



# Why a Successful Charter Yacht needs Broadband

Roger Horner MD e3 Systems

# • Introduction

- I will show you the large number of ways a yacht can be made more appealing to charter guests by allowing them to do everything they can do at home or in the office when on board.



- To follow me:

- **Kerry Pettitt**, International Sales Executive, **MTN Satellite Communications**, will explain why VSAT is the preferred broadband service to use.



- Then **Steve Monk**, MD of **Da Gama**, will show you how broadband can be used to enhance safety and security whilst being afloat.



- Finally, **Catherine James of Jetstream** will then give you a taster of how broadband can be used to enhance entertainment by showing you how you can watch home TV anywhere in the world.



# •What could possibly make a charter yacht more appealing to a potential charterer?

## • Good communications?

this is the excuse that most owners need to get afloat. Richard Beattie M/Y Big Fish GSF Nov 2010

- Voice, internet, email, social networking, Skype
- Business communications:
  - Video conferencing
  - Virtual Private Network VPN
  - Skype
  - Being able to use your cell phone anywhere



# •What could possibly make a charter yacht more appealing to a potential charterer?

## • Entertainment pleasures from home?

- no need to be at home to enjoy those pleasures (or addictions!)

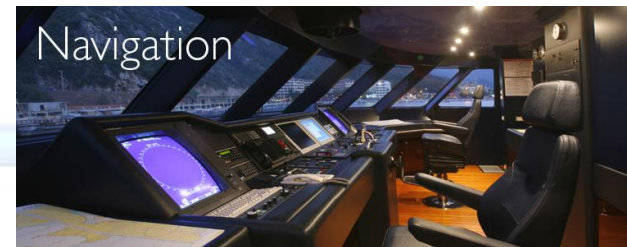
- Reading home newspapers over breakfast
- Never being out of touch with friends
- Access to music, photos, games and movies
- Watching home TV:
  - Soaps
  - Live sports events - soccer, rugby baseball, football?
  - Home news and financial information



# •What could possibly make a charter yacht more appealing to a potential charterer?

## • Safety and Security?

- with unknown local quality of care and safety in foreign, unfamiliar, isolated and remote locations
- Access not just to your home physician but also
  - Access to world class medical talent
- Remote security surveillance
- Bridge safety and security information updated automatically
  - Chart corrections
  - Navigation warnings
  - Weather information and routing
  - Safety warnings



# • All these services or Applications (Apps) are available if the yacht has broadband

- Charter guests can be provided with any of these Applications by using broadband.

## • So what is broadband?

- Broadband is the term used for a large diameter data pipe down which large quantities of data can flow. Imagine a yacht is connected to the shore using a virtual data pipe
  - All of the Applications just described are data Applications.
  - Applications use varying quantities of data (bandwidth).
  - The cost of the data varies depending on the service and the location.
  - The reliability of the data service varies depending on a huge number of factors.



# • So how do we get a Broadband data pipe?

- There are numerous types of pipe. Firstly decide what Apps you want to offer your charter guests.
- The choice you then have is as follows:
  - ADSL – have to be connected to the shore!
  - Wi-fi/Max – limited range, cheap, fixed price, medium quality
  - 3G/HSPA/4G/LTE – limited range, cheap, fixed price -ish, medium quality
  - Inmarsat Fleet Broadband – vast coverage pay as you go, expensive, good quality, inflexible
  - VSAT – v good range, v good quality, v fast, fixed price, flexible, value for money – preferred option
  - We recommend what you need to run your Apps and where. Sometimes more than one data pipe.



