

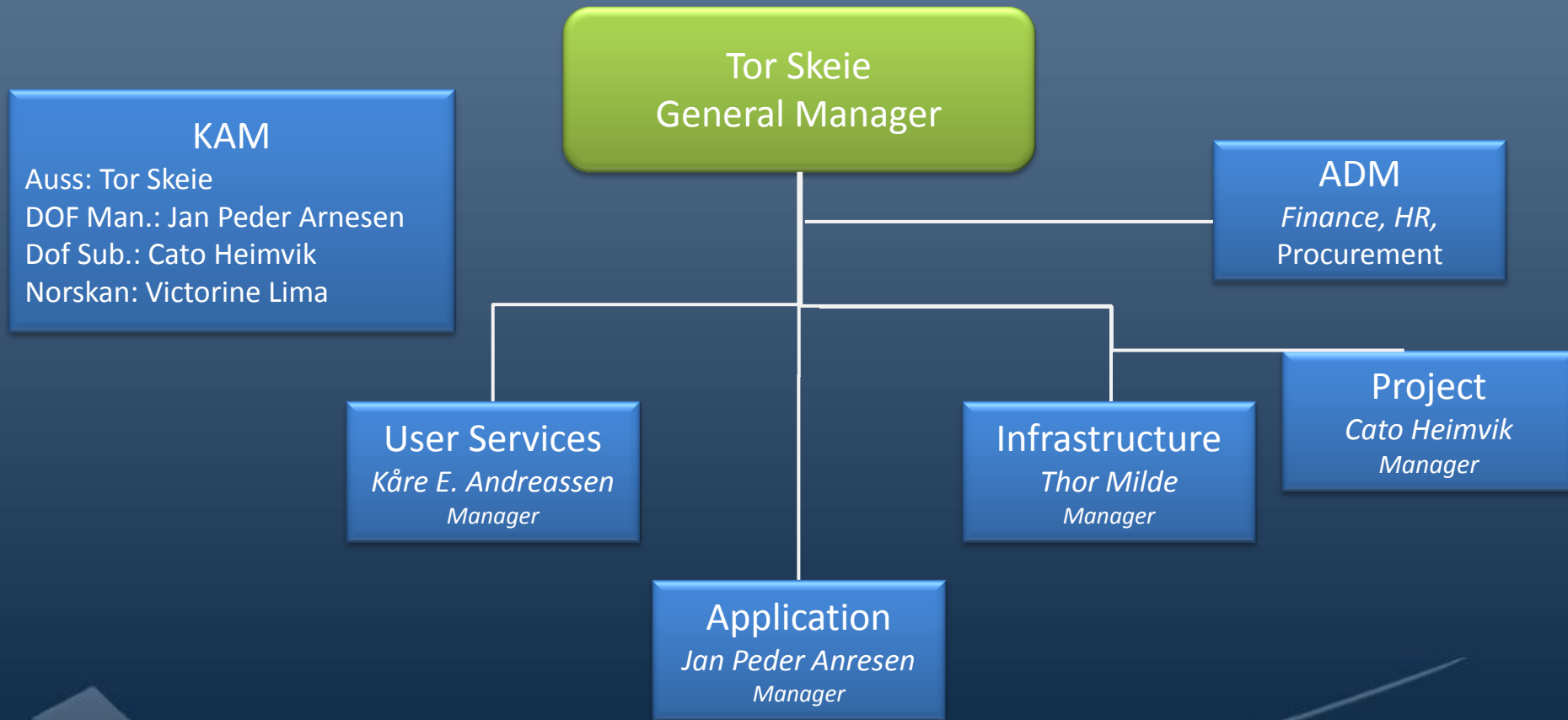


**Connecting Seafood and Offshore Services**

# Agenda

- Marin IT , who are we ?
- Our customers
- Shared service company,
- Contrasting service organization
- The way we do it
  - Our interpretation cloud computing
  - Our service model
  - Infrastructure
- Main drivers matrix / P9500

