

£5.95 €8.00 \$8.95

2008 Volume 2

World Cruise

Industry Review

www.worldcruiseindustryreview.com



The world's premier supplier of maritime cellular services.
More Roaming Partners=More Satisfied Guests & Crew=More Revenue

www.cellularatsea.com

Weather the storm

How cruise operators can navigate rising costs

Channelling waves of communication

Wireless Maritime Services CEO **Leighton Carroll** explains how joining forces with SeaMobile Wireless has delivered customers new products, services and enhanced revenue opportunities, with a dedicated commitment to Europe.

Wireless Maritime Services (WMS) is a leading provider of maritime cellular phone services to the cruise line industry, serving over 130 cruise ships and ferries worldwide with roaming agreements with 300 carriers. The company specialises in cellular at-sea communications, including voice, text messaging, email and web browsing. WMS technology allows cruise passengers and crew to stay in touch while away from home.

Earlier this year, WMS acquired SeaMobile Wireless, which allowed the company to further its position in the European maritime wireless mobility communications sector.

'After several years of running the businesses as two completely separate and distinct operations, we recognised a tremendous opportunity to serve customers much more effectively by combining the strengths of WMS and SeaMobile Wireless,' says WMS CEO Leighton Carroll.

WMS specialises in at-sea communications.



'We have a technology roadmap that will allow us to continue to grow the business organically and create innovative, new products for our customers.'

WMS and SeaMobile

Carroll says there were three reasons why WMS wanted to integrate with SeaMobile Wireless. 'Firstly, we are getting great people and technology. I am very excited about our new team members and the contributions they will make to our products, services, and technology for years to come.

'Secondly, we have brought the benefits of over 300 worldwide roaming agreements to the legacy SeaMobile Wireless fleet. This will allow a vast majority of mobile phone customers worldwide to use their mobile phones seamlessly when onboard cruise ships and ferries that provide WMS wireless voice and data communication services.

'Finally, this transaction allows WMS to make a major commitment to Europe by leveraging the strengths of both the SeaMobile Wireless Europe team and WMS's industry leading roaming.'

Carroll says he wanted WMS to be very active in Europe but only when it was ready and able to do it properly. 'We made a conscious decision previously to avoid a position of running our business from the US and not serving European customers. With this acquisition, we now have a dedicated team in Europe. In other words, we will live in Europe, work in Europe, and will strive to make our customers the most satisfied in the industry. Europe is clearly our strategic priority.'

CrewzFöne platform

Carroll says that the integration between WMS and SeaMobile Wireless has gone very smoothly. On 1 August 2008, all of the SeaMobile Wireless ships were cut over to the WMS roaming agreements. On 15 August, GPRS data connectivity was switched over to WMS, thereby enabling Blackberrys and other devices for more than 280 new carriers to work on the existing SeaMobile fleet. WMS has had zero down time for its customers, which Carroll says was the result of putting them first in all the company's planning.

One of several new features WMS brings to the existing SeaMobile Wireless customer base is the CrewzFöne pre-paid platform for crew members. With any unlocked GSM phone and the purchase of a CrewzFöne SIM, crews can make and receive calls and send and receive text messages through their mobile phone at discounted rates.

CrewzFöne service rates are comparable with rates for crew calls made using onboard wired phones without the restrictions of finding a phone, getting a line, finding numbers to dial, and waiting for a connection. In addition, CrewzFöne



service includes direct dial outbound and incoming calls (including caller ID), and sending and receiving text messaging (SMS), with contacts stored on the SIM card.

'CrewzFöne not only delivers additional revenue to our customers, but it enhances the quality of life significantly for crew,' says Carroll. 'We routinely hear from crew members who use our service that they appreciate the call quality and convenience our product offers.

'One of the other important lessons we learned was that there is definitely a right way and a wrong way to run a crew pre-paid mobile product. WMS partners with our customers to ensure that CrewzFöne enhances revenue. It is very easy to cannibalise other crew-based revenue streams. By working with our customers, we ensure that the quality of revenue matches the quality of experience CrewzFöne brings.'

Technical innovation

CrewzFöne is just one example of the technical innovation WMS is bringing to its European customers base. 'We have a technology roadmap that will allow us to continue to grow the business organically and create innovative, new products for our customers,' Carroll says.

'By leveraging our new European office, we have the people and technology to make Europe a success for all our cruise line and long-haul ferry customers.' **wc**

Wireless Maritime Services is the world leader in providing cellular voice and data services on ships at sea. For further information: www.cellularatsea.com

COMPANY
profile