



Tore Morten Olsen, President
Maritime at Marlink ●●●

Marlink is a pioneer of business critical communication solutions for customers operating in remote environments for both MARITIME and ENTERPRISE markets. Marlink's multi-band communication services covering Ku, Ka, C and L-band in addition to mobile and terrestrial links, enable our customers and partners to operate in an ever smarter, safer and more profitable way. Over 200,000 end-users from the maritime and enterprise sectors rely on our solutions to keep them constantly connected such as shipping companies, aid agencies, mining firms, oil and gas companies, NGOs and emergency response users. With over 75 years' experience in providing business critical communications, Marlink's legacy has been driven by its proven ability to deliver innovative, cutting-edge solutions that keep our customers' remote operations seamlessly connected.

A pioneer of maritime VSAT

Marlink is a global supplier of mobile satellite services (MSS) solutions at land and at sea with more than 75 years in the industry. With some 600 employees and 27 offices around the world, the company provides best-fit bundled solutions combining L, C, Ku and Ka-band value added services to a range of industries with remote communications requirements. Marlink's customers include commercial shipping, off-shore maritime, cruise and ferry companies, energy and mining companies, and emergency response organisations, among others. Amy Saunders spoke with Tore Morten Olsen, President Maritime at Marlink, to find out more about the company's market presence, activities, and thoughts on the future.

Question: What can you tell us about Marlink's developments since its founding more than 75 years ago?

Morten Olsen: Our legacy via various company's actually goes back as far as providing radio communication more than one hundred years back. In more recent history though, we have become established as the pioneer of maritime VSAT and are one of the largest single companies operating in the sector. This is in part because we were there at the very start, when we introduced the first VSAT services using maritime stabilised antennas in the early nineties.

Today, our focus is on providing global coverage broadband and voice calling services to maritime customers through our Sealink portfolio of services. We are a key partner to hundreds of

shipping companies seeking a supplier that can deliver always available, global communication to their fleets, whether passenger and cruise liners, merchant ships, fishing boats, offshore vessels or leisure craft.

As the various maritime sectors focus more on digitalisation, we are also an IT partner, with the most extensive portfolio of business critical solutions that help our customers make the most of their communication systems. Our offering includes everything from remote access to on board networks to a complete telemedicine solution, including delivery of medical diagnostic tools. Essentially, our product and service development sits where communications and IT meet, helping our customers to operate safer and more efficiently.

Question: What services does Marlink provide, and to which end-user and geographical markets?

Morten Olsen: We are technology and frequently agnostic. This is only possible as our portfolio (the largest available from any maritime satcom provider) includes, basically, all possible maritime satcom technologies. Sealink services can be provided on Ku, Ka and C-band VSAT, but we are also one of the largest providers on L-band mobile satellite services (MSS). We offer multi-band services to ensure full global connectivity, which combine satcom



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and LTE for complete flexibility. Our services are offered from our global network of office for customers in the cruise and ferry, shipping, oil and gas, ocean science, fishing and recreational sectors. Essentially, we provide satellite services to all maritime vessels apart from very small boats and yachts.

Question: How has Marlink's market presence changed over the years, and what helps differentiate it from its competitors?

Morten Olsen: We have always had a very strong market presence, continuously being seen as one of the major players in the business as Marlink and various legacy companies. We serviced over 50 percent of the total MSS market and generally hold around 25 percent of the total VSAT market. Our differentiator is really our agnostic approach.

We deliver services, technologies and applications based on what is best for the customer, rather than what we need to sell from a limited pool of solutions. This enables us to meet not just the operational requirements of our customers, but also vary budget demands.

Question: Where do you see the most room for growth going forwards?

