



## Data centric & Connected technologies for shipping

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# Data-centric & Connected ships

## Ship Efficiency

Become part of the ship operations; give shipping companies competitive advantages with integrated and standardized tools

## Security & Safety

Enhance security of vessel management (cyber), improve processes to be in line with maritime regulations & navigation standards

## Crew Wellbeing

Provide solutions for shipping companies to attract and retain good crew, with tools that do not impact the business critical applications

## Ship IT

Enable core services to facilitate communication services at sea and ease staff on shore to focus on their core activities remotely

## Solving Main Challenges

Fuel Reduction

Preventive Maintenance

eNavigation

Secured ICT

Crew Health

Compliance & Document handling

Crew Privat Comms

On board Education

Entertainment

Cyber security

Remote IT Mngt

Collaboration Tools

Whitepaper:



# The Maritime Industry at the Dawn of Digitalisation



Connected & Smart Ships: Hype or Reality?  
Download our free whitepaper



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# The Maritime Industry at the Dawn of Digitalisation



- THE MARITIME INDUSTRY IS “DIGITAL READY”
  - 2/3<sup>rd</sup> have standardized satellite communications & IT solutions
  - 81% of the companies have >5 staff in ICT
  - only 30% are “well advanced” or “in progress”



- VSAT implementation initiated in 2/3<sup>rd</sup> of companies.

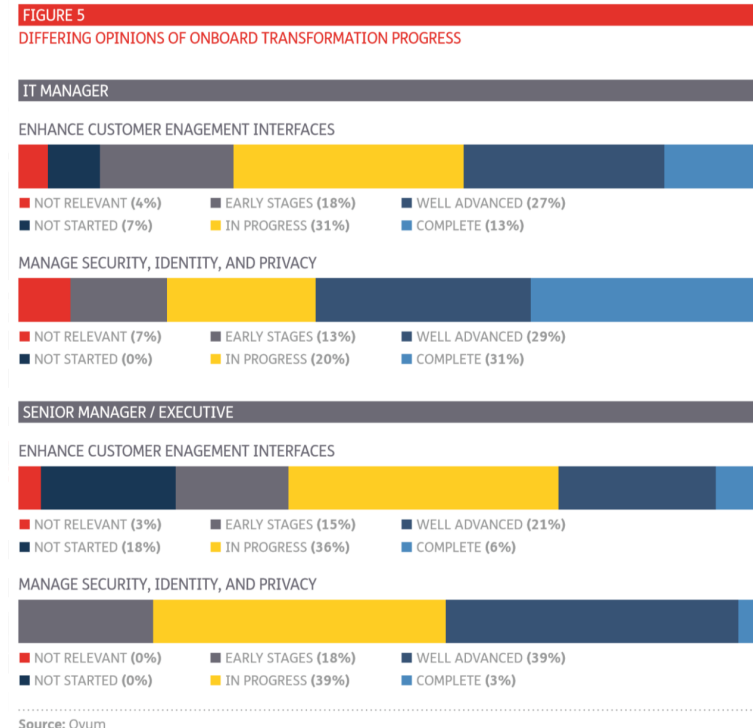
- Market Drivers

low earnings & weak financials

- increasing operating efficiency
- reducing operating expenditures
- improving **customer experience**