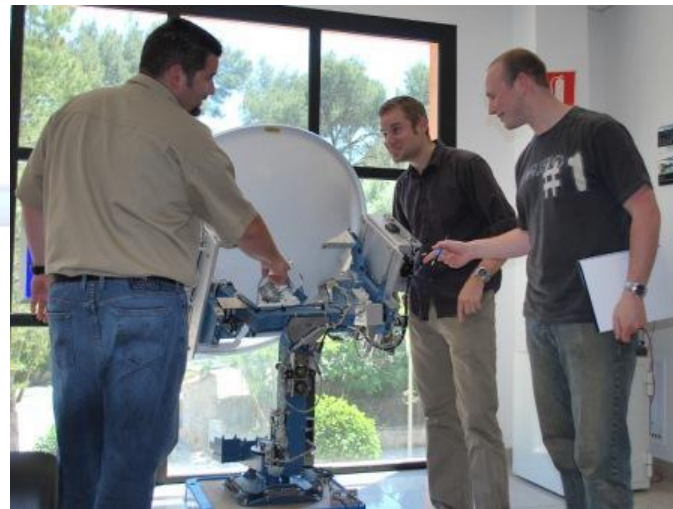
# • The next stage is the equipment

- After deciding what you want to offer and where then the choice of equipment will be clear.
- If a selection of services is deemed necessary, such as VSAT, wi-fi and FBB then the next steps will be:
  - A site survey
  - IT audit and Bandwidth Management plan
  - Installation and commissioning plan
  - Match the Apps contracts to the data service contracts



# • Training and Support

- To enjoy a reliable and quality service look for Operator Training and Support Services for all the components.
  - VSAT Operator Training courses
  - Telephone Support Contract
  - Annual Support Contracts including preventative maintenance visits



## • e3 Services

- We provide complete end to end, reliable and quality broadband solutions to make a yacht more attractive to charter for the first time charter guest, help reduce churn and thus encourage repeat charters.
- by using and selecting the services from our chosen “best of breed” partners we deliver solutions that work and will bring back charter guests.
- We provide support where yachts charter.
  - Antigua – Martinique, BVI, St Maarten
  - Med – Mallorca, Barcelona, Cote d’Azur, Monaco, Italy, Malta
  - Thailand
  - New Zealand





