To "Boldly" go where no Cruise Operator has gone before, to the real "Edge" of space.

With improved satellite connectivity, cruise operators can rethink onboard IT, reducing operational overhead.

What is the first thing you think of when you hear the word 'Edge.' A cliff? The 'cloud'? Something that is 'BOLD,' intense and unconventional? The Edge, in this example, can redefine maritime tech, centralising processes and applications shoreside while reducing onboard complexity.

If you are a cruise or commercial shipping operator, do you think of reducing your technology requirements onboard? Or the reductions you could achieve in next year's technology CAPEX ask to your cfo? Or all the processes that are performed onboard that could be aggregated and handled shoreside?

If not, you should be.

Elon Musk has done something Bold with LEO (Low Earth Orbit) Starlink as well as something unexpected. He has provided operators with an opportunity to reduce their technology footprint onboard.

Musk has also aggressively matured the low latency high bandwidth satellite market which will ensure more innovation and resiliency, more bandwidth with less latency, and more competitive pricing over time.

The increase in market activity helps confirm this, like we've seen with Marella's recent signing with Eutelsat's OneWeb, and Amazon's Leo establishing Elcome and MTN as their maritime resellers.

We will save "Sun Synchronous" satellites, Data Centers in space, and Elon's latest FCC filing for 1 million AI focused satellites! for another article.

So let us ponder being **BOLD**.

Be focused on your IT staff and tech stack onboard, and where you are putting your human and monetary resources. Do you really need 50+ servers running in your fore and aft data centers on all your ships? Do you really need to be paying all those operating software licenses, and allocating all that rack space, and power, and cooling, and IT staff?

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Open your mind to the art of the possible and the ability to centralise technology shoreside now that the historic bandwidth and latency limitations are being eliminated.

Let us imagine where the user on a ship connects to the application not down the corridor in the ship's data center, but through the network, to the satellite antennae, to the satellite, to the earth station, to the

cruise operator's data center, to a server.

Don't be discouraged by the risk of connectivity loss or latency concerns. Factor in how long your shipboard team members can go without access to the application. A few hours? A day? More? Is 30ms an acceptable amount of latency to operate the application?

We know that there is no cruise ship in the world that has a central reservation system operating onboard. CRS's exist only shoreside (think Edge) and users have always (and probably always will) connect to a CRS in a shoreside data center.

Ask yourself what other apps are no longer constrained by latency and bandwidth.

We know continuity of operation requirements state that safety critical shipboard systems must be able to operate with no satellite connectivity, we aren't talking about those apps.

Think of crew management and medical apps, revenue and data apps, guest facing and back office app administration, ancillary and one-off apps (you probably have dozens and dozens of those), what else, etc.?

Being Bolder, think about all the processes that are performed onboard the ships, and if the apps move to shoreside, could the team members performing these processes move as well.

The industry has spent decades trying to adapt shoreside focused apps to run on ships (except CRS). They have taken main frames to client server, to multi-tier, to microservice, and on and on.

The unrealised side effect is the uber increase in technology requirements onboard. Including people, process, and tech.

So, wrapping all this up.

Consider letting your partners and tech experts take you where no other operator has gone before, to a lower cost IT overhead.

This article isn't just for the Star Trek fans that are out there, it's for the ceos, cfos, forward thinking cios, and boards looking to drive down their operational and capital costs.

So, what are you waiting for.

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