- Achieved so far

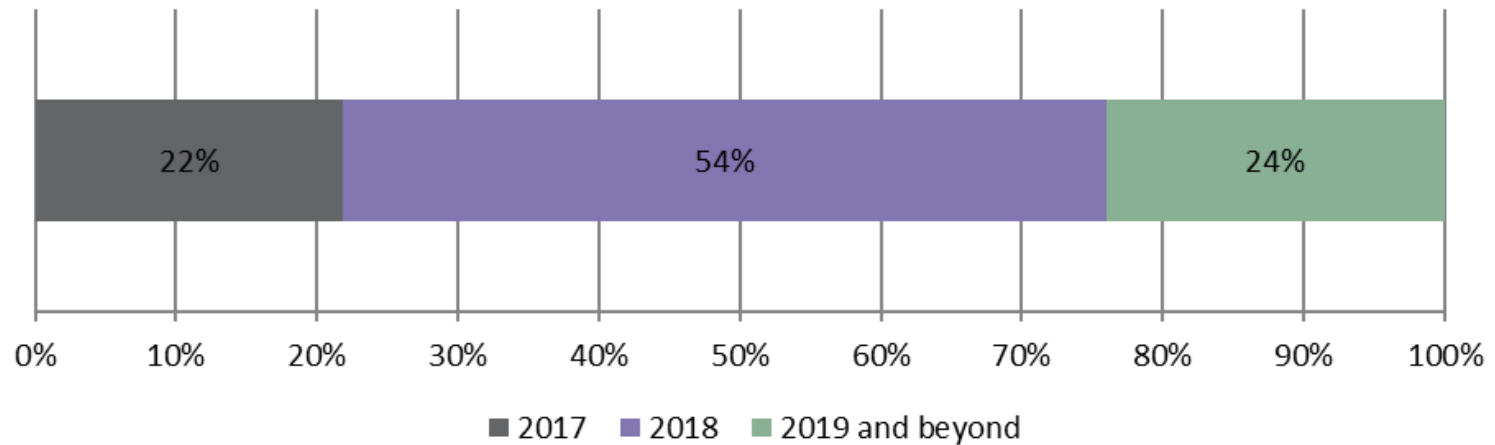
- navigation/ ECDIS
- on-board wireless networks
- standardized vessel IT-infrastructure & software and maintenance
- remote management solutions



