

— MANAGED CONNECTIVITY FOR FLEETS

Wi-Fi becomes part of your offer

Seafy designs, installs and runs a Wi-Fi service end to end, sized around the characteristics of the fleet, the routes and the real traffic volumes. One partner for the whole infrastructure, from onboard connectivity to operational monitoring.

Connectivity is no longer an extra. It is essential.

Connectivity directly affects the passenger experience and the crew's work. Yet uneven coverage, capacity not calibrated to the routes and fragmented data make it hard to guarantee continuity, control cost and measure results.

01

Uneven coverage

Uncovered areas and variable performance undermine service quality and complicate the crew's work.

02

Capacity not calibrated

Bandwidth that ignores routes and demand wastes money in quiet periods and underperforms at the peaks.

03

Fragmented data

With cost, usage and revenue not centralised, the performance and profitability of the service are hard to assess.

The invisible bill.

Inadequate connectivity does not just cause technical faults: it affects the passenger experience, adds to the crew's workload, caps the revenue of digital services and makes life on board less attractive to staff.



A poorer passenger experience

An unstable connection creates dissatisfaction and lowers the perceived quality of the journey.



Load on the crew

Front-line staff handle reports and complaints without the tools they would need to act.



Revenue opportunities lost

An unreliable network limits both the use and the monetisation of onboard digital services.



Crew retention

Being able to stay in touch with family and loved ones affects quality of life and how attractive work on board is.

— THE SEAFY SOLUTION

Enterprise performance. Simplified architecture.

Seafy delivers the capabilities of a **carrier-grade network** through an integrated, simplified architecture.

Connectivity and capacity, onboard network, access portal and operational management are designed as one end-to-end solution, reducing components, integrations and workload for the owner's IT team.

- ✔ **Segmentation, QoS, policy and centralised monitoring**
- ✔ **One contract and one partner, end to end**
- ✔ **A uniform standard on every ship, retrofit included**



Connectivity and capacity

Satellite and shore links sized around the routes and the demand.



Onboard network

Radio design, cabling and access points, deck by deck.



Access and policy

Portal, authentication and traffic rules differentiated by user profile.



Operational management

Monitoring, optimisation and support while the ship is at sea.

— PHASE ONE

First we measure. Then we design.

Before proposing anything, our engineers analyse each ship in its real operating conditions: layout, existing infrastructure, coverage, routes and traffic demand. The sizing comes from measured data, not from standard configurations.



Survey on board

Layout, bulkheads, existing cabling and installed equipment.



Coverage map

Signal measured deck by deck, with the critical areas identified



Route profile

Length of the crossing, distance from shore and the links available.



Traffic demand

Peak number of simultaneous devices, user profile and seasonality of demand

— PHASE TWO

Same architecture. Requirements, ship by ship.

A two-hour day crossing and an overnight line create different needs. Starting from the assessment, we configure each ship separating the traffic of **passengers, crew and onboard systems**.

Priorities, guaranteed bandwidth and peak windows are defined around the real operating conditions.

REQUIREMENTS BRIEF

per ship



Onboard systems

Bridge, ticketing and POS.

Priority 1



Peak windows

Boarding, departure and the evening period handled with dedicated profiles. **Tailored**



Crew traffic

Quarters, mess rooms and crew areas, with dedicated capacity.

Dedicated bandwidth



Passenger traffic

Public areas, lounges, decks and cabins with capacity sized to demand.

Reserved capacity

We design the network on real data

On the data collected we design coverage, capacity and service levels for each ship. The commitments are set in the contract, and the design is updated when the operating conditions change, whether routes, demand or usage profiles.



Coverage by design

Access points are placed on the measurements, to secure coverage of public areas, cabins and crew spaces.



Capacity on real demand

Bandwidth is sized on measured traffic and allocated by user class, so peaks are handled without degrading the service.



A commitment, not a promise

Coverage and service levels are set in the contract and verified through data and periodic reports.

— OPERATIONAL MANAGEMENT

We watch the network, at sea too

We monitor the network from shore throughout the crossing, detect any faults and coordinate the response under the agreed service levels. We give the owner objective data on coverage, capacity and usage across the whole fleet.

- ✓ Remote monitoring 24/7 and proactive fault handling
- ✓ Passenger support handled by Seafy, reducing the load on the crew
- ✓ Fleet reporting on coverage, usage and service levels

FLEET MONITORING

● Live

24/7

Monitoring from shore

SLA

Contracted service levels

📊 Coverage and capacity per ship

📈 Usage trend across the fleet

🛋️ Passenger support desk

One network. Technical and business value.

Technical efficiency

THE INFRASTRUCTURE



One network, three traffic classes

Passengers, crew and onboard systems are segmented, each with dedicated capacity and policy.



IoT ready from day one

Sensors, machinery data and maintenance telemetry use the same backbone, ship to shore.



Managed, monitored, with less load on IT

Seafy handles security, policy and updates, letting the IT team focus on its own priorities.

Business value

WHAT RUNS ON IT



Passenger experience and crew wellbeing

Accessible connectivity improves the journey and the quality of life on board.



New revenue opportunities

The network enables the sale of Wi-Fi packs, digital services, TV and radio content and advertising space.



Better data and processes

Digital ticketing, POS and self-service generate useful data and cut paper, queues and manual work.

— BUILT ON THE SAME NETWORK

No investment. More revenue lines.

Seafy finances, installs and runs the whole infrastructure, with no upfront investment by the company. We are paid from the revenue the service generates, on a revenue-sharing model. Further digital services can be activated on the same network, creating new revenue and new operational efficiency.



Onboard Shop

Orders and payments straight from the passenger's phone



Digital advertising

Portal, TV, audio and digital screens become sellable advertising space.



TV and Radio

Live and on demand content on passengers' devices, with no hardware in the cabin.



IoT and Maintenance

Sensor data and work orders connected from ship to shore.

— THE NEXT STEP

Let us start with one ship.

From the data collected we build a model designed to be extended across the whole fleet.



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