



M.H. Simonsen chooses KVH's TracPhone V7 to cut costs for commercial operations and improve crew welfare on chemical tankers

Summary



M.H. Simonsen recently outfitted the Orholm with a TracPhone V7 satellite communications system and mini-VSAT Broadband service from KVH.

Rederiet M.H. Simonsen ApS of Denmark chose the TracPhone® V7 and mini-VSAT Broadbandsm service from KVH to provide low-cost satellite communications on its chemical tankers. Working with budget restrictions on monthly airtime costs as well as a need for a system rugged enough to handle the conditions in which these deep-sea, ice class tankers operate, Simonsen chose KVH's TracPhone V7 and mini-VSAT Broadband service for their combination of affordable airtime and outstanding reliability.

Challenges

Simonsen's biggest challenge in finding a satellite communications solution for its chemical tankers was managing the monthly cost.

"The main factor for our choice was the cost of operating the system once installed," says Ulrik Madsen, Simonsen's Marine Superintendent. "While the hardware and installation cost is a one-time investment, it was crucial to have a known monthly airtime rate without surprises."

In addition, Simonsen was looking for a more robust end-to-end communications solution for these tankers than the cellular telephones they had been using.

The Solution: TracPhone V7 and mini-VSAT Broadband

Along with cellular telephones, the TracPhone V7 and mini-VSAT Broadband now serve as Simonsen's primary communications tools for business and crew telephone calls, e-mail, and Internet access, all crucial categories in the Ship Inspection Report Programme (SIRE). High SIRE scores help fleets to secure the most lucrative contracts.

Since monthly cost was a major factor in Simonsen's choice for satellite communications, they chose the mini-VSAT Broadband F2 rate plan, which includes two voice lines and data at speeds as fast as 256 Kbps, all for a fixed monthly rate of less than \$2,000.

"We studied all of the satellite communications options available to this market, and KVH was the only vendor able to offer a fixed monthly airtime rate, which was our main reason for choosing mini-VSAT Broadband," explains Madsen.

At 69.5 cm (27.4") high and 66.5 cm (26.2") in diameter, weighing 27 kg (60 lbs.), the TracPhone V7 antenna is 85% smaller and 75% lighter than standard VSAT antennas. Hardware this light and compact is important for commercial vessels, since space onboard often comes at a premium.



Simonsen's Orasila is a vessel built specifically to be able to go into the inlets of Greenland crossing different mini-VSAT coverage areas every month - without trouble!

Company Info



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Rederiet M.H. Simonsen

Rederiet M.H. Simonsen is a family-owned shipping company operating 14 tankers ranging from 2.000 dwt to 6.800 dwt. The fleet is primarily engaged in two segments of the northern European small tanker market, with the majority employed in the transportation of vegetable oils, fats, molasses, waxes, uan and other FOSFA acceptable products. The m/t ORAKOTA and m/t ORATECA are dedicated as food-grade carriers and adhere to the most stringent requirements in the industry.

Simonsen Vessels Equipped with TracPhone V7

- m/t ORASILA (LOA 77,20m)
- m/t ORATANK (LOA 106,5m)
- m/t ORAKOTA (LOA 84,90m)
- m/t ORAHOPE (LOA 92,86m)
- m/t ORAHOLM (LOA 106,20m)
- m/t ORASUND (LOA 106,20m)

Additional Resources

About Simonsen:
<http://www.mhsimonsen.com>

About Polaris Electronics A/S:
<http://www.polaris-as.dk>

About KVH's TracPhone V7 and mini-VSAT Broadband service:
<http://www.minivsat.com>

About KVH's commercial maritime solutions:
<http://www.kvh.com/commercial>

TracPhone V7 Boosts Operational Efficiency, Crew Morale for Simonsen

Smooth Installation and Activation

Simonsen worked with Polaris Electronics A/S, KVH's certified Danish distributor, to equip the six ships with TracPhone V7 systems.

"The installation of the TracPhone V7 antennas and belowdecks hardware was done quite smoothly by our own electrician. In addition to that, we installed Wi-Fi networks onboard all of our vessels, making service available in more areas," explains Madsen. "The network installation was actually more time-consuming than the installation of the hardware!"



All six TracPhone V7-equipped Simonsen vessels are ice class tankers, so the system's rugged hardware design is an important feature.

Results/Impact

According to Madsen, Simonsen's crews are excited about their new communications tool, with one crew member declaring, "the Internet service makes it feel like getting a pay increase because of all the money we save on communications costs!"

"Crew morale is key," he points out, "which is clear from the response we have received from crews onboard the vessels that have the TracPhone V7 installed."



In addition to improving business efficiency, the TracPhone V7 has improved morale among crew members on Simonsen vessels.

"We also have regular visits by third-party inspectors in connection with vetting, loading, and unloading. These people benefit significantly from the system, as it helps them with the execution of the tasks they've come onboard to complete," says Madsen.

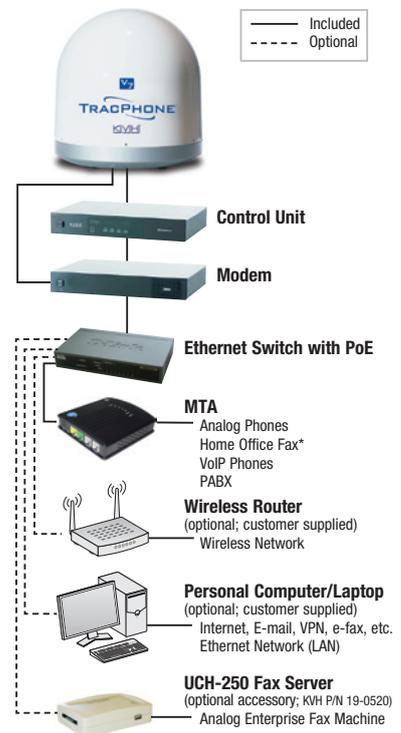
Simonsen's tankers travel through different satellite service coverage areas about five times per month. They now enjoy seamless regional roaming among these areas with the mini-VSAT service, saving costly technician visits.

"When travelling through international waters - thereby crossing different mini-VSAT coverage areas - the automatic regional roaming with integrated GPS and automatic skew control saves costly and time-consuming technician visits," Madsen explains.

"We've received continuous support from Polaris and KVH throughout the project. Whenever we needed it, we had excellent support and follow-up. We are fully satisfied with the performance of the TracPhone V7 and it remains our number one choice for satellite communications," he concluded.

About KVH Industries, Inc.

Middletown, RI-based KVH Industries, Inc., and its wholly owned subsidiary, KVH Europe A/S, are leading providers of in-motion satellite TV and communications systems, having designed, manufactured, and sold more than 150,000 mobile satellite antennas for applications on vessels, vehicles, and aircraft. KVH's mission is to connect mobile customers around the globe with the same digital television entertainment, communications, and Internet services that they enjoy in their homes and offices.



* Faxing over Internet Protocol can be unreliable at times, therefore KVH highly recommends that those customers who demand an enterprise-grade fax solution should take advantage of our optional accessory - the UCH-250 Fax Server.



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