## **VSAT Communications**

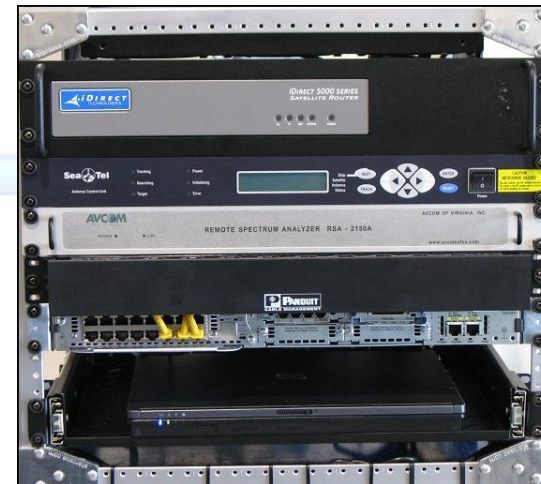
**Kerry Pettitt**

International Sales Executive

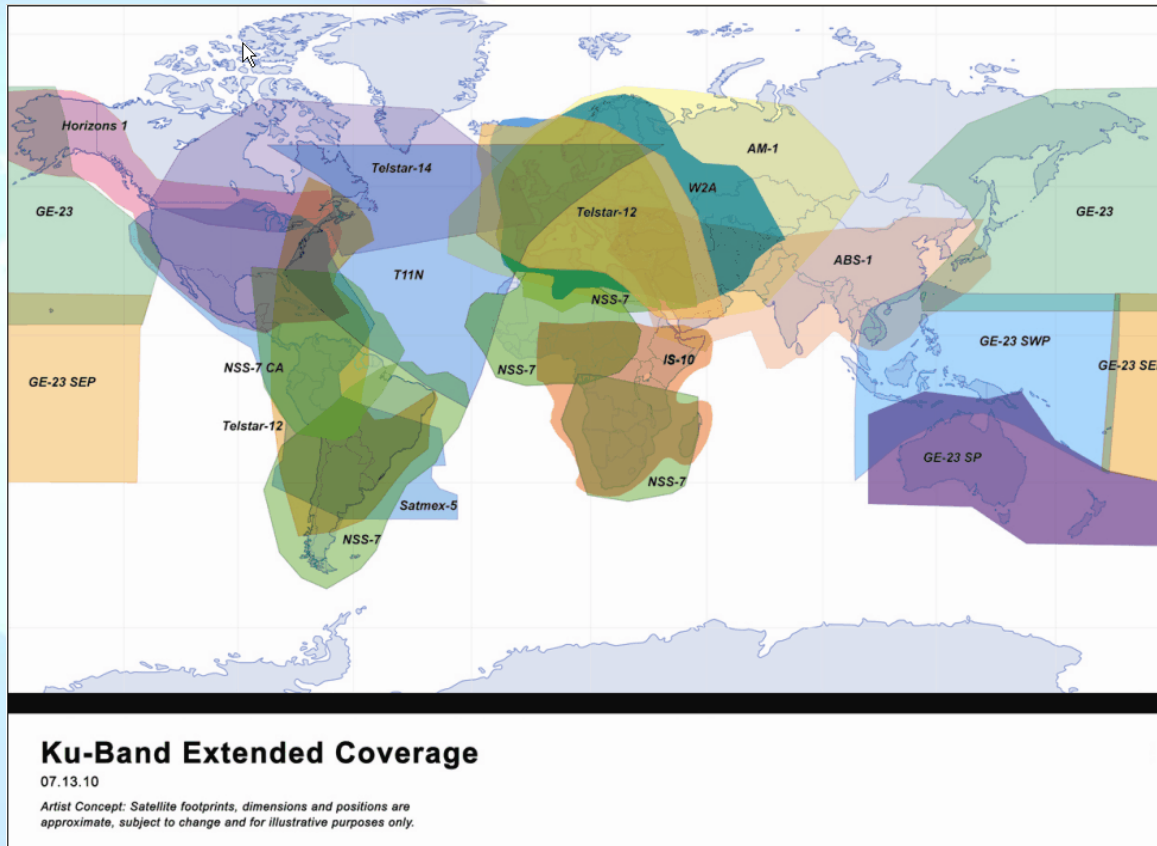
MTN Yacht Services

# •What is VSAT?

- **VSAT** is a mobile, compact earth station that is used to transmit & receive data, audio and video signals through a satellite. With speeds faster than Cable or DSL service in your home, It consists of 2 main components.
  - **Above Deck Equipment** – A stabilized marine antenna, typically smaller than 2 meters and placed high above the deck with an unobstructed 360 degree view, used to transmit and receive the signal on the vessel.
  - **Below Deck Equipment** - set of components used to translate the signal from the satellite for the antenna and the computers using the VSAT system.



# •Where can you use VSAT?



- **Satellite Footprints** – An area of the Earth covered by the radiation from a satellite. The size of the footprint depends on the location of the satellite in its orbit and the shape and size of beam produced by its antennas
- **ABS-** will automatically switch between the beams.

# • MTN VSAT the “preferred option”



- Keeping you (and your guests) connected

- Charter Business is more aggressive now than ever before. So what have MTN done about it?

- MTN build a service to assist its yachts to win charters.
- Increase the bandwidth for the period of charter.
- Knowing the cost before the charter.



DA GAMA



- **MTN VSAT 25 years of keeping you & your guests connected.**



- Charter Business is more aggressive now than ever before. So what have MTN done about it?
- MTN develop a service to assist our yacht win charters.
  - 50% of largest yachts use MTN VSAT
  - Yachts needed MTN to give them that extra edge without huge expenditure.
  - Modified the structure of the way broadband is provisioned for bandwidth upgrades.
  - Adapted internal process with MTN new Bandwidth team.
  - Align our service to the requirements of the Charterers as well as the owner and the crew.



DA GAMA



## •VSAT Cost or Asset?

- We're all responsible for Charter Business
- Increasing bandwidth for Charter business.
  - Increase Bandwidth based on Owners, Crew and Charter guests requirements.
  - No long term contractual tie-ins.
  - Short term notice for upgrades.
  - Using your VSAT as an asset not a cost.



DA GAMA



## • **VSAT Asset not cost!**

- Who can afford it?
- Who can afford to be without it?
- Know the cost to upgrade your bandwidth.
  - Understand the cost to upgrade your bandwidth before you charter.
  - Pass costs on to charter guests or incorporate it within charter quotation.
  - Do not restrict your guests, let them use the broadband connection how they want to use it.
  - Using your VSAT as an asset not a cost.



DA GAMA



# •MTN Understanding your charter needs

- Most charter business is from repeat customers.



- Allowing charter guests broadband freedom
  - Increases the chances returning charters
  - Gives you the edge over yachts with restricted usage.
  - Widens the potential charter base to high level business customers and their families.



DA GAMA



## • Avoid the ‘Fear Factor’

- Using your VSAT in promoting your yacht.
- You need to be sure!
  - Immediate support is always on hand 24/7/365
  - Satellite redundancy where you’re charter is.
  - The support is ‘Global’ and you’re never far away from a certified technician.
  - Test the bandwidth before your guests arrive.



