



The Importance of Communication Platforms and Apps at Sea

About the Author



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Lisa is a highly effective commercial leader with a vast array of commercial strategy, marketing and relationship management skills gained across a variety of industries and technology enterprises within the private sector. Lisa's extensive experience of taking new and innovative products to market has helped UK, Swedish, Australian and Thai tech start-ups successfully launch, deploy and integrate their technology solutions into a variety of international and domestic markets. Lisa is extremely passionate about working with technologies that positively impact the environment whilst improving the digital skills of the workforce.

She is an experienced sales leader with a track record in fostering direct and indirect sales channels in order to systematically achieve revenue growth by developing customer propositions that provide value to the end user.



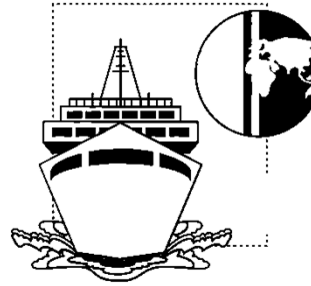
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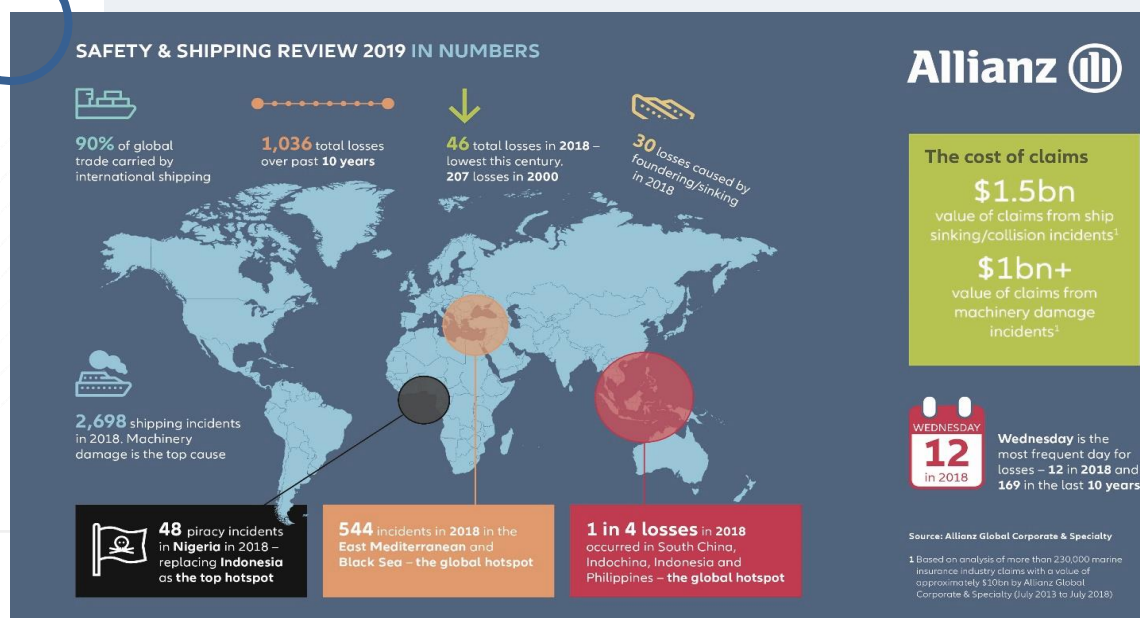
Introduction



Seas and oceans have a crucial role in the lives of people all over the world. It is estimated that around 90% of global trade is transported across the oceans. With that, a vast infrastructure of ships, staff, ports, communication and technology hubs are needed to facilitate seamless on and offshore operations. The maritime industry and the international shipping lanes play a significant part in the global economy. Without these channels, society would not be what it is today.

Maritime organisations and their workforces truly play a pivotal role when it comes to transporting raw materials and goods across the sea. According to the AGCS '[Safety & Shipping Review 2019](#)', 1,036 losses have taken place the past decade. There has been a significant decline in the number of losses at sea, largely due to technological innovations. However, many perils remain, such as, vessel security, political challenges, machinery damage, evolving crew wellbeing and environmental threats. Technological advancements have significantly improved safety, healthcare and working conditions at sea, yet efficient and effective workplace communication and connectivity issues continue to hamper shore-to-ship and ship-to-shore operations.