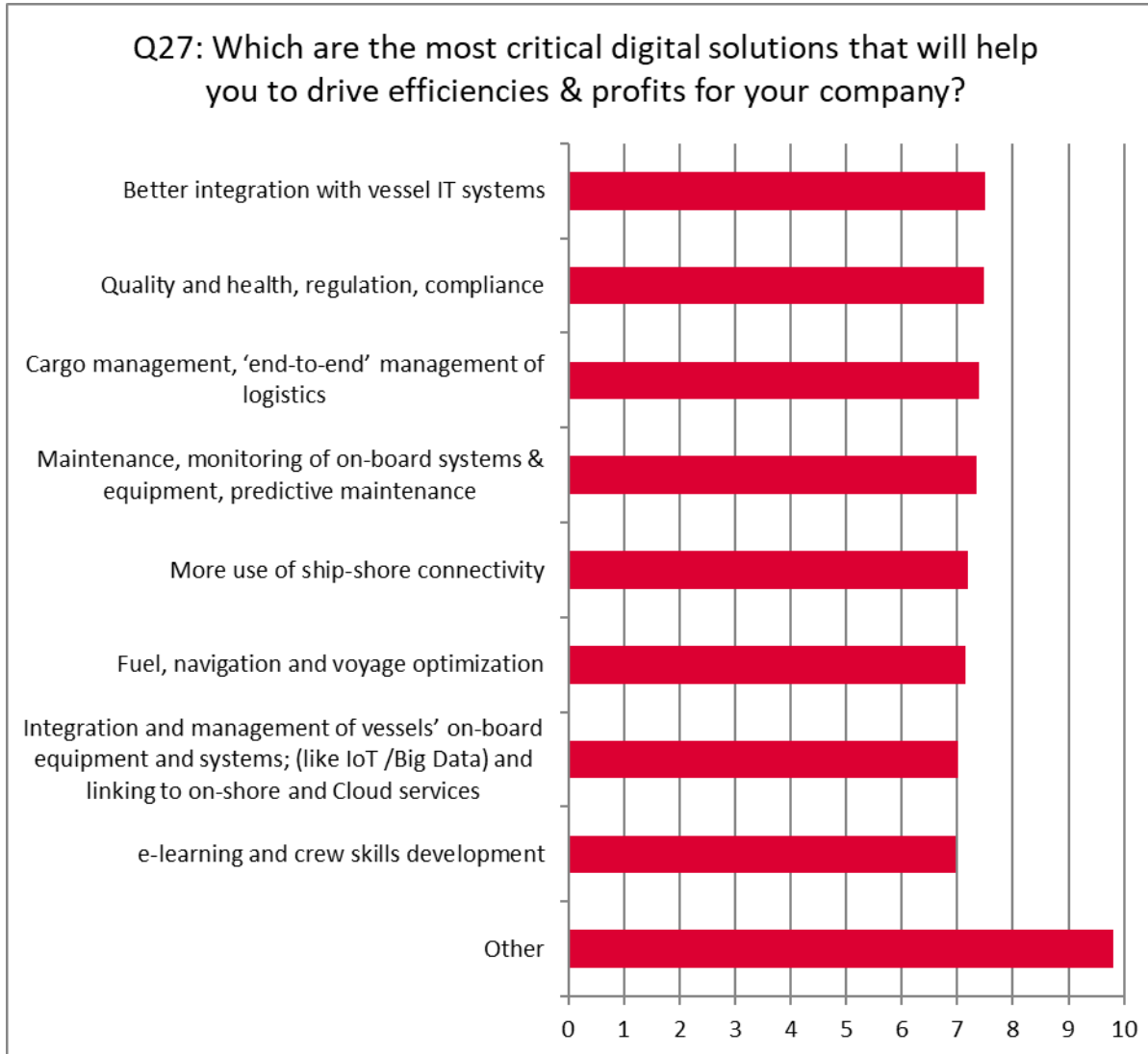
# Investment time frames



Q30a For those firms that intend to deploy the listed digital solution areas, when do you expect these plans to be carried out?



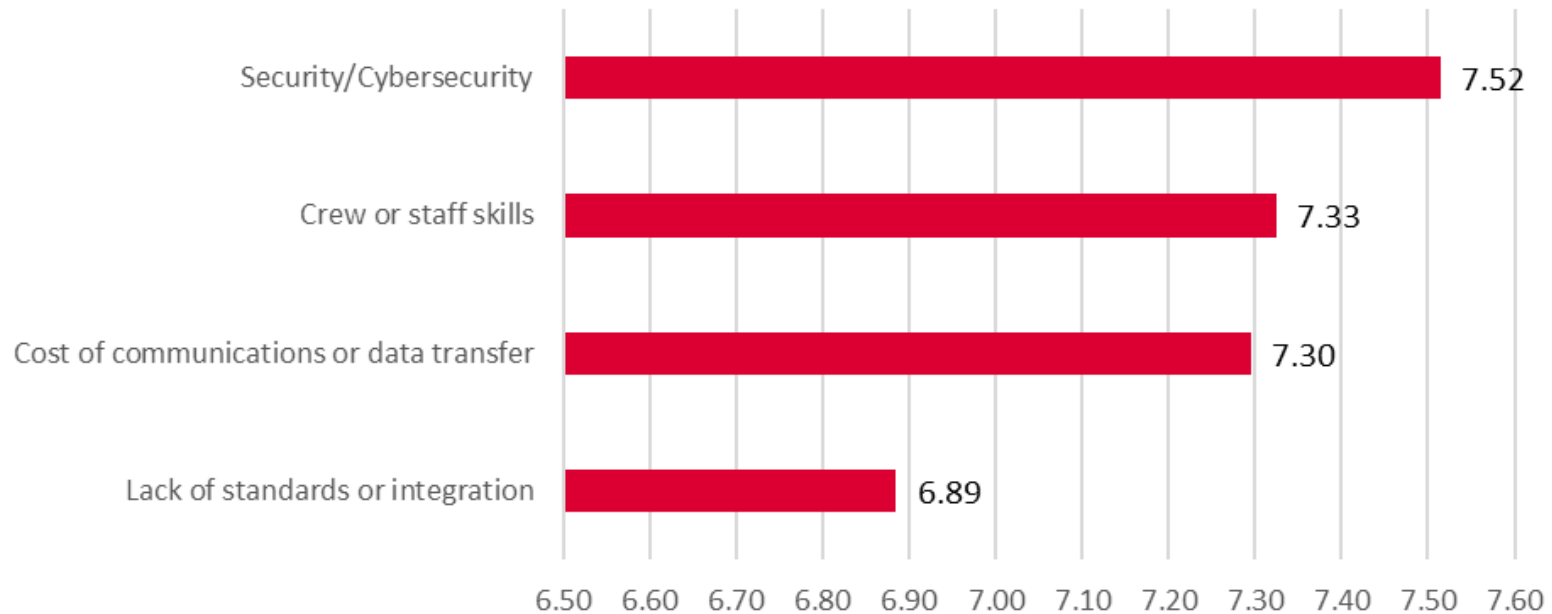
# Digital solutions are designed to help drive efficiencies and profit



