



CASE STUDY

CUSTOMERS AND STAFF OF SPIRIT OF TASMANIA **BETTER CONNECTED** WITH ORION'S GEO-REMOTE TECHNOLOGY





The iconic red and white Spirit of Tasmania ships have been crossing Bass Strait regularly since 2002. Since the inaugural journey of Spirit of Tasmania I and II, technology and customer expectations have evolved dramatically. In 2019, an era of digital transformation, Spirit of Tasmania recognised that it was essential to continue to innovate to keep up with customer expectations.

OBJECTIVE:

EMBRACE MODERN TECHNOLOGY AND SECURE A RELIABLE CONNECTION

With more than 430,000 passengers travelling annually on the two Spirit of Tasmania ships, the company required a connectivity agreement to manage the increasing demand from passengers.

Passengers needed a reliable internet source and staff, who could be at sea for 28 days at a time, needed a system to connect with family and friends. From an operational perspective, it was essential for the crews on board to have seamless access to business systems, shore-based staff and booking systems at all times.

Simon Pearce, Chief Information Officer at Spirit of Tasmania decided to undertake a full review of the existing service and the market competitors. The review considered a range of factors including price, bandwidth, speed capability, coverage and customer support.

Pearce's review led him to conclude that Orion's technical offering and delivery capability was well suited to the needs of the company.

"When we spoke with Orion, we were immediately impressed by what they were offering and even more so when they provided case studies and proof points."

- Simon Pearce, CIO, Spirit of Tasmania.

SOLUTION:

IMPLEMENTING ORION'S GEO-REMOTE CONNECTIVITY AT SEA

Simon worked closely with Orion to identify the exact requirements needed to improve the connectivity on board Spirit of Tasmania. Impressed with their customer service and understanding of the business, Simon approved a tailored agreement that was designed to provide the ships with exactly what they needed.

"It can be frustrating to have to pick a service from a rigid menu of options, especially when the service is a significant financial investment for your business. The fact that Orion are willing to be flexible when needed, meant they really took the time to understand our needs. Their staff are thorough and efficient, and the connectivity service is outstanding."

- Simon Pearce, CIO, Spirit of Tasmania.

Once approved, Orion commenced the implementation process to transfer the ships from their incumbent provider to Orion. This process included sourcing the necessary hardware to enable connectivity across the Bass Strait.

As agreed with Simon and the Spirit of Tasmania team, the implementation was completed within one month and with no impact on productivity. Simon saw the transition as seamless.



OUTCOME:

FROM PATCHY RECEPTION TO SMOOTH SAILING

The outcome of the switch to Orion's geo-remote connectivity service has had a significant impact for Spirit of Tasmania. With stronger coverage being apparent from implementation, the Orion service has resulted in:



LESS / NO BLACK SPOTS DUE TO STRONGER CONNECTION



CONTINUOUS AND RELIABLE INTERNET CONNECTION IMPROVING CUSTOMER EXPERIENCE



A BOOST IN STAFF MORALE RESULTING IN INCREASED RETENTION RATES



100X GREATER SPEED CAPABILITY COMPARED TO PREVIOUS PROVIDER



100X GREATER CAPACITY COMPARED TO PREVIOUS PROVIDER

"We have definitely seen a remarkable improvement in connectivity, we have never had a reliable connection like the one we have now."

- Simon Pearce, CIO, Spirit of Tasmania.



PLANS FOR THE FUTURE:

JUST THE BEGINNING FOR ORION & SPIRIT OF TASMANIA

As a result of the experience to date with Orion, Spirit of Tasmania are working on new value add services for customers. Orion's technical capacity allows for new initiatives that had previously been unachievable.

"When looking at new projects we would always consider Orion as a partner. Our experience has proven that Orion can deliver great results,"

*- Simon Pearce, CIO,
Spirit of Tasmania.*

WORDS OF ADVICE:

MAKE SURE YOUR PROVIDER CAN WALK THE WALK

Spirit of Tasmania were thorough in their market comparison when selecting Orion as a provider. The key element that impressed Simon and his team was that they could provide evidence to support their claims, something not everyone could do.

"Make sure you complete a very honest comparison. Look at the case studies and proof points. Vendors can say a lot but without evidence they are hard to believe and it doesn't mean much. We were impressed by the claims Orion made because they were validated with evidence,"

*- Simon Pearce, CIO,
Spirit of Tasmania.*



LET'S CONNECT

CONNECTIVITY WITHOUT BORDERS BY ORION

Phone: +618 9225 7800

Sales: 1800 063 123

Support: 1300 880 663

Address: Level 2/16 Victoria Ave, Perth,
Western Australia, Australia 6000

Email: sales@orionsat.com.au

Website: orionsat.com.au