In this case, it is essential that we develop workplace communication platforms, and apps that not only improve offshore operations but also help to improve workplace living whilst at sea. This can be achieved by implementing a mobile first collaboration platform and digital workspace to help increase real-time communication and operational efficiencies.





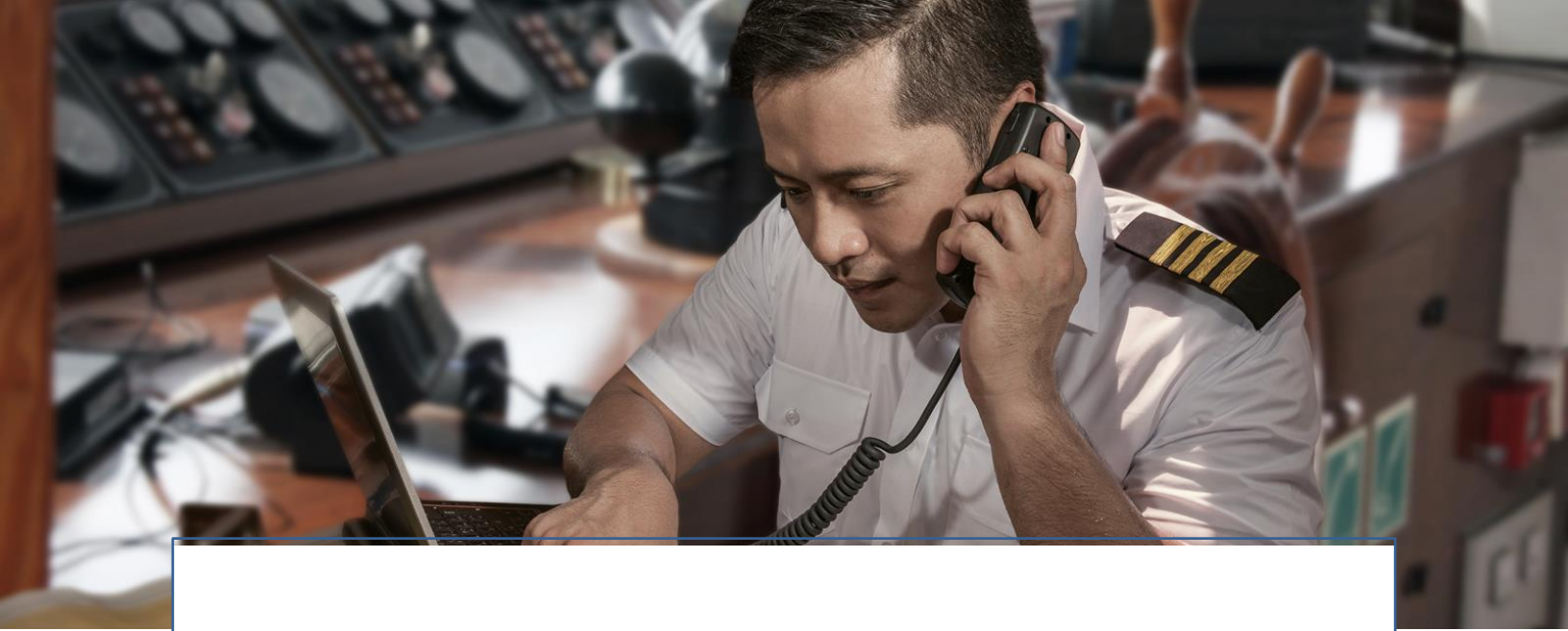
CHAPTER 01

The Need for Ship to Shore Communications



Maritime workforces known as seafarers have a hard time on board. They live with many physical and psychological challenges and threats. They also experience difficult operational issues, including working in silos, leading to a feeling of isolation and workplace fatigue, which has also been a contributing factor towards workforce health problems. **Ship to Shore Communications** is necessary not only to improve operational efficiencies, it is also vital if shipping companies are to help improve the health and safety of their employees whilst at sea. There are a raft of Communication platforms and applications on the market, some are helping to streamline ship-to-shore transactions in a quicker and more effective way. A large proportion of the global fleet still utilise paper-based workflows or legacy systems that are no longer fit for purpose. Whilst these apps are helping, many are not optimised to transact over the satellite networks, and therefore limit the ship's capacity to run simultaneous mission critical applications without reducing core bandwidth allocations or access to communication channels to ensure the ship's operations continue to run smoothly.





