

— DIGITAL EXPERIENCE PLATFORM FOR SHIPPING COMPANIES

Your digital channel, on board.

Seafy DxP is the first On Board Digital eXperience Platform:
it brings connectivity, travel information, news, TV, radio and onboard
services into one portal. Passengers reach it on their own device over the
ship's Wi-Fi, in an environment carrying the company's identity.

The passenger is on board. The digital channel is not.

In open sea there is no mobile coverage and access to digital services runs through the ship's Wi-Fi. Without an integrated onboard portal, information, requests and purchases stay spread across different channels, adding to the crew's work and limiting the company's ability to know and engage the passenger.

01

A fragmented digital experience

Information and services are spread across the desk, announcements, printed material and systems that are not integrated.

02

More load on the crew

Times, requests, purchases and assistance are handled by hand, often one passenger at a time.

03

Little data on the journey

Without a single digital channel the interactions are never centralised, and the offer is harder to measure and improve.

Without a digital channel, the value stays untapped.

Every crossing concentrates passengers, needs and chances of contact for hours. Without an integrated digital channel the services are less visible, the interactions are not measured, and the company loses chances to improve the experience and create new revenue.



Limited ancillary revenue

Wi-Fi packs, the shop, premium content and advertising space have fewer chances of being found and bought.



A less engaging experience

Information, connectivity and onboard content all affect satisfaction and the overall perception of the journey.



An offer that barely differs

Without recognisable digital services it becomes harder to tell the company's experience apart from a competitor's.



Decisions without data

Without data on usage, preferences and conversion, the onboard offer is planned on incomplete information.

An onboard portal is a product, not a page.

It has to work when the ship is not connected to shore, serve content locally, handle payments and use satellite bandwidth efficiently. And it has to be updated and maintained on every vessel in the fleet: a complexity that needs a platform and continuous ownership.



A product to keep evolving

Portal, content, payments, integrations, security and multiple languages all need continuous development and maintenance.



Local operation on board

Content and services have to stay available when the link to shore is absent or intermittent.



Satellite bandwidth optimised

Local caching, onboard delivery and traffic policy reduce the satellite capacity consumed.



Resilient payments

Purchase flows require synchronisation, reconciliation and integration with the payment systems.



Deployment across the fleet

Updates and new services have to reach every ship in a coordinated, controlled way.

The first On Board Digital eXperience Platform.

Seafy brings connectivity, travel information, entertainment, the shop and onboard services onto one platform. A portal reached over the ship's Wi-Fi, with no app to install, configurable per vessel and carrying the company's identity.

ONE PLATFORM

The whole experience in one portal

Connectivity, information, content, shop and services reached from the passenger's own device.

- ✓ Browser access, with no app to install
- ✓ A platform managed and updated by Seafy

CONFIGURABLE

Built around the fleet's needs

Each company selects the modules that suit its routes and can widen the offer step by step.

- ✓ Modules, layout, languages and pricing configurable per ship and route
- ✓ Integration with the systems already on board

YOUR BRAND

Recognisable and measurable

The passenger interacts with an environment carrying the company's identity, and every action becomes usable data.

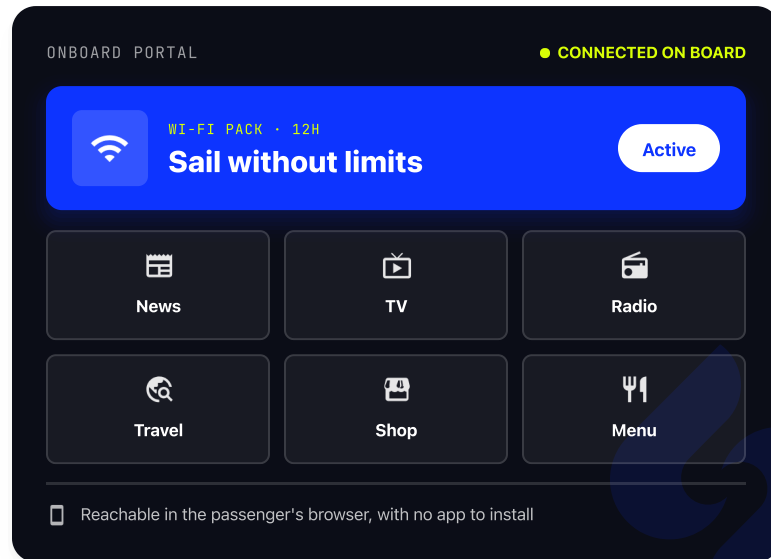
- ✓ Logo, palette and tone of voice aligned
- ✓ Usage, conversion and revenue reported per ship

— HOW IT WORKS

One login, every onboard service.

The passenger joins the ship's Wi-Fi and lands straight on the company's own portal. From their phone they can check travel information, use the services, reach the content and make purchases, with no app to download.

- ✓ Immediate browser access, no download
- ✓ Content and services served locally on board
- ✓ An experience tailored by company, ship and route



Five steps, a cycle that improves on every journey.

The connection opens access, the portal brings the experience together, the content creates interaction and the services open new chances to buy. The data collected then improves the offer on the crossings that follow.

01

Wi-Fi connection

The passenger joins the onboard network and enters the company's digital ecosystem.

02

Portal access

The branded portal opens straight in the browser, with no app or download.

03

Content and services

News, TV, radio, travel information and services accompany the passenger through the crossing.

04

Purchase on board

Packs, products and services can be found and bought in the same place.

05

Data and insight

Usage and conversion per ship and route help tune the experience on later journeys.

— WHAT THE PLATFORM COVERS

Four areas, one digital experience.



Connectivity

Internet access and Wi-Fi pack management, from sale to activation right in the portal.



Entertainment

Live channels, on demand content, radio, news and entertainment reached through the onboard portal.



Travel information

Route, times, services, notices and practical information updated centrally and available during the crossing.



Shop and advertising

Onboard shop, menus, premium services and integrated advertising space, with data on usage, purchases and performance.

— VALUE FOR THE COMPANY

One portal, six levers of value.



More revenue opportunities

Wi-Fi packs, shop, premium content, services and advertising, all purchasable during the crossing.



Direct communication

One digital channel for service information, updates and promotions aimed at passengers.



More efficient operations

Self-service information, requests and purchases reduce manual work for the crew.



Experience and satisfaction

Easier access to information, content and services helps improve the journey.



Greater differentiation

A recognisable digital experience strengthens the company's identity and the perceived value of the service.



Data and insight

Usage, interactions and conversion measured per ship, route and crossing support the evolution of the offer.

A platform already in service at sea, carrying your brand.



Designed for ferry operations

Built for short and medium crossings, with the needs, services and connectivity conditions specific to the sector.



Platform and infrastructure integrated

Software, onboard network, Wi-Fi, integrations and monitoring are designed and coordinated by one partner.



Your brand, on every interaction

The portal carries the company's identity and keeps the relationship with the passenger central.



Continuous ownership after go-live

Updates, monitoring, support and maintenance are handled under the agreed service levels.

— NEXT STEP

One route first. Then the whole fleet.

We deploy Seafy DxP on a first ship and a real route, with the portal carrying the company's brand. Over the first crossings we measure visits, service usage, conversion and revenue. On those results we define the roll-out across the fleet.

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