# Structure



**2010**

**2011**

**2012**

**78 Mnok**

**108 Mnok**

**ca.130 Mnok**

**ca. 37 employee**

**ca. 43 employee**

**ca. 50 employee**



# Internal shared service company:

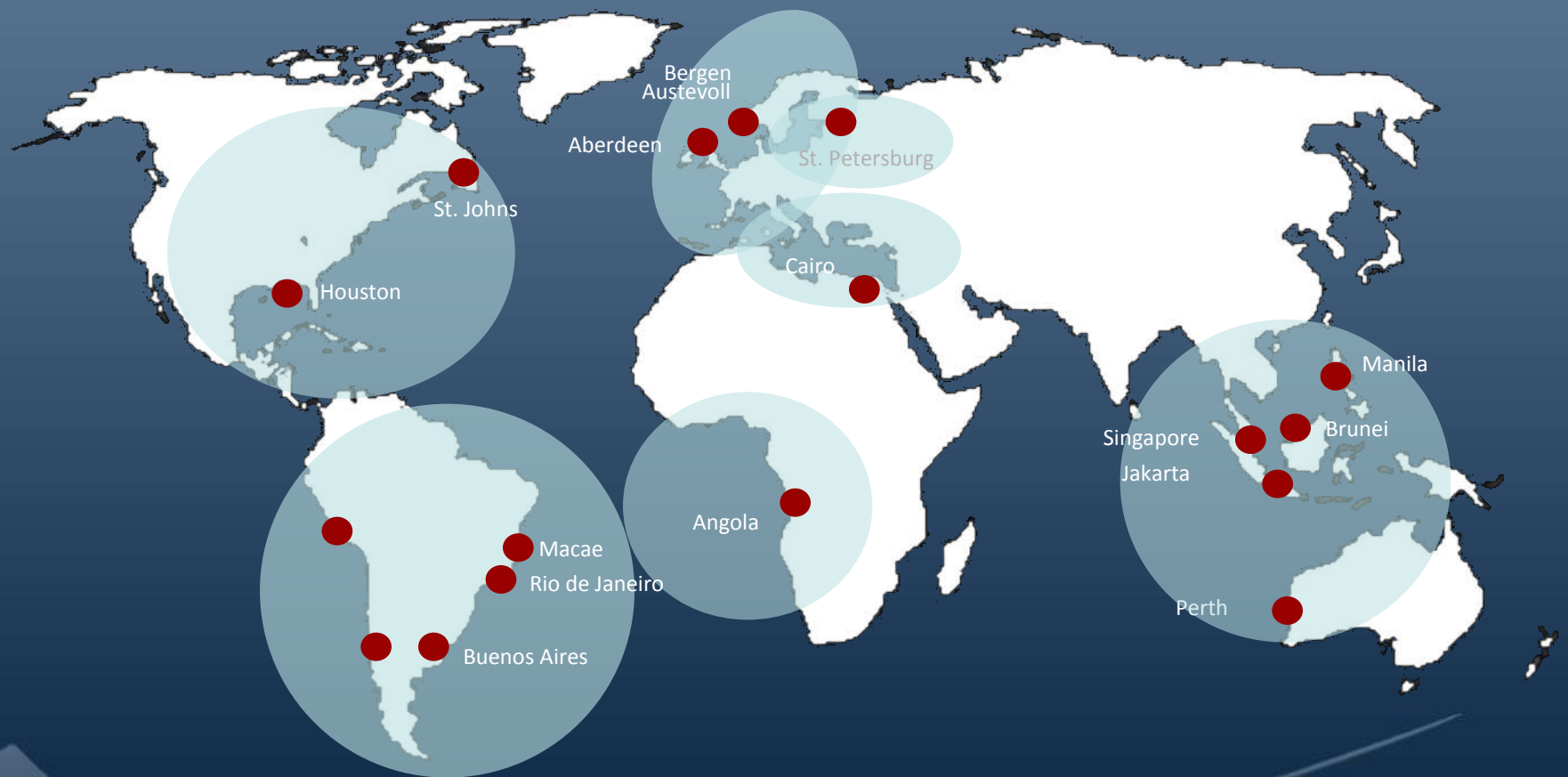
- Marin IT AS was «created» based on 4 internal IT departments (so far)
- Marin IT AS is a company with 50 IT persons employed at offices in Rio, Macaè, Houston, Aberdeen, Singapore, Luanda, Perth and main office in Bergen/Storebø.
- We are one out off few Norwegian companies with Global agreement with HP
- We have a global MPLS network, integrating all our sites world wide
- We support more than 100 sites around the globe
- From an IT-standpoint, a vessel is just another office (with slow bandwidth through VSAT)
- Our main challenge is to deliver standardized services world-wide, and have all solutions updated at all times to support an 24/7 customer operation .