Morten Olsen: Digitalisation of the maritime sector is happening now. The data that vessels create is very valuable as it helps owners to adapt in order to operate more efficiently, to save fuel and reduce emissions. But a data-centric approach to fleet operations requires connectivity, making VSAT a vital component of modern shipping. This is one of the reasons we have been seeing a maritime broadband boom in recent years. The traditional L-band MSS approach is being replaced by pay-monthly solutions, that enable much more throughput with greater cost-control. It's this connection to systems on shore that is enabling the industry to radically change the way that ships operate.

In terms of regional growth, we have already seen a huge increase of the use of VSAT from European ship owners, operating technically advanced fleets, but this is now moving into other regions. Asia for instance, a traditionally conservative maritime region, is now starting to catch up, as shipping

companies begin to understand the operational benefits that broadband at sea can bring.

Question: Which emerging trends and challenges do you think will have a significant impact on Marlink's business in the near future?

Morten Olsen: Ship owners are starting to realise the potential of efficiency and cost savings that can come from atomization and standardisation on board. But this is a much larger area than the ICT alone. It's a mindset that requires deep organisational change in order to effectively use ICT and digital solutions smarter, as tools for efficiency, quality and safety. As this approach to operating ships grows though, we will see increased use of broadband connectivity to enable more apps, more sensors, more crew communication, more interaction with shore through videoconferencing and of course Machine-to-Machine (M2M) communication, also known as the Internet of Things (IoT)!

Question: In October 2016, the implementation of Marlink's Global Xpress global infrastructure network and service delivery platform was completed. How will this benefit Marlink's existing customers, and how does it improve its capabilities?

Morten Olsen: As mentioned, we are technology agnostic, but we can only be this way when we have a portfolio that offers complete flexibility. This is why we were keen to be able to offer the Fleet Xpress. It benefits existing customers by providing them more choices and flexibility from their partnership with Marlink. We know that

one solution does not fit all requirements, so it's our goal to have access to all possible solutions for the benefit of our customers. Marlink is actually in a unique position with Fleet Xpress at the moment as we are the only company able to offer our own layer of value added services, including the XChange centralised IT and communications management system and SkyFile portfolio including email and anti-virus solutions. This means that any customers wishing to migrate MSS services to Fleet Xpress, can continue using the business-critical solutions and user interface that have become integral to their daily operations.

Question: November 2016 saw Apex Partners, which also owns Marlink, acquire satellite communications company Telemar. With plans for Marlink and Telemar to work closely together in future, how will Marlink's operations be altered?

Morten Olsen: Marlink's focus on the maritime market and selected enterprise vertical will not change. Additional to all the expertise and experience Marlink brings in from the communication side, Telemar brings in 75 years of experience in the bridge electronics business, which means that through the Marlink / Telemar group, the variety of equipment, solutions, services and support has never been more complete and comprehensive. We can provide the widest value proposition to ship owners from essentially a single supplier. Considering the complexity of ships and the various technology they use, ship owners are looking to work with fewer partners, but each with their own broad specialisms.



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Question: In 2016, Marlink took many steps towards increasing connectivity speeds for a variety of maritime users. Which was the single biggest achievement over the year towards this goal, and is the sky really the limit?

Morten Olsen: Our global network is a result of strong partnerships with all the major satellite network operators. We are continuously adding new capacity and planning how it can be delivered to our customers. Building our network capacity is what allows us to deliver the high connectivity speeds to the bandwidth hungry customers that need it, but we are also focused on ensuring availability of service globally.

Our single biggest achievement in terms of broadband speeds recently was to ensure MSC cruises fleet could get the speeds, quality and flexibility needed for global sailing operations. If you think of a cruise ship as a small town, it puts the connectivity demands into perspective. Step back further, and

providing connectivity to an entire cruise fleet and you start to see how complex it really is. Our services are enabling MSC guests to not only stay in touch with family and friend, but also post photos and videos to social media. Guests expect to be able to do this, and Marlink is committed to enabling it.

Question: What does Marlink have planned for the rest of 2017 and beyond?

Morten Olsen: We continue to build out our capacity, connectivity portfolio and digital solutions to meet our clients' requirements both today, but also in the future.



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