CHAPTER 02

Digital Collaboration Workspaces for Ship-to- Shore Productivity

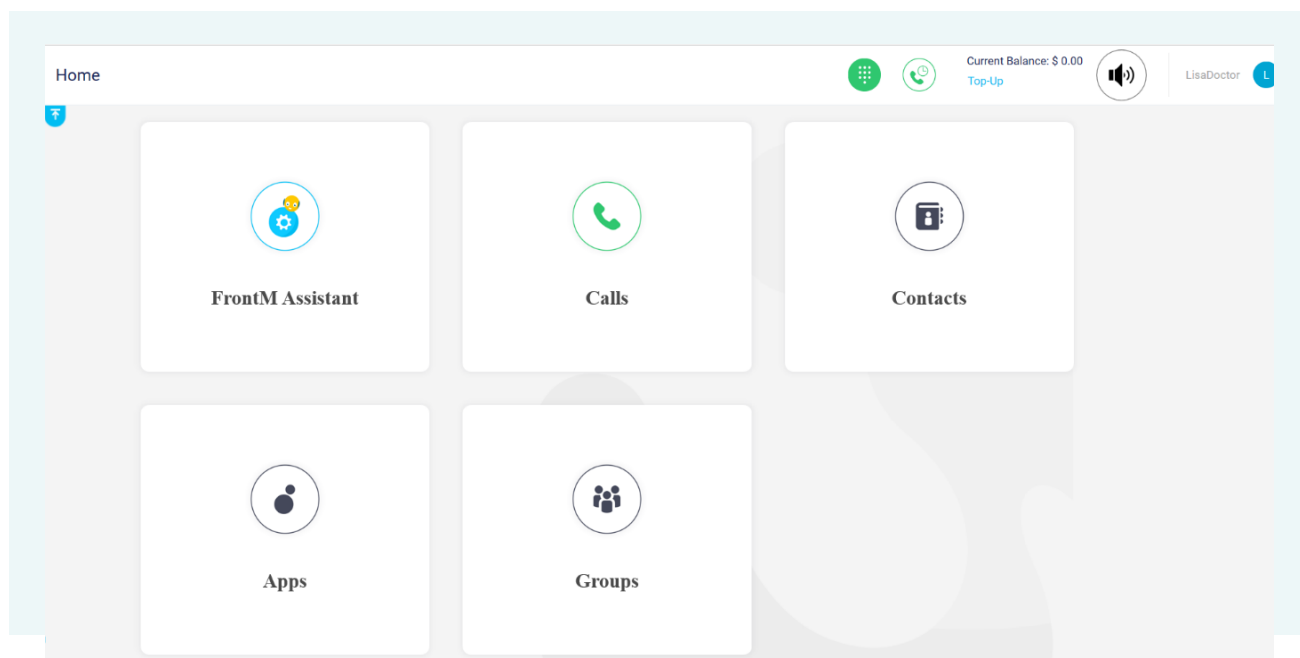


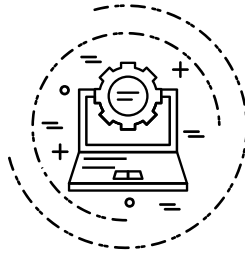
The lack of communication is a hindrance to successful transactions. It is also extremely expensive for the shipping companies and seafarers. Fortunately, with continuous research, investment, and technological innovation, there is finally a **Mobile-First Communication Platform** that has been fully optimised for ship to shore workplace collaboration.

“Our research suggests that if the maritime industry were to deploy digital workspace across all fleets, the immediate impact would be a reduction in the cost of offshore vessel connectivity equating to about 18% of the total cost.”