# Internal shared service company (*continued*)

- 100% owned by our customers (DOF ASA, Austevoll Seafood and DOF Subsea)
- Only deliver services to "internal customers"
- Deliver "services" like:
  - Applications (business applications like Agresso...)
  - User services (IP Phones, PCs, Video conferencing...)
  - IT Projects (Vessel new build, upgrade, office move...)
  - Corporat communications (internal and external communication...)
- Invoice customers based on usage, with a fixed rate pr. Service pr. Year.

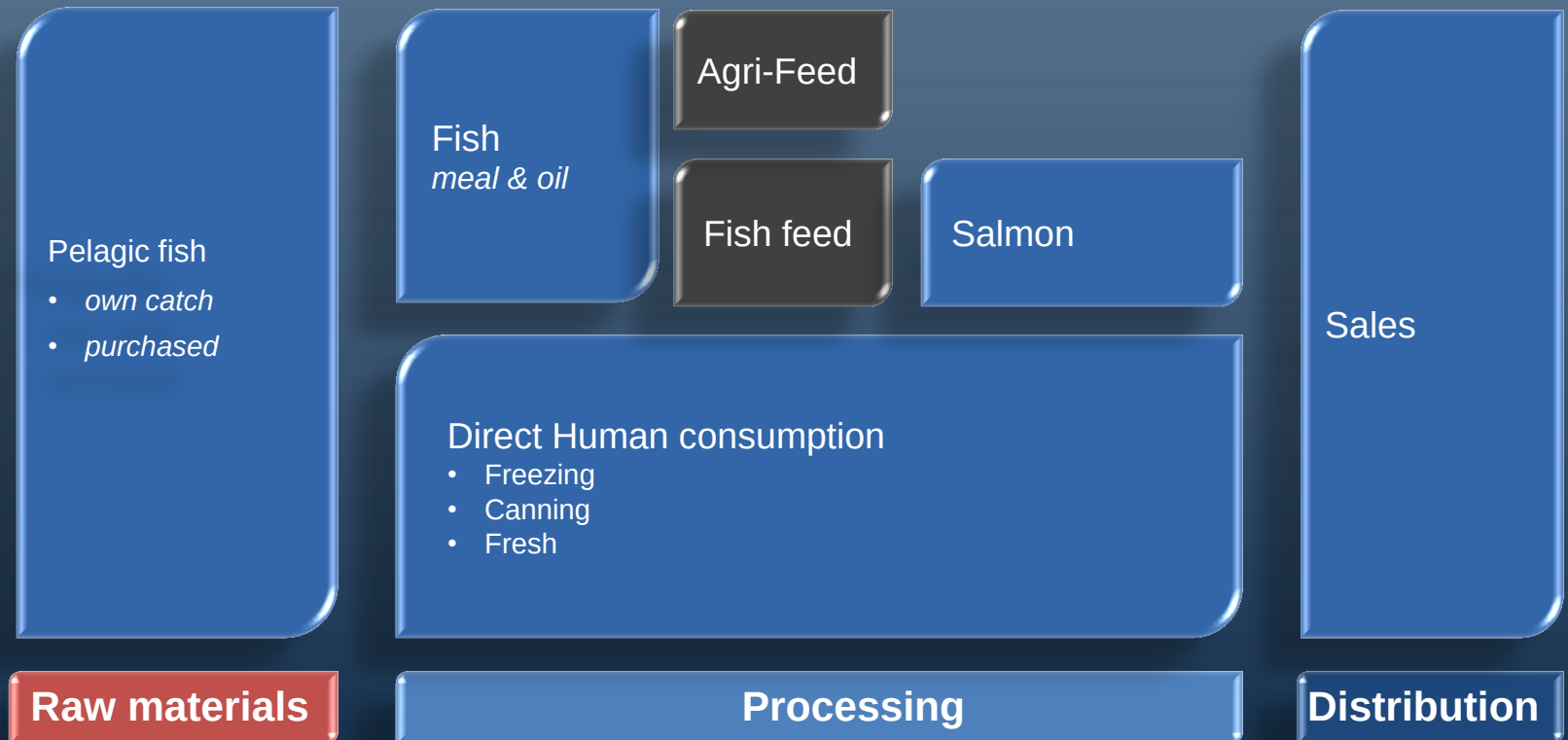


# GLOBAL PLAYER



● GEOGRAPHICAL FOCUS AREAS

# Value Chain Austevoll Seafood



# Lerøy Seafood Group ASA *(www.leroy.no)*

## Production capacities

- Second largest salmon producer in the world.
- 130 licenses for salmon farming in Norway.

