

# BEYOND CONNECTION

SES Networks  
and Satcom Global

## Case Study

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### Industry

Maritime

### Location

Global



# Together with Satcom Global, we're connecting people in every corner of the ocean to the things that matter most to them.

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Traditionally, seafarers had to rely on letter-writing to keep in contact with family and friends – which could take more than a month to travel in one direction.

The life of a seafarer can be very isolated. You're far from the day-to-day with your family and friends for months at a time. You have limited contact beyond the crew on your ship, and limited connectivity to keep in touch with the people who matter most. Traditionally, seafarers had to rely on letter-writing to keep in contact with family and friends – which could take more than a month to travel in one direction. Calling shore via the ship radio was costly, and only used in emergency situations. Today, connectivity is the key to crew welfare, and recruiting and retaining the most experienced seafarers.

Satcom Global is a leading provider of global VSAT communications services to people working in remote areas beyond the reach of mobile and terrestrial networks. Founded in 1973, the company focuses on providing value-added services, such as communications services that improve crew welfare, and network services that enable companies to move mission-critical data from ship to shore, or from remote regions to headquarters. Built on SES's roaming maritime product, Satcom Global's Aura VSAT network enables bespoke connectivity packages tailored to each customer's precise needs.

Aura provides the steady, always-on connectivity ships and crew need to stay connected with headquarters, and their friends and family. Connectivity packages are customised to provide the services they need, at the data rates they require, in the regions where they sail. Aura's services include local number dialing that saves on hefty long distance charges, large data transfers of crucial sensor data to reduce ship downtime, TV broadcasts so they can stay up to date on the latest news and sports stories, and bring your own device wifi connectivity that enables crew to use Whatsapp, Viber, and other social media platforms to stay in constant connection with what's going on back home.

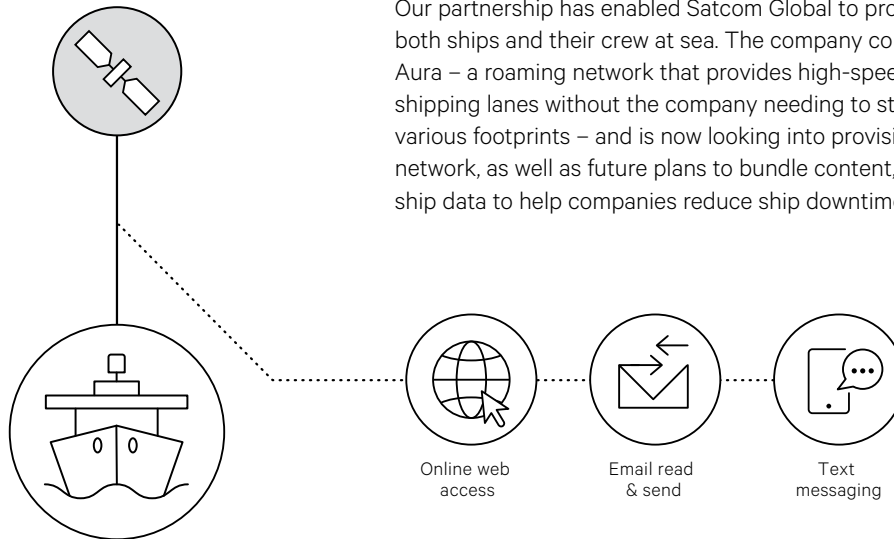


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You want to have a connection on the spot, so you can get the information you need – even when you are a long distance from home.

“A few years ago, I had been onboard for about 14 days, when I got a message from home that my wife had become very sick and had to be hospitalized,” says Captain Frederik Caris, Master of the Ardeche at Euronav. “In those situations, you don’t want to have to try ten times to make a connection. You want to have a connection on the spot, so you can get the information you need – even when you are a long distance from home.”

As data speeds increase around the globe, seafarers expect the same data speeds achievable on terrestrial networks. They want to access the same social media channels, video conference with friends and family, operate an office at sea, and share more business-related data without latency issues.



Our partnership has enabled Satcom Global to provide omnipresent connectivity to both ships and their crew at sea. The company continues to migrate customers to Aura – a roaming network that provides high-speed broadband connectivity across shipping lanes without the company needing to stitch together access across various footprints – and is now looking into provisioning television across the same network, as well as future plans to bundle content, and the ability to share smart ship data to help companies reduce ship downtime and improve their bottom line.

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“We knew what Aura should look like – we already had a picture of how we wanted this network to work. SES instinctively understood what we needed, and helped us develop and augment Aura. Together, we built a great network that gives us all the flexibility we need.”

**IAN ROBINSON**  
Chief Executive Officer, Satcom Global



“What attracted us to SES was their can-do attitude. The building of a VSAT network is a complicated business. SES took that idea and shortened the time to market considerably. We’ve launched from conception to commercial service within 12 months, which within this industry is exceptional.”

**ALEX STEWART**  
Chief Operating Officer, Satcom Global



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