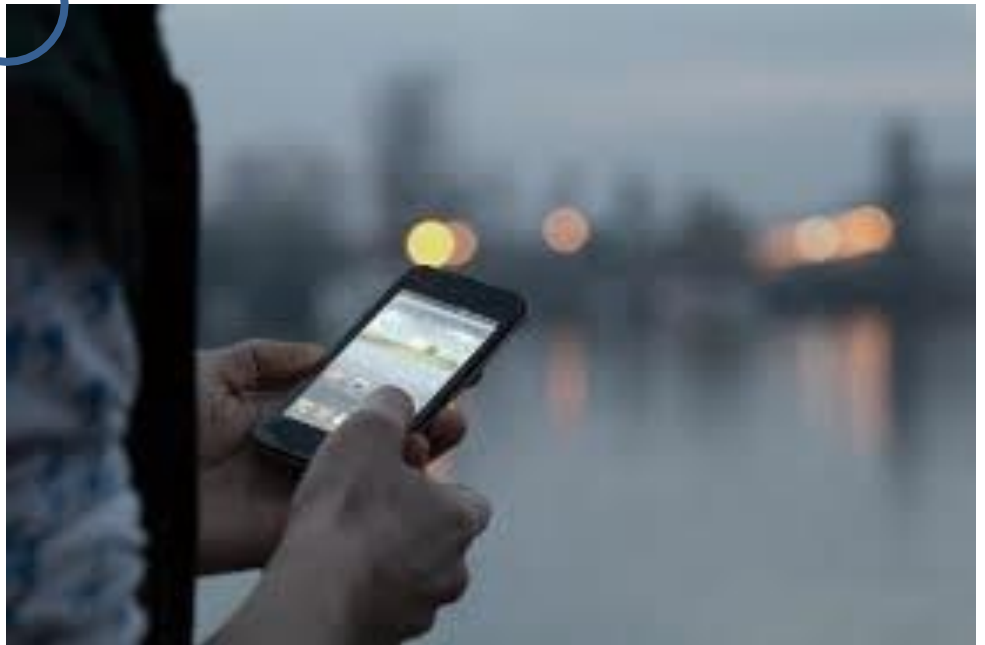
Those cost savings could be leveraged to provide additional connectivity to maritime workers helping to boost crew welfare and therefore, workplace morale and lives at sea. A happier workforce according to Gallup is a productive workforce, with 89% of workers at companies that support wellness at work initiatives likely to recommend their company as a good place to work. Given the global skill shortages faced by the maritime sector, this is a key statistic which many HR leaders can no longer ignore.

The FrontM digital workspace is a mobile first platform designed to deliver and manage operational communication data across mobile and desktop channels. It enables employees to access their apps via any iOS, Android or desktop device, from any remote location. In order for any communication platform and digital workspace to be successful, it should provide a unified, contextual, and secure experience for the end user.





It's a unique communication platform, not just because it is unified, secure and incorporates an artificial intelligence app marketplace the digital workspace it also operates over the ships satellite communication infrastructure. Consumer based applications have not been designed to do so, hence they are unable to provide the high-quality throughput, maritime operators need to conduct mission critical tasks at sea. A unified communication platform and app marketplace can also help the maritime industry to centralise standard operating procedures, health and safety materials, workforce training and last but by no means least, incorporate entertainment applications to encourage connectivity with the outside world.





CHAPTER 03

How Internal Communication Apps Work



With the lack of satellite network optimised communication tools in the maritime market, there is a need to radically change the types of technologies that are currently adopted and deployed to the global maritime workforce.

Platforms like FrontM provide maritime organisations with the capability to solve various operational and crew wellbeing problems via the simple use of highly secure and optimised on-ship communication.

The FrontM app provides:

- Shore-ship HQ to team communications
- Ship-only collaboration for situational operations
- Situational alerts/ intelligence
- Ops efficiency through vessel tracking
- Smart sensor data processing
- Video Conferencing
- Improved Crew Wellbeing via Telemed
- Services AI / workflow automation
- Integrated Crew Welfare services
- Connectivity systems self-service
- Video Calling

Meanwhile, the FrontM platform comes with an integrated Artificial Intelligence marketplace that includes a number of smart assistants and solutions such as [Thuraya Tracking](#) and [Inmarsat Service Assurance](#).

