Five ESSENTIAL Considerations -Before Investing in VSAT

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Agenda

• Why Invest in VSAT?

• The Five essentials:
  1. Comparing Apples with Apples
  2. What do I really need?
     o Business critical
     o Crew
     o Partners
     o Office integration
  3. What are the hidden cost and savings elements?
     o Am I really moving towards fixed monthly cost ?
     o What are the operational savings and how to measure them ?
  4. It is not only about the product, it is also about the partnership
     o What about the installation and support
     o Self service and SLA reporting
  5. What about the future?
     o Can the solution adapt to my changing business needs ?
Why invest in VSAT?

“We used to run the ships using Telex and it worked fine. Why would I spend time and money to increase the complexity onboard my ships?”

Operational Efficiency
- Save on Vessel Visits by gaining Remote Access to Vessel (IT/CBM/etc.)
- Simplify IT infrastructure
- Fuel efficiency
- Remote Crew training (WEB Based)

Crew Requirements and Regulations
- Maritime Labor Convention
- Lower recruitment cost, higher crew retention
- Telemedicine

VSAT
The only way to achieve the above at reasonable efficiency and predictable cost
However, still possible to operate using “traditional services”
Inmarsat FleetBroadband or Iridium Pilot can enable some of the same benefits
First Essential –
Comparing Apples with Apples

“There is no industry standard on VSAT terminology. Different suppliers use different definitions and it is difficult to make a true comparison between the different services”
1 – Comparing Apples with Apples

**Bandwidth**
- SCPC / CIR / MIR
- IP Rate
- Information rate
- Difference in definition
- Fair use policy

**VPN**
- VPN over satellite could give 25% + Overhead
- MPLS to office give QoS

**Voice**
- VoIP / Guaranteed voice
- Dedicated bandwidth to voice?

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Figure 2 - Measured vs Guaranteed CIR
First Essential Learning

BE SURE THAT YOU COMPARE SOLUTIONS ON AN EQUAL LEVEL
Second Essential –

What do we really need?
Second Essential - What do we really need?

How do I control the amount of data consumed by my Crew?
- Pre-paid Voice / Surf – Share cost with crew
- How will the Crew access the network?
- Computers in public areas
- BYOD (Bring Your Own Device)

Do I want to use the system to share content?
- Manuals
- Corporate intranets
- eLearning

Do I need to prioritize the different Local Area Networks or applications?
- E.g. Business data has a higher priority than Crew Internet
- Prioritized supplier access
Second Essential – What do we really need?

What Coverage do I need?

Global

Regional or Multi-Regional

And do I need a secondary carrier?

- What shall I use the 2nd carrier for?
- How do I switch between carriers?
- What is the cost of the 2nd carrier?

Ref: www.inmarsat.com
Second Essential –

Spectrum- What do we really need?

- Longer wavelengths: less degradation from rain
- Shorter wavelengths: can carry more data but signals are easily degraded by rain (rain fade)
What does “Band Really Mean”? 

- **Ka**
- **K**
- **Ku**
- **X**
- **C**
- **S**
- **L**

**Frequency Range**

**VSAT**

**Global Xpress**

**Governmental**

**Inmarsat / Iridium**

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**THE FUTURE DELIVERED NOW**

**VSAT**

**Governmental**

**Inmarsat / Iridium**

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**Inmarsat / Iridium**
Second Essential – What do we really need?

VESSEL                               OFFICE
BASIC CONFIGURATION
Second Essential – What do we really need?

VESSEL

COMPLEX CONFIGURATION

OFFICE
Second Essential Learning

DO YOUR HOMEWORK
BEFORE YOU START YOUR PROJECT
Third Essential –

What are the hidden costs and savings?
Third Essential – Hidden costs and savings?

Installation Cost
- Installation fee
- Engineers travel
- Port supported
- Logistics

Voice Cost
- PSTN rates
- Pre-paid

Operational Savings
- IT
- Vessel visits
- eLearning
- Crew Retention
- Fuel efficiency
- Regulatory cost
Third Essential Learning

IT IS NOT ALL ABOUT THE MONTHLY FEE!
Fourth Essential –

It’s about the company, not only products
4 – It is about the company, not only products

Service and Support
- Helpdesk
- Network Control
- Global support
- Terrestrial infrastructure

Transparency
- Network Monitoring
  - Reports
  - Portals
  - Point of contact
  - SLA

Financial Stability
- Partner financial status
- Investments

Figure 13 - Example Datamanager Screenshots

Figure 14 - Example Dataminer screenshot from iOS device
Fourth Essential Learning

I AM SELECTING A LONG TERM PARTNER, IT IS NOT A “ONE NIGHT STAND”
Fifth Essential –
What about the Future?
5 - What about the future?

**System design**
- Upgradeable
- Adaptable to future needs
- Coverage areas

**Open or Proprietary**
- Proprietary
- Open standards
- Sub-Suppliers?
- Flexible / Tied to suppliers VAS

**Future Support**
- Will the supplier be there in the future
- Can supplier grow with me
Fifth Essential – Learning

IF YOU LOCK YOURSELF INTO ONE TECHNOLOGY OR PARTNER, MAKE SURE YOU ARE AWARE OF THE CONSEQUENCES!

The Future
NEXT EXIT

IF YOU LOCK YOURSELF INTO ONE TECHNOLOGY OR PARTNER, MAKE SURE YOU ARE AWARE OF THE CONSEQUENCES!
Summary

• VSAT / ?
• Evaluate on equal terms
• Do your homework
• Total cost of ownership
• Look for a partnership
• Think about the future
Questions ?