# Four barriers to adopting digitalisation



Q31: How significant are the following potential barriers in adopting digitalization?



Whitepaper:



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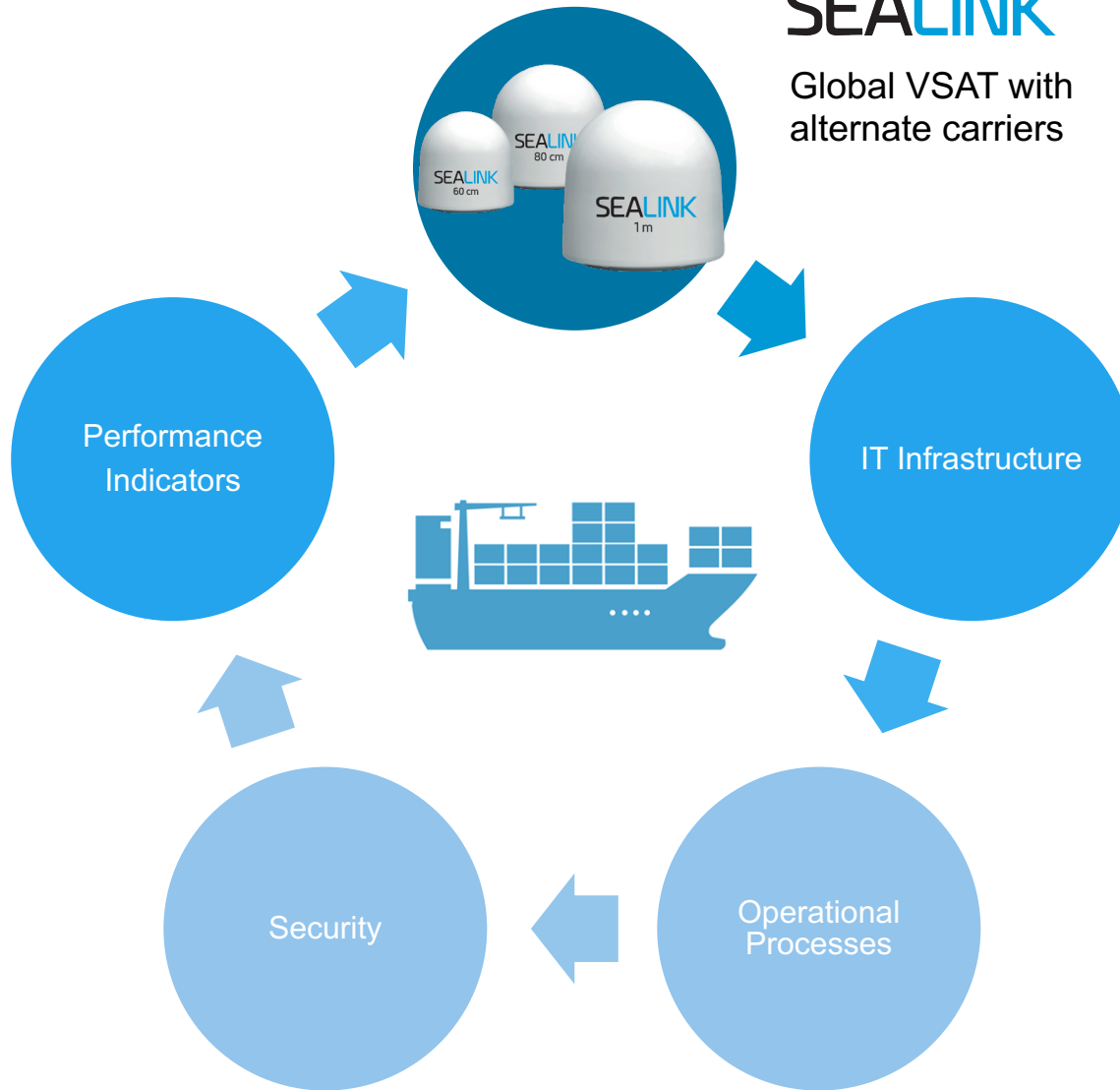