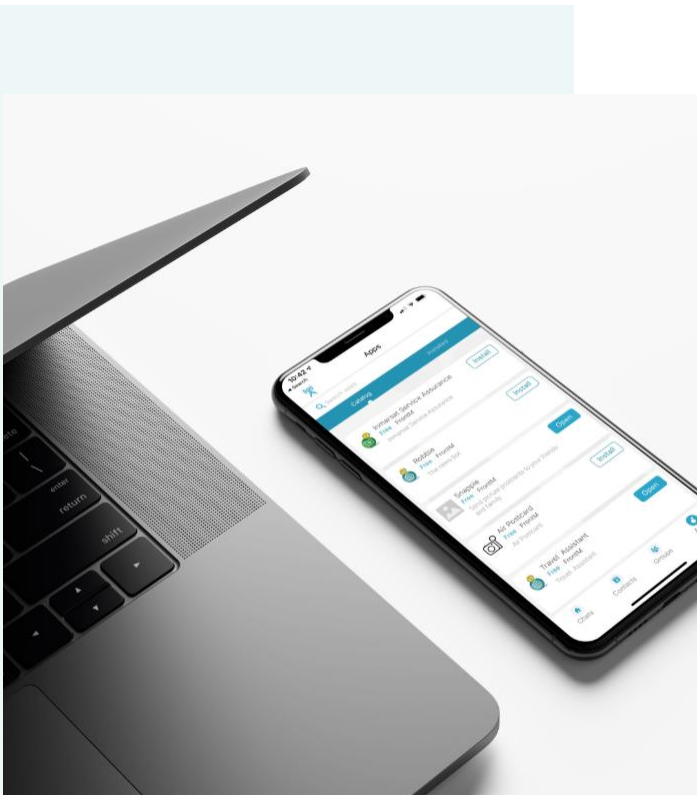
The platform also incorporates more benefits to users, including the following:

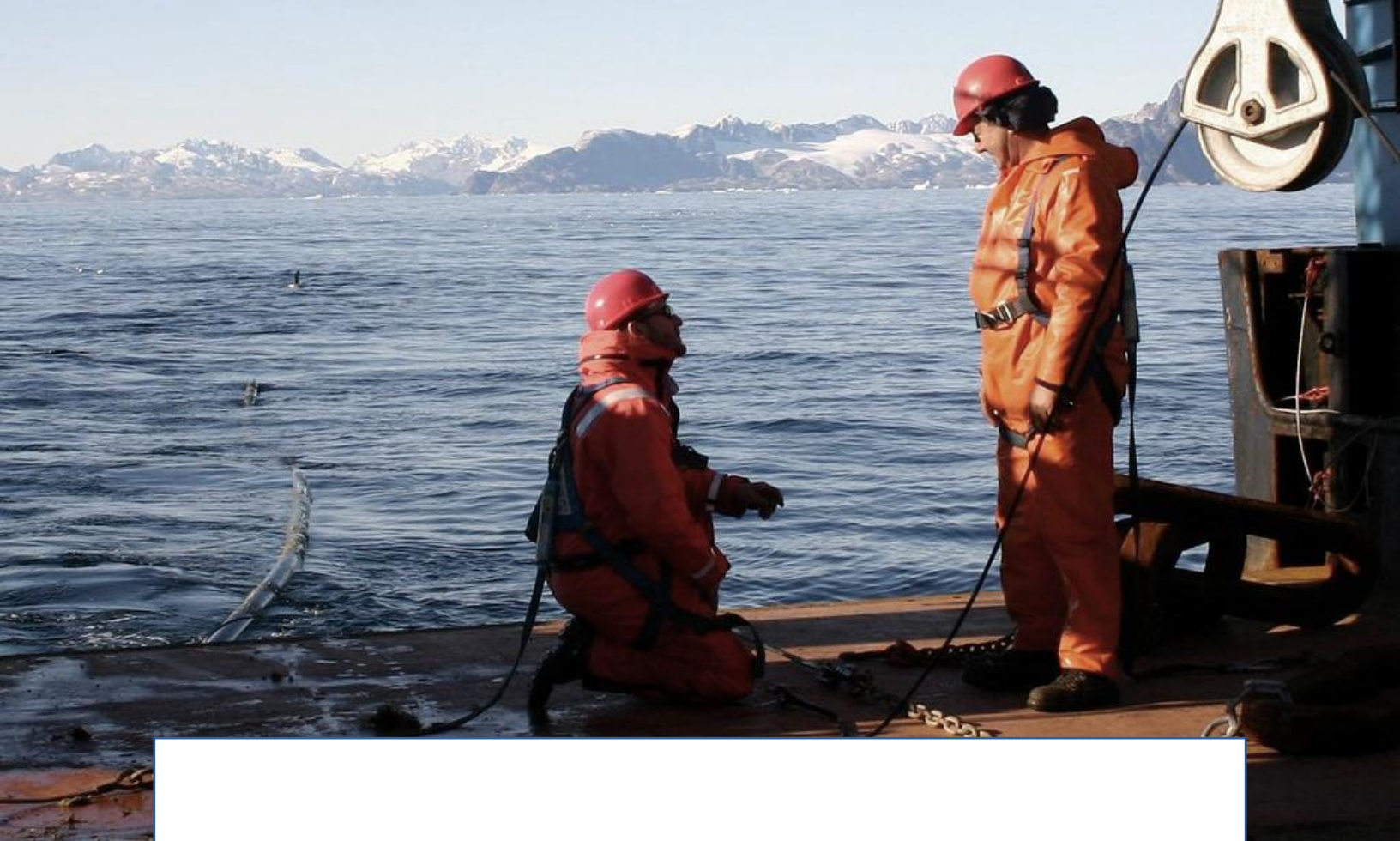
- SOS alerts
- Geofencing capability
- Customised smart assistants designed around fuel, news, weather and crew healthcare
- LogM: Fish catch reporting
- Tracking application as a service
- Languages: Chinese, English, Japanese, Vietnamese, Arabic, French, Tagalog, Bahasa, Turkish