DA GAMA





DA GAMA

# Safe and Secure



Steve Monk

Da Gama Navigation Management

# Safe and Secure



## Electronic Navigation

Electronic Chart Display and Information System (ECDIS)  
or Electronic Chart System (ECS)



## Maintaining an up-to-date chart outfit

Receipt of Chart Corrections via the internet or e-mail



## Training

'Broad minded' as opposed to Broadband



## Security

Intelligence, Anti-piracy, Life saving

## Supply

Everything else and what we provide

# Safe and Secure

## Electronic Navigation

- Vessel safety encompasses many aspects
- Majority of yachts still using paper charts but fitted with an electronic navigation system
- Do you have an ECS or ECDIS?
  - Do you know the difference?
- Charter guests (and owners) want to push the envelope of where they go
  - Are you venturing into uncharted waters (literally)?
- Use broadband to download chart updates from either a Hydrographic website (UKHO) or chart updating software (ChartCo)

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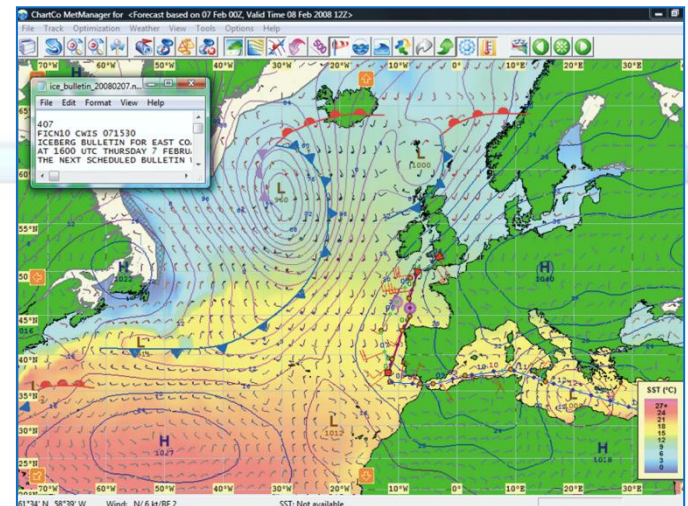


# Safe and Secure

Maintaining an up-to-date outfit

- Receipt of chart corrections
- Corrections downloaded via broadband
- Maintain the up-to-date status for PSI
- Receipt of other update services
  - Regs4yachts (Flag notices etc)
  - Transas (or others) Professional Maintenance
  - Security and Intelligence
- E-navigation
- Weather updates for safer, smoother and more fuel efficient passage planning

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# Safe and Secure

Training – More Broad-minded than Broadband

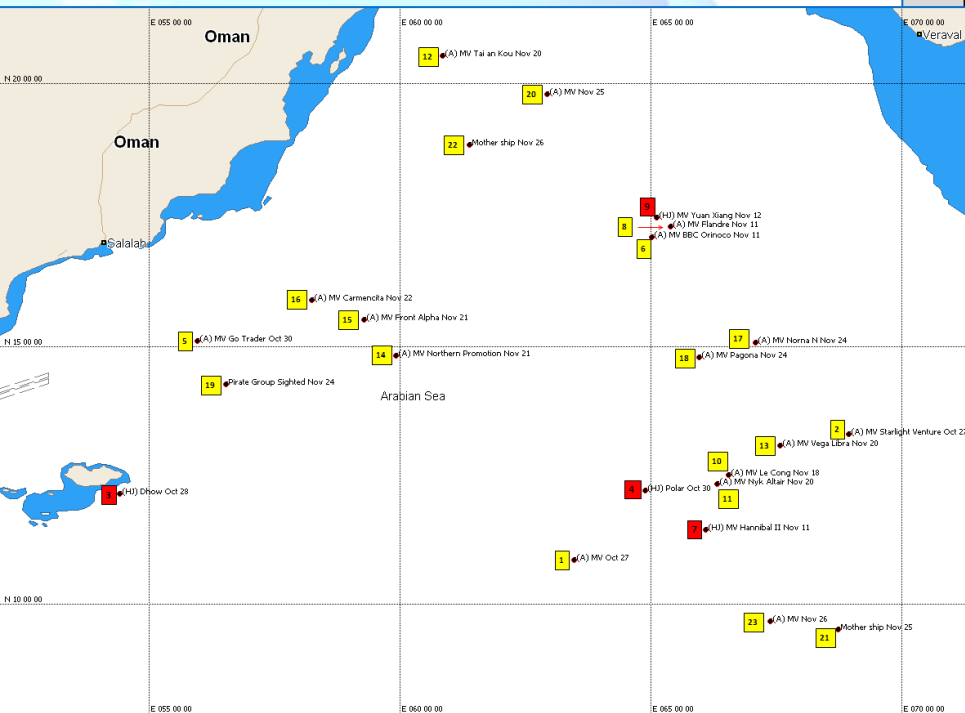
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- Confidence in the use of the Electronic Navigation System / Paper charts
- Externally assessed team training onboard
- Formally accredited ECDIS training
- In depth knowledge in the AV / IT equipment to maintain it's 24/7 operation – no down time
- Security Teams smooth integration