## Global distribution network

- Head office in Bergen
- National distribution and processing in Norway, Sweden, Finland, France, Portugal, and Turkey
- Branch offices in key markets (France, Japan, China and USA)
- 12.7% (12.3%) share of Norwegian seafood export value
- 16.9% (17.6%) of Norwegian salmon export
- 25.0% (28.4%) of Norwegian value added salmon export

## Total of 1,958 employees

- Sales and distribution 455
- Production and farming 1,503
- Associates 407 (not consolidated)



# DOF ASA

- Total ca. 4,000 employees
- DOF ASA owns and operates supply and subsea vessels, including subsea engineering service. The DOF group operates within three different segments in relation to strategic types of activities and vessel types;
  - ✓ **PSV** (platform supply vessel)
  - ✓ **AHTS** (anchor handling tug supply)
  - ✓ **CSV/ROV** (constructions – and ROV)
- DOF ASA controls a total of 74 ships (whole and partial ownerships), of which 4 ships is under construction
- DOF has the highest contract coverage in the industry
- Largest player in the Brazilian high- and OSV market



# Some of our vessels



## Skandi Aker

- Construction vessel (OSCV 06L)
- LOA: 156,9 m
- Breadth: 27,0 m
- Crane: 400t
- Accommodation: 140 men
- PC: 16 (Marine crew)



## Skandi Singapore

- DP II Dive Support vessel
- LOA: 107,1m
- Breadth: 21,0 m
- Crane: 140t
- Accommodation: 100 men
- Storage: 10TB
- PC: 50 (Marine crew / and project crew)

# Contrasting the Service Organization With Traditional IT

|                   | Traditional IT                                                                                                                                                                                                | Service IT                                                                                                                                                                                                           |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Optimizes</b>  | <b>Assets</b>                                                                                                                                                                                                 | <b>Service Outcomes</b>                                                                                                                                                                                              |
| <b>Attributes</b> | <ul style="list-style-type: none"> <li>• Supply-driven</li> <li>• Technology-centric</li> <li>• Functionally and technically siloed</li> <li>• Insulated and monopolistic</li> <li>• Cost-obsessed</li> </ul> | <ul style="list-style-type: none"> <li>• Demand-driven</li> <li>• Internal-customer-centric</li> <li>• Process-based</li> <li>• Competitive and engaged</li> <li>• Service-obsessed</li> <li>• Innovative</li> </ul> |
| <b>Role</b>       | Steward                                                                                                                                                                                                       | Service Partner                                                                                                                                                                                                      |
| <b>Behaves As</b> | Cost Center                                                                                                                                                                                                   | External Service Provider                                                                                                                                                                                            |