With the help of internal communication apps at sea, seafaring workforces can easily monitor, track, and report real-time regulatory metrics in order to meet the compliance requirements. The best thing about it is that you can integrate crew or SOS related applications.

Safety as we have already highlighted at sea is paramount, hence the importance of integrating business critical applications into a Communication, such as geofencing, which helps to ensure the vessels' security and safety is reported at all times. FrontM's communication capabilities is also a more efficient alternative to GSM and radio communications for voice, not to mention a more affordable option given the way in which the platform packages the calls and optimises data.





CHAPTER 04

How Does Collaboration at Sea Improve Productivity

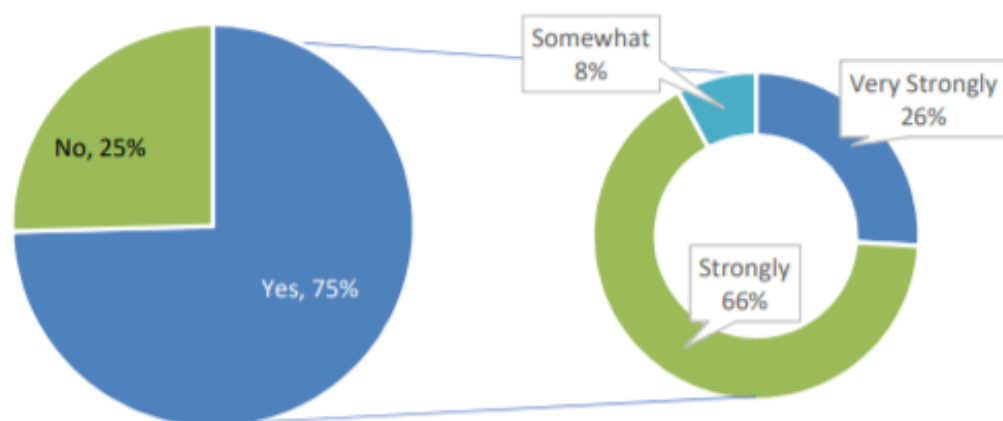


The continued rise of the global economy and the maritime distributed workforce means marine organisations need to ensure that their teams can work together seamlessly from any remote and isolated location at any time. Ship to shore collaboration is key to improving employee productivity. Latest research of over 1,100 companies carried out by the Institute for Corporate Productivity stated that work carried out in a collaborative environment was five times more likely to result in higher performance. Collaborative environments that connect various teams in complex or difficult to reach environments also helps to shorten timelines, reduce costs and increase return on investment (ROI). Consequently, helping to break down workplace silos, build ship to shore relationships, as well as strengthening shared company goals and values.