# Safe and Secure

## Security, Intelligence and L



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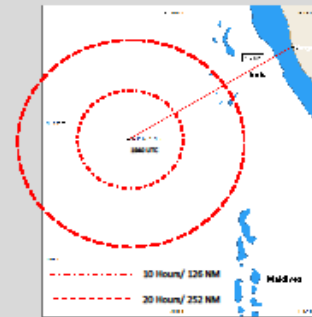
# DRYAD MARITIME

## Intelligence Service



INITIAL INCIDENT REPORT

PIRACY REPORT HoA 250/2010



INCIDENT: PIRATE GROUP SIGHTED

DTG: 1940 UTC 25 November 2010  
 Position: 09 29N 068 44E  
 Location: Arabian Sea  
 Source Confidence Level: High

25 November 2010 a Pirated Vessel, named M/V POLAR was reported in position 09 29N 068 44E, course 258, speed 12.6 knots. It is assessed that she is conducting mother ship operations.

All vessels are recommended while navigating in the region to operate at a heightened state of readiness, maintaining strict 24 hour anti-piracy visual and radar watches, actively implement recommended anti-piracy measures and regularly report their position/course/speed to UKMTO, MSC HoA.

This report contains assessments and forward looking statements based on the best available data at the time of writing. A report of possible activity or lack of activity gives no guarantee of actual events and may not be sufficient in itself to warrant the declaration of *force majeure*. Mitigation measures and precautions are provided for guidance and planning purposes based on the assessment of the situation. Dryad Maritime shall not be liable for any actions, losses, damages, claims, liabilities, costs, expenses or injuries in any way situation. Dryad Maritime shall not be liable for any actions, losses, damages, claims, liabilities, costs, expenses or injuries in any way arising out of or relating to the services provided by Dryad Maritime pursuant to the provision of information and reports

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# Safe and Secure

Supply and everything else

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- Advice, guidance and supply for your navigation outfit
- Complete navigation management including electronic chart licences
- Complete and thorough bridge audit to provide you and the management company peace of mind
- Equipment for safety and security
- Professional advice and guidance from Master Mariners each with over 21 years service at sea
- Certified ECDIS training and risk assessments
- Onboard fire refresher training
- Engineering audits and service advice
- Ex-Navy chaplain for weddings and vow renewals!



**Bringing safety to the professional mariner**

[www.da-gama.co.uk](http://www.da-gama.co.uk)

[info@da-gama.co.uk](mailto:info@da-gama.co.uk)



## • Global Media Delivery



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Catherine James - Jetstream

# Global Media Delivery



- What is The Jetstream
- How The Jetstream works
- What you need to make The Jetstream work.
- Advantages of The Jetstream
- Demonstration of The Jetstream



# Global Media Delivery

## What is The Jetstream



- The Jetstream is a platform which enables you to access all your favourite TV channels wherever you are in the world.  
*You do not have to be under the satellite footprint of the receiver.*
- The Jetstream is a monthly subscription service.
- Your content is streamed over to you from our data centres (where your receiver is hosted) through a dedicated network, leased by Jetstream.  
Your content then reaches you via your closest internet connection (ADSL, Wifi, VSAT, etc)



# Global Media Delivery

## What you need for The Jetstream



- **Login details**, given to you at the time of subscription
- **A laptop**, which you can hook up to your screen on your yacht or in your residence.
- **Internet connection**
  - The Jetstream was designed with 4 different bit rates bearing in mind the high cost of broadband out to sea.  
*(175kb/s, 350kb/s, 700kb/s, 1100kb/s)*
  - For SD quality image you need a 1.5MB download speed but it can also run off a speed as low as 175mb/s which offers a lower quality image.