**Gartner**

Typical  
1st generation  
**EFFICIENCY**

Typical  
2nd generation  
**EFFECTIVENESS**

Typical  
3rd generation  
**TRANSFORM**

# What is our mission ?

1

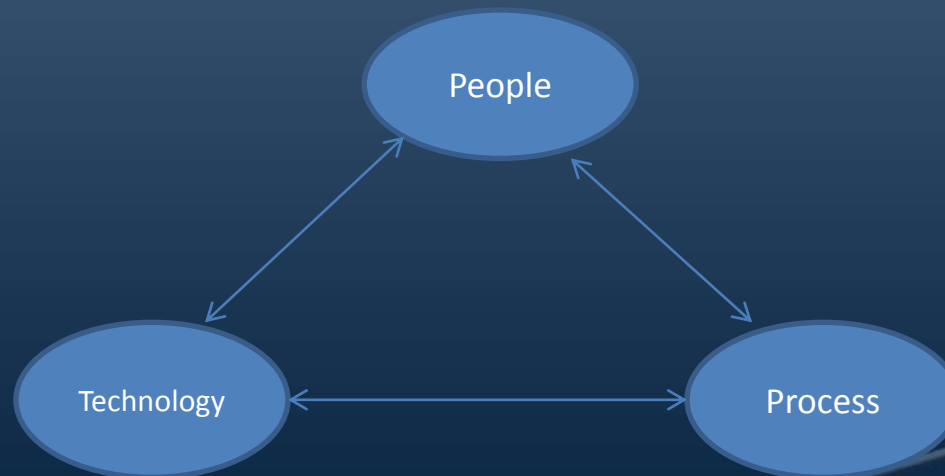
Reduce costs

2

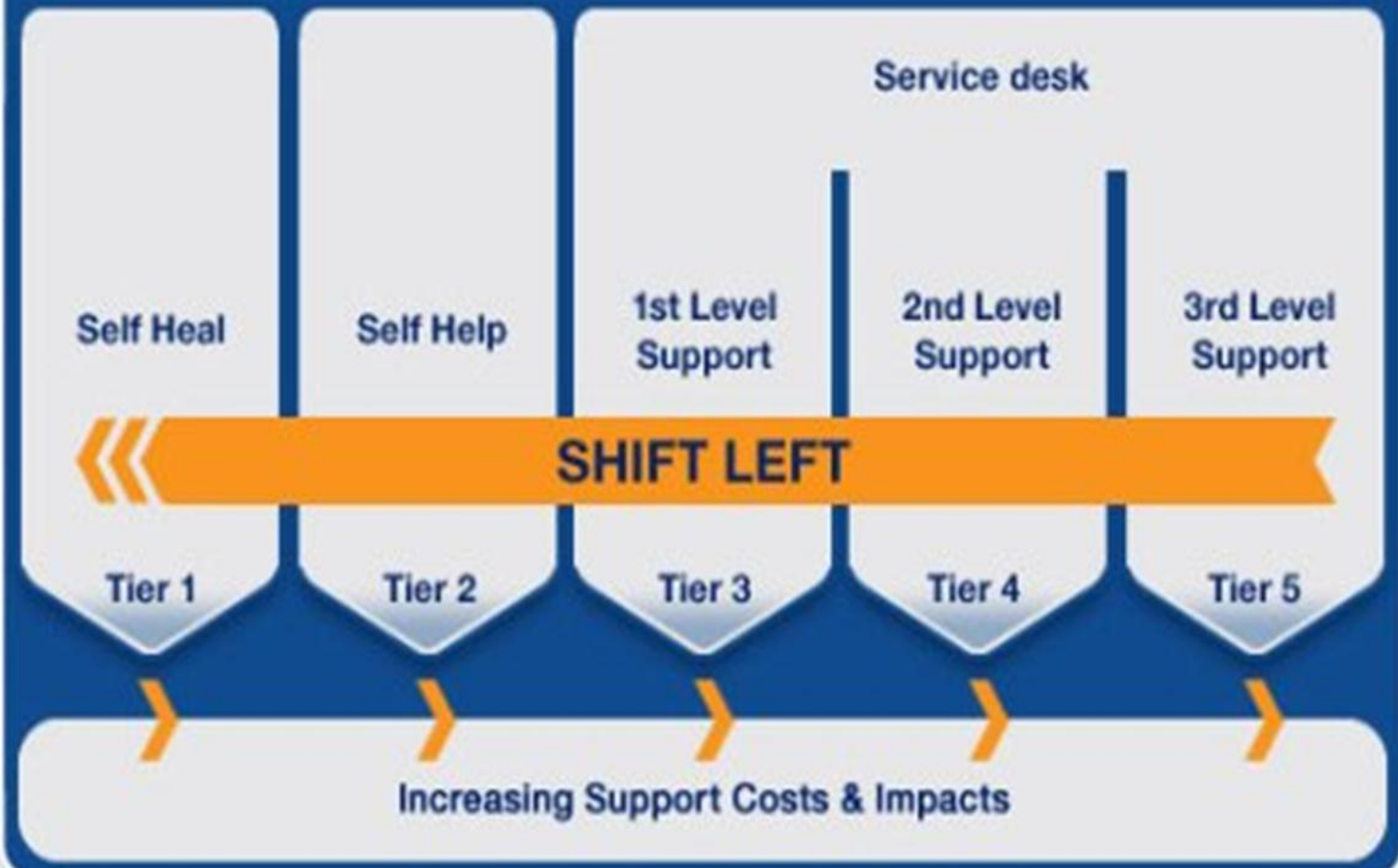
Increase agility

3

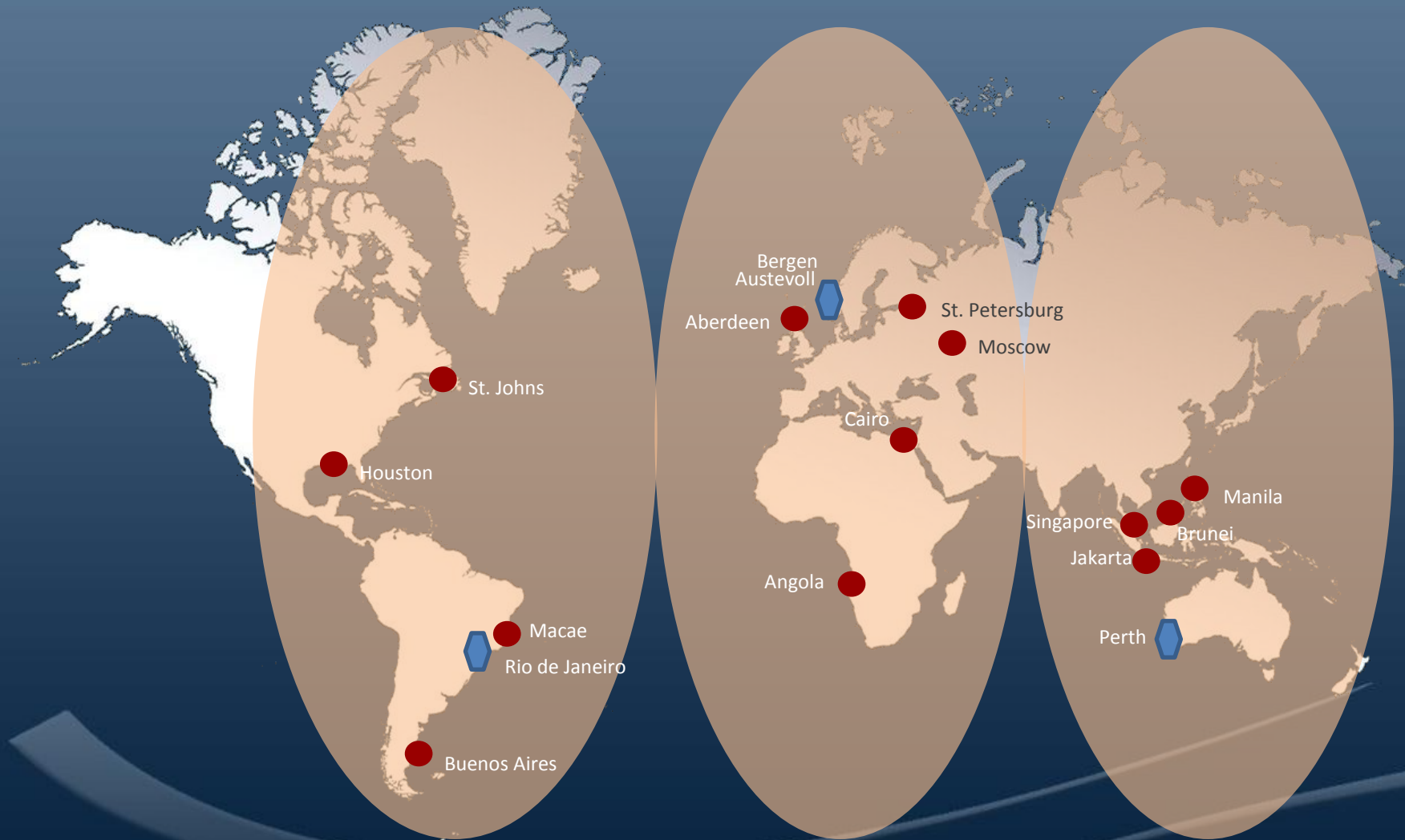
Improve quality



# Knowledge Management



# Different time zones



Marin IT AS  
Goal to be ISO  
9001 certified  
in 2013



# MIT SERVICE CATALOGUE



Hello, Tor Skeie

Select your actions from the menu below

HOME MAINTAIN USER'S SERVICE PROFILE MAINTAIN DEFAULT SERVICE PROFILES MAINTAIN MASTER DATA PRICE LIST **REPORTING** ABOUT