Digital communication tools and apps not only help to increase workforce productivity they can also help to improve the employee and customer experience by streamlining and automating everyday workplace or service queries while at sea.

FrontM's patent-pending edge technology is changing the way mission-critical information is accessed at sea without the need for continuous use of expensive satellite network data. This offline capability is a simple software layer that allows ship workers to access the syndicated data files and offline applications they need to complete tasks locally whilst facilitating peer-to-peer group and one-to-one messaging.

Does the provision of crew connectivity influence which shipping company you work for?



How strongly does it influence you?



CHAPTER 05

FrontM As A Great Communication Solution



This platform is a productivity suite that incorporates different tools. It comes with contact directory, messaging channels, user-specific apps, collaboration workspace and a digital wallet for corporate or individual billing. FrontM's ability to operate on and offline provides excellent remote and peer to peer connectivity, mobile technologies and artificial intelligence. With this communication solution in place, maritime businesses and workers can get more work done.

Why is FrontM a Great Solution for Maritime Communication?

The FrontM communication app is 50% more affordable than satellite calls. It is also 70% more effective than other collaboration tools since it comes with Edge AI tech, VoIP, video conferencing, offline messaging, video calling, WhatsApp integration and satellite optimised data communication.





CHAPTER 06

Digitising Crew Welfare



Why is digitising crew welfare so important? The answer is simple. Sea life is notoriously difficult, marine workers are confronted by different challenges and threats that affect their physical and psychological health due to fatigue, depression, pressure, and feelings of isolation. Just as we mentioned earlier, the lack of low cost, effective communication tools are the main reason for these problems.

Although governments, maritime industries, and organizations like ISWAN have already made major improvements around crew welfare, it is still not enough. Significant improvements are still needed to change the way seafarers work, connect and live at sea. There are things that need to be done to eliminate psychological and physical issues that can negatively impact the maritime workforce and workplace performance.



The More Affordable Option of Communication

Onship Communication Apps at Sea, like WhatsApp or Line are data hungry and not optimised for maritime satellite networks. FrontM is, which makes calling home a much more affordable option. Meaning workers can call and instant message home more frequently.

Useful and Versatile Communication App

Onship is a mobile-first platform that allows seafarers to communicate with their family, friends and special someone. The good news is that it is not only limited to communicating to loved ones and other support networks. It is also effective in having access to support groups, recreational data sources, as well as other offshore knowledge bases. With that, maritime employees can have a reliable offshore communication that they can use if they need it the most. This communication app is also considered as a hybrid solution that is useful for official, personal as well as operational communications. So, you don't have to use different tools because it is a 3-in-1 communication tool that can meet your specific needs.



Loaded with Amazing Features

Another advantage of Onship Communication Apps at Sea is that it is equipped with lots of amazing features that can offer the user the highest level of satisfaction for their needs. One unique feature of the Onship communication is that it can offer seafarers with offline, private and personal chat groups for ship-to-ship and ship-to-shore communications using built-in voice.

This communication platform also has instant messaging capabilities. It utilizes paid data resources and VoIP over any satellite link like MSS or VSAT to facilitate offline and online communication services. It is also optimised with desktop, smartphone apps and browser applications to ensure that there is no background data as the user makes calls onshore.

This app is also loaded with more innovative features like Tracie, Snappie and Robbie conversational health, postcard chat services assistants, news, and built-in digital wallet for payments. The maritime workers will enjoy ship-to-shore health care, instant access to family and friends and legal services wherever they go.

The platform also comes with the app marketplace, which can support the deployment and build of any third-party application. To sum it up, the Onship communication app is the best solution for communication as well as entertainment needs of seafarers on their sea journey.



Conclusion

The maritime industry is the backbone of the global economy, supported by a global workforce of heroic seafarers all doing their bit to ensure the world keeps turning, all of which is underpinned by ship to shore communication.

Effective communication tools can provide maritime businesses and their worker force with access to many benefits that we have mentioned in the chapters of this e-book. FrontM's technology has been designed to help streamline workplace collaboration whilst ensuring it remains affordable for all.

FREE DEMO

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