

# SINGTEL-GLOBE WIRELESS ALLIANCE: making maritime customers the real winners

*The need to meet the growing needs of maritime customers has brought together two of the leading players in the satellite and communications industries in a multi-million dollar deal.*

SingTel, a leading provider and founding partner of Inmarsat services, has entered into an alliance with US-based Globe Wireless, one of the world's foremost global maritime, IT and communications companies.

Globe Wireless, which is headquartered in Palm Bay, Florida, has a customer base of more than 400 ship operators with a total fleet of over 5,500 ships.

It will resell SingTel's Inmarsat airtime in a multi-million dollar deal under the alliance.

The collaboration will significantly enhance SingTel's offering of communications services to its maritime customers and the industry as it will tap Globe Wireless' extensive suite of communications solutions, including messaging, data, voice, and IT applications.

"We are delighted to work with Globe Wireless," said Mr Titus Yong, SingTel's Head of Satellite.

"Through SingTel's powerful integrated fixed and mobile satellite applications, Globe

Wireless has found an experienced and reliable satellite operator in us who will supply airtime to run its suite of communications solutions.

"SingTel can also leverage Globe Wireless' in-depth knowledge of the maritime business and offer its wide range of solutions to our customers in the maritime industry. Ultimately, the customers of both companies will benefit in terms of better service and more innovative solutions."

Among Globe Wireless' solutions is its renowned GlobeForms, an application that has proven to increase operating efficiency of shipping companies. It allows ships to submit Notification of Arrival forms electronically at major ports of call. This medium of notification



saves time and cost by optimising data to be transferred. Prior to using GlobeForms, shippers depended on third parties to relay these notifications. Timeliness and accuracy of information were often key issues, especially in the US where rigorous security measures meant having to adhere to more stringent regulations.

Other solutions include Globe Wireless' sophisticated messaging service, which runs on its own e-mail platform that is independent of the vessel's communications systems; GlobeWeather which tracks weather conditions; GlobeLocator which tracks ship routes, as well as GlobeArchive, a powerful tool to organise information relating to incoming and outgoing messages.

Said Mr Bill Chang, SingTel's Executive Vice President (Business): "SingTel's strength lies in its comprehensive satellite network for the maritime industry, such as Inmarsat, while Globe Wireless applications and software are widely acknowledged to be the most innovative in the business. Together, we are able to deliver seamless, end-to-end communications technology for the shipping community. This alliance, therefore, offers strong value propositions in terms of meeting the needs of our customers."

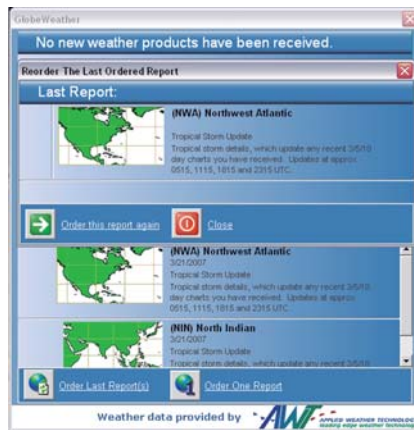
One example is the availability of a one-stop service.

Mr Chang explained: "In the past, customers needed to get the hardware (shipping equipment), software and source for a service provider. With this collaboration, they have the choice of getting the entire package from a single source, backed by expertise and support of two established companies."

In addition, the collaboration enables ships to be equipped with state-of-the-art communications technology such as e-mail and broadband Internet access for staff – a strong selling point to attract higher quality workforce on board vessels.

"Increasingly, ships are operated by more highly skilled, better educated staff," said Mr Chang.

"Ensuring that they are not cut off from the rest of the world and that they can maintain contact with friends and families while they are at sea is vital to keeping or recruiting valuable human resource."



The ships will also have 'real office capability', effectively becoming an extension of the HQ network as the communications gap between vessels in the sea and HQ on shore will be bridged.

In terms of service, customers have access to an additional 12 ports of call for technical support. Besides this, Globe Wireless has established a worldwide infrastructure involving engineering and development, installation service, IT, customer support and direct sales.

SingTel benefits from the enhanced level of back-up support, along with expanding its reach and points of presence. Globe Wireless, on the other hand, gets superior support for its communications infrastructure, thanks to SingTel's pedigree as the region's largest telecommunications service provider with its own carrier network and extensive network access.

Mr Frank Coles, Chief Executive Officer of Globe Wireless, said: "Globe Wireless is extremely excited about the partnership with SingTel, one of the world's leading telecommunications companies. The partnership forms the leading maritime customer focused IT and communications solution provider."

Left to right

- Mr Titus Yong, SingTel's Head of Satellite
- Mr Frank Coles, CEO, Globe Wireless
- Mr Bill Chang, SingTel's EVP (Business)
- Mr Kenneth Jones, Chairman, Globe Wireless

## Maritime Innovation Hub

Mr Coles also revealed that as part of the collaboration, both companies have looked into joint initiatives to enhance the maritime community.

In April 2007, for instance, SingTel, Singapore Maritime Academy and Globe Wireless signed a Memorandum of Understanding to jointly set up the Maritime Innovation Hub at Singapore Polytechnic.

"The Maritime Innovation Hub is more than just a showcase of the latest technology," said Mr Chang.

"Its principal objective is to promote awareness among seafarers about the critical role satellite communications and IT plays in the maritime community as well as to provide a platform to train them on the use of the applications. The Maritime Innovation Hub also aims to facilitate e-learning capability on board vessels, allowing seafarers the opportunity to upgrade themselves even while they are on long voyages."

He added: "This initiative clearly demonstrates the significant value proposition the alliance of the three organisations with distinct capabilities brings to the shipping community and maritime students as a whole."

Agreeing, Mr Coles said: "The combined expertise and experience of SingTel and Globe Wireless ensure that we can be efficient and productive in our endeavours together. It's a win-win situation for both companies as well as the maritime industry." ■