# Global Media Delivery

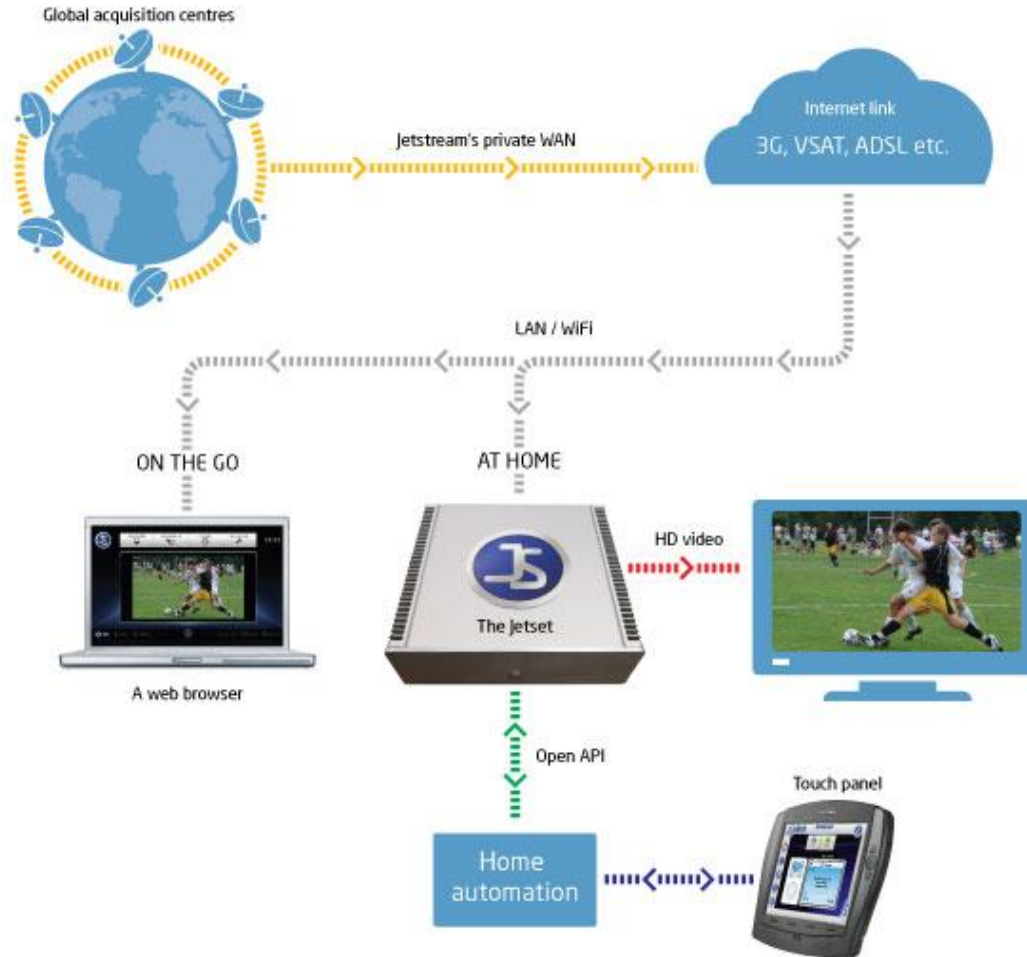
## How The Jetstream works

- There are two ways of viewing The Jetstream.
  - Through a browser (such as Firefox)
  - Via The Jetset (set top box)
- The advantage of going via the browser is there is no hardware required. Jetstream hosts the receiver box for you in our data centre.
- The advantage of using The Jetset is that it enables full controllability of The Jetstream with home automation systems (Crestron, AMX etc)



# Global Media Delivery

## Jetstream infrastructure



# Global Media Delivery



## Advantages of The Jetstream

- Good quality service due to private WAN (dedicated network) rather than going fully over the public internet.
- Fully mobile solution. Your Owner can watch their favourite TV programme on their yacht, in their residence or even at the airport on their laptop as no hardware is required.
- Fully supported service. 24/7



# Global Media Delivery

- Demonstration of The Jetstream