# Integrated Digital Approach

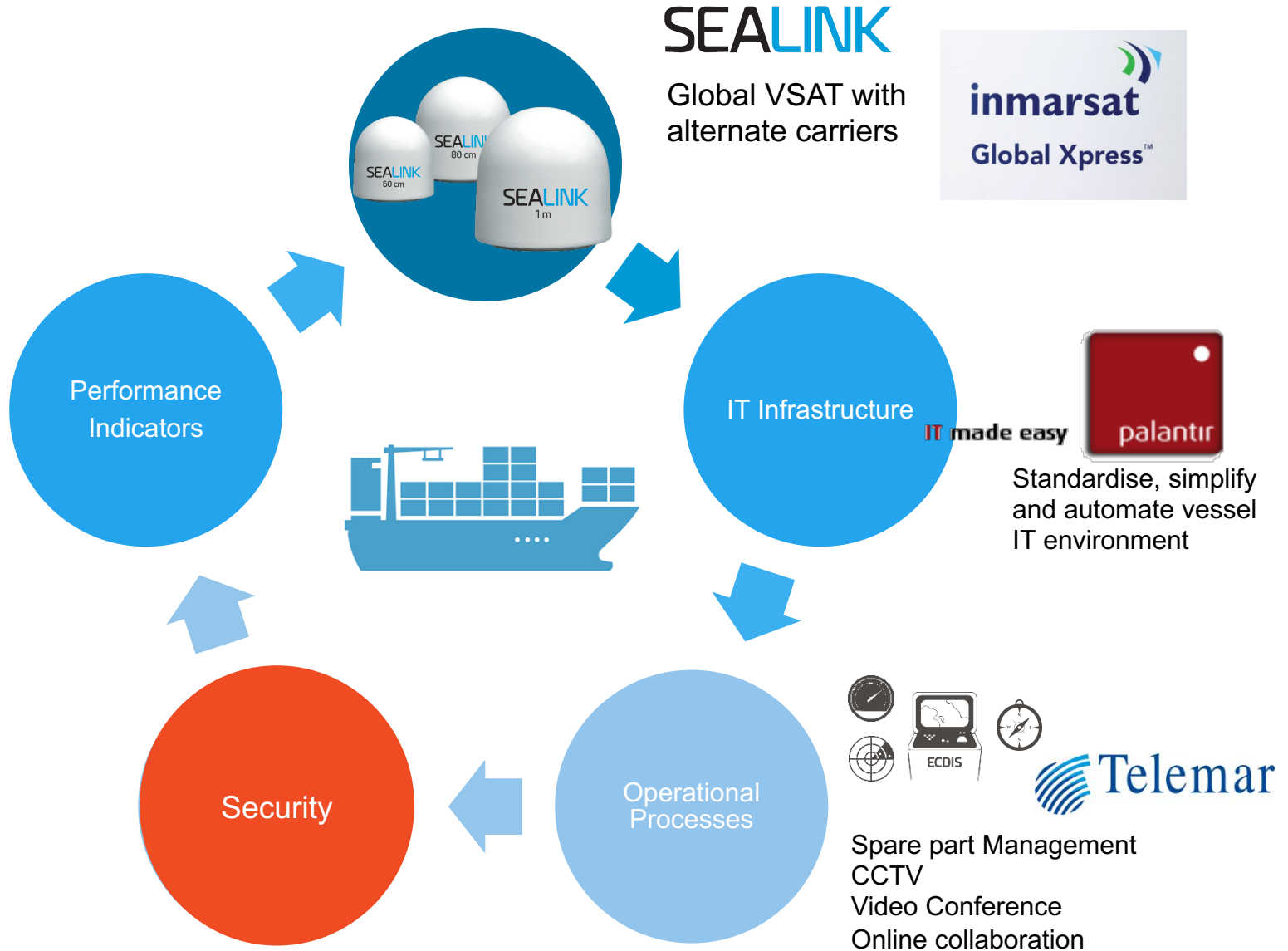


**SEALINK**

Global VSAT with  
alternate carriers



# Integrated Digital Approach



# With Digitalisation Comes Security



## WannaCry' ransomware attacks

Wide attack has crippled more than 300,000 computers in 150 countries

Information of computers attacked by the 'WannaCry' ransomware\*

Recorded by security blog MalwareTech in the 24 hours up to May 16, 00:00GMT

### SPLASH24/7

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## Maersk makes contingencies in the wake of Petya ransomware attack

JUNE 29TH, 2017 SAM CHAMBERS

CONTAINERS, EUROPE, PORTS AND LOGISTICS, TECH 0 COMMENTS