## Select Dimensions

**Grouping**

- ☒ Invoicing Company
- ☒ Company
- ☒ Department
- ☒ Service
- ☐ User

**Period**

Select year: 2013

Quarter: All

Month: All

**Set filter**

**Invoicing Company**
 

- ☐ Aker DOF Deepwater AS
- ☐ Aker Sip Lesea 1 AS
- ☐ AKOF - drift
- ☐ Anoma AS

**Company**

**Department**

**Service**
 
☐ Include rows with zero cost
 

- ☐ Adobe Acrobat X Pro (A88 )
- ☐ Adobe InDesign (A90 )
- ☐ Adobe Standard (A101)
- ☒ Agresso (A25 )

Number of rows: 82. Displaying rows 1 to 82 No Sorting

Result list page size 200



| Invoicing Company    | Company              | Department           | Service | annual price |
|----------------------|----------------------|----------------------|---------|--------------|
| AUSS Shared Services | AUSS Shared Services | Generic Department   | Agresso | kr 9 890,    |
| CSL UK               | CSL UK               | Finance              | Agresso | kr 9 890,    |
| DOF ASA              | DOF ASA              | Generic Department   | Agresso | kr 9 890,    |
| Dof Management AS    | DOF Management AS    | Administration       | Agresso | kr 9 890,    |
| Dof Management AS    | DOF Management AS    | Conversion           | Agresso | kr 9 890,    |
| Dof Management AS    | DOF Management AS    | Finance              | Agresso | kr 9 890,    |
| Dof Management AS    | DOF Management AS    | HR                   | Agresso | kr 9 890,    |
| Dof Management AS    | DOF Management AS    | HSEQ                 | Agresso | kr 9 890,    |
| Dof Management AS    | DOF Management AS    | Newbuild Supervision | Agresso | kr 9 890,    |



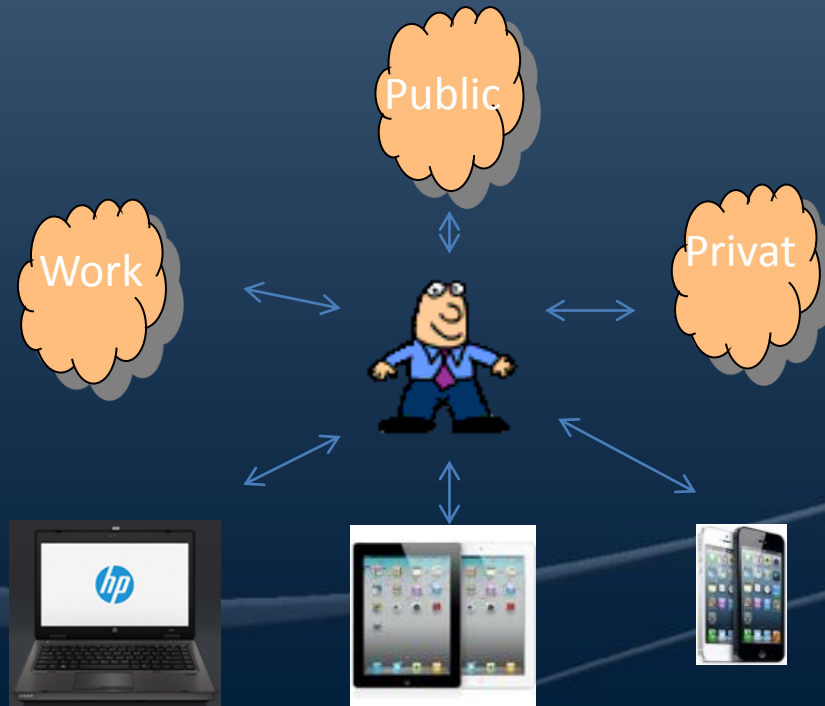
# Cloud computing, privat / business

Email, Basware,  
HR/OCS, Lync,  
Current,  
Sharepoint,  
DofDoc,  
Fishtalk,  
Agresso

.....

