Digital transformation of the maritime industry
Reasons not to transform and the prize if we do

Ali Grey, Senior Director, Digital Incubation, Inmarsat
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85% Market share in maritime mobile satellite services

90% Of wide-bodied trans-oceanic commercial aircraft use Inmarsat safety services
Digital transformation in the terrestrial world

Four good things

- Ability to operate and plan ‘in the moment’
- Redistribution of value and use of unused resources
- Real time situational awareness where insights prompt action
- Communication and media sharing enabling new ways of working
Slower digital transformation of Inmarsat’s industries

Four bad things

- **Malaysian airlines MH370**
  - 239 fatalities
  - $60M+ search cost

- **Port congestion**
  - $?Bns loss globally
  - Logistics $
  - Goods waste $

- **Brumadinho dam collapse**
  - 237 fatalities
  - $71.3Bn share loss
  - Lasting environmental impact

- **Fuel efficiency and emissions**
  - 4%+ global cO2 emissions
  - Maritime and aviation
There are good reasons for this pace of change

4 barriers to digital transformation in the taxi industry

Satellite comms seen as an unwanted cost in a margin pressured business

Established un-incentivised value chain

Lack of desire for industry transparency

Lack of standard technology platforms
The industry needs to do more

5 things that Inmarsat is doing to enable digital transformation in the maritime industry

MAKE BANDWIDTH UNIMPORTANT

Significantly increased satellite data capacity where it is needed

ENABLE OTHERS TO ACCESS MARITIME MARKET

Find new ways of charging for satellite communications based on value not MB

Enable an applications ecosystem through standardised technology access

Provide secure permission based access to accurate vessel related data

Enable networks and systems to support instant access and flexible provisioning
Digital transformation in the maritime world

Four good things

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