As of Wednesday evening Maersk Line said it was taking bookings via box platform INTTRA in the wake of Tuesday's cyber attack while sister firm APM Terminals said most of its terminals were back up operating, albeit not all of them at normal speeds.

The Maersk Group became the most high profile maritime hacker victim in history on

### SHIP TRACKER

TOTAL: 87777

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## Ship's satellite communication system hacked with ease

JULY 19TH, 2017 SAM CHAMBERS EUROPE, OPERATIONS, TECH 2 COMMENTS

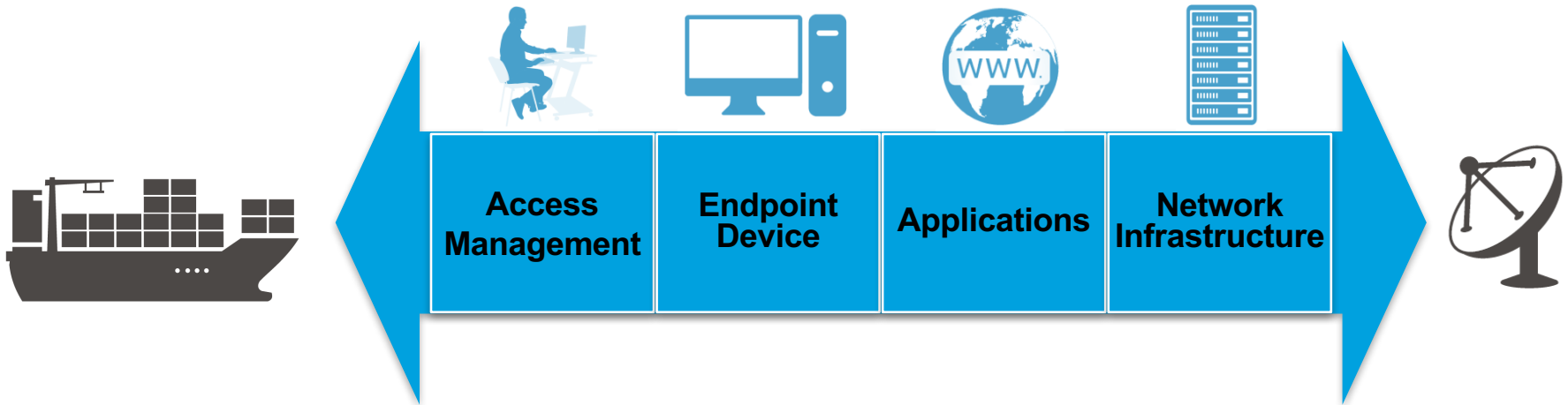
The vulnerability of shipboard systems has been laid bare for all to see on social media.