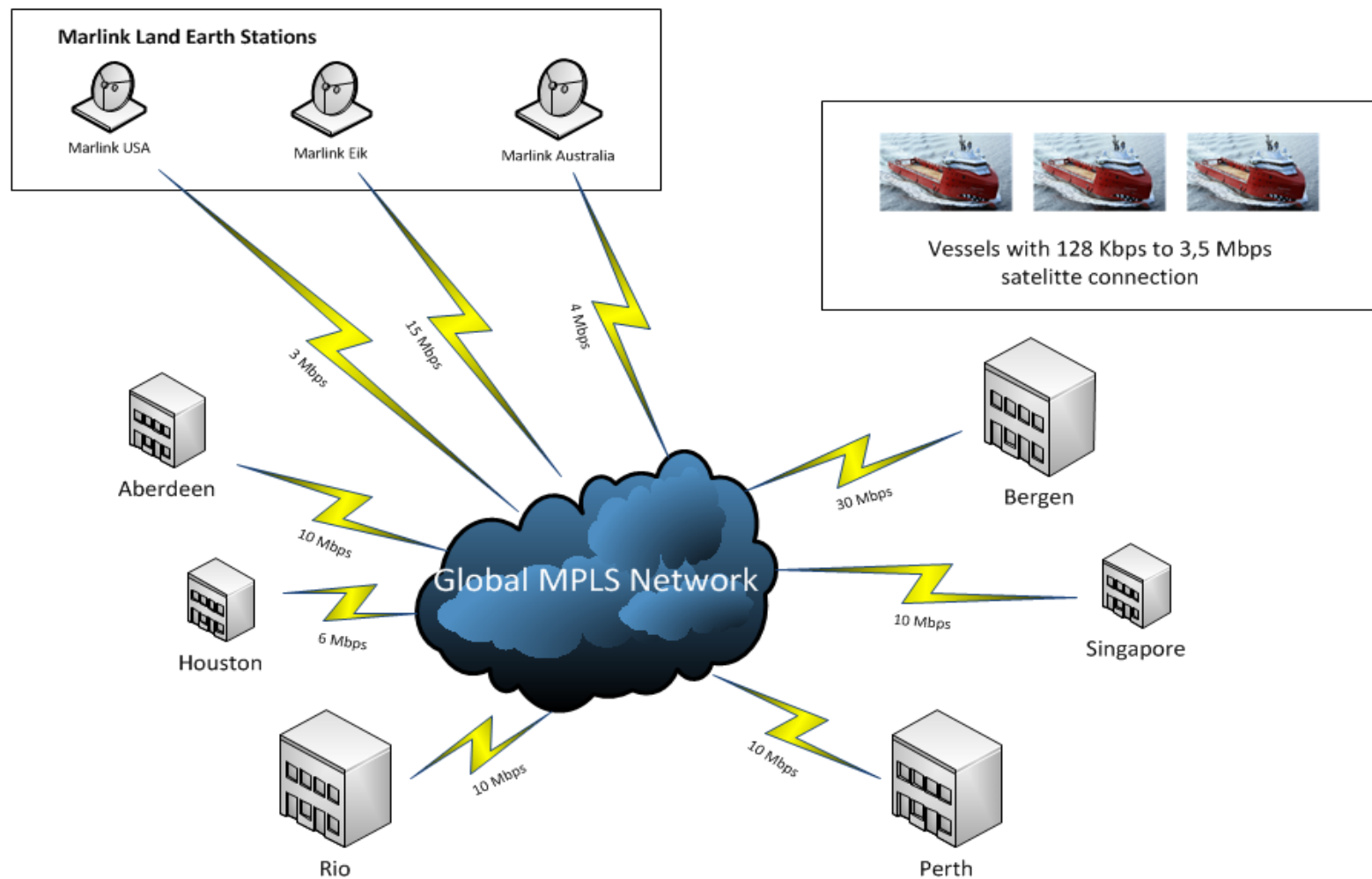
Alltinn, YouTube,  
Linkedin, Skype,  
Spotify, Gmail,  
MS-Skydrive,  
Dropbox, Tripit,  
Nettbank , .....

Mattilsynet,  
Posten,  
Nettbank,  
MS Office 365  
Evernote, .....



Local application and storage

## Marin IT VSAT and WAN topology overview





Dual antenna configuration



**Sealink ADU**  
- stabilised antenna in radome



Modemswitch

Multiplexer

8 simultaneous voice channels

Lan switch

Demarcation Line

**Telephony**

- Admin
- Crew
- Client
- Fax



Admin Lan

Crew internet

Client 1 Lan

Client 2 Lan

**Sealink BDU**

- modem
- multiplexer
- ACU
- UPS
- ESV controller

Ship side



Dual C-band, KU-band or C/Ku-band

MARLINK

**Marlink Teleports**

- Eik, NOR
- Southbury, US
- Santa Paula, US
- Fuchsstadt, GE
- