Connect for charter success

Imagine having to explain to a client that they can’t spend their evenings playing internet poker; that their children can’t chat with their friends on Facebook or watch YouTube videos; that they’ll miss the big game; or that their Skype conference might be cut off halfway through.

Compared to haute cuisine, mixology, maintaining spotless five-star accommodation and all the other superlative components of superyacht service, connectivity seems like a pretty basic facility. This is especially so with high-net-worth clients who are used to being constantly connected. Yet connectivity onboard can become very complex depending on technology and providers—and it is often dependent upon the depth of satellite communications knowledge of the captain, crew or yacht manager.

Here is the scenario: This summer you could explain to your client why it is not possible to give them the connectivity they need. Or you could learn some simple facts about VSAT (very small aperture terminal) communications, prepare optimized connectivity for the summer season and make your yacht’s key asset be fast, intelligent broadband-TV, Internet and voice service.

Bespoke is best

Your choice of broadband service provider should be guided by your yacht’s needs. A decision based on price may not be the wisest—you may not be comparing identical services. Study up on the various details of each available service and pick the one that best fits your communications requirements.

Individual needs are also central to decisions about what sort of VSAT dish (or antenna) to install on your yacht. The larger the antenna and more powerful the BUC (block up converter) the stronger signal you will get. A powerful antenna will ensure a strong signal and may even help to widen your coverage area.
In terms of both provider and equipment, picking something that looks cheap on paper may make for a less than ideal travel experience for owners and/or guests.

**How to tailor connectivity to a client’s needs**

To determine the right VSAT service for a yacht or for charter travel, you need to understand your owner and/or guests needs, and then translate their needs in terms of bandwidth. Your VSAT provider can help you in the second part of this mission and should evaluate your connectivity needs and compare them with the actual services being delivered today.

The first question you should ask your guests is about the devices they intend to leverage is: how many tablets, laptops and phones will be used onboard? Then you should ask about the nature of their usage (professional or personal).

If video conferencing is part of the applications required, you may need to know the quality expected and importance of the intended calls. Bad connectivity during a critical professional meeting could have terrible consequences, for your guest and for you, as well.

Your mission may also consist of offering your guests some great options such as high definition TV (HD TV). Sports competitions and live events are now available in HD quality via a temporary subscription.

Finally, and most importantly, you need to know the region(s) you will be sailing in and their satellite coverage to make sure you will have constant connectivity during your trip.

While you’ll have a comprehensive view of their connectivity expectations, you should consider—if needed—options for temporary bandwidth upgrades and bandwidth prioritization to most effectively meet your needs.

**MTN offer an exhaustive check list in its VSAT DOs & DON’Ts Guide as well as a helpful usage chart to help you calculate your onboard bandwidth requirements.**

Click here: http://www.mtnsat.com/VSAT_DOs2/download.php