Splash has seen how one France-based security researcher was able to enter the satellite communications system of a ship in mid-voyage by entering simple username and passwords. The researcher used the search engine Shodan to find easy online targets at sea.

# Marlink's Security Portfolio



## Multi-Layered Security Solutions

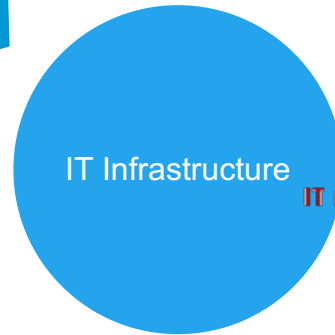
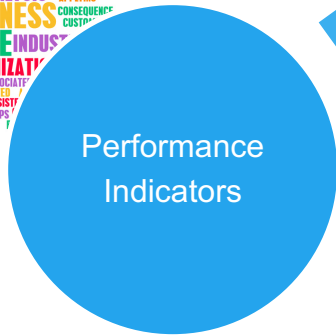


# Integrated Digital Approach

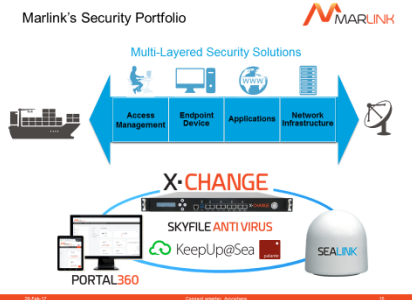
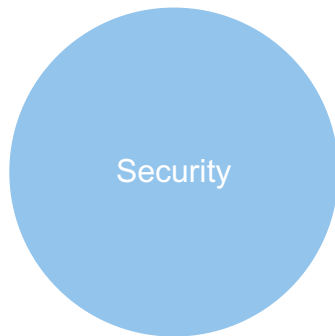


## SEALINK

Global VSAT with alternate carriers



Standardise, simplify and automate vessel IT environment



Spare part Management  
CCTV  
Video Conference  
Online collaboration

Data centric & connected technologies



**Enable evidence based decision making**

**Drive the Digital Fleet, rather than the Digital Ship**

**Create a platform for collaboration**

**Within the maritime industry**

Data centric & connected technologies



**Enable evidence based decision making**

**Drive the Digital Fleet, rather than the Digital Ship**

**Create a platform for collaboration**

**With your customers**

Data centric & connected technologies



**Enable evidence based decision making**

**Drive the Digital Fleet, rather than the Digital Ship**

**Create a platform for collaboration**

**Within your organization**



Data centric & connected technologies



**Enable evidence based decision making**

**Drive the Digital Fleet, rather than the Digital Ship**

**Create a platform for collaboration**

**With your partners and suppliers**

# Data centric & connected technologies



**Enable evidence based decision making**

**Drive the Digital Fleet, rather than the Digital Ship**

**Create a platform for collaboration**

**Compliance**



**New Technologies**



**Cyber Security**





Time for  
interaction & collaboration

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# Time for interaction





Connect smarter. Anywhere.