium
 - Reliability caused a slow start
 - Quality remains a question
 - NEXT version still being queried
- VSAT
 - Expensive hardware
 - Custom and complex setup
 - Unless browsing it is still very expensive



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Systems Update

- **Inmarsat**
 - Fleet Broadband 150
 - 24 x 7 crew calling (quiet time)
 - 8Kbps streaming voice channel on 250
- **Reliable**
 - Standard and controlled quality



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System Choices

1. CONVENIENCE

2. FUNCTIONALITY

3. RELIABILITY

4. PRICE



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Open Port

- Convenience: 3 voice channels
- Functionality: Cheap voice & select data
- Reliability: Equipment issues, voice quality
- Price: Cheap equipment & voice and data



VSAT

- Convenience: *Always on (when up)*
- Functionality: *VoIP, Web, IP services*
- Reliability: *Prone to problems (Ferrari)*
- Price: *Equipment & install costly, cheap voice*



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Fleet Broadband

- Convenience: Voice line limitation (8Kbps)
- Functionality: Good – Voice, VoIP, Data
- Reliability: Excellent
- Price: Inexpensive equipment & airtime
- The changing solution! New options!



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The conundrum of choice!

RELIABLE

**PICK
ANY
TWO**

FAST

CHEAP



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Pick FBB plus one!

RELIABLE

Depends
on
needs

FAST

CHEAP



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What the Crew wants!

1. PRICE

2. RELIABILITY

3. CONVENIENCE

4. FUNCTIONALITY



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Crew Voice Calling

Just like the ship owner:

- Fixed budget for communications
 - Voice calling
 - Email
 - Browsing
- Lower rates does not increase spend
 - Proven through statistics



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Crew Calling

Inmarsat Ships

\$754

per month

Iridium Ships

\$703

per month

OpenPort Ships

\$846

per month

VSAT Ships

\$818

per month



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Crew Calling

Inmarsat Ships

**At 80c = 942
minutes
per month**

Iridium Ships

**At 60c = 1170
minutes
per month**

OpenPort Ships

**At 53c = 1596
minutes
per month**

VSAT Ships

**At 20c = 4090
minutes
per month**



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GSM as a convenient choice!

- Companies offering GSM end to end
 - Use the handset, voice and SMS!
 - Roaming charges and other additional costs
- Provides
 - Privacy
 - Incoming calls
 - SMS



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GSM Aboard – Realities

- Price - GSM premiums do not work
- Ships with competitive GSM products still using crew cards
 - Average of \$660 per ship in crew cards
 - Between 20 and 50% cheaper than GSM
- **Crew will rather use a public phone than pay premiums!!!**



Summary

- Price is the driver for owners and crew
- Reliability is key, quality important
- GSM is an access method not a solution
 - Wireless access to satellite
- Fleet Broadband is the reliable choice
 - VSAT for browsing
 - IOP for low cost and quality voice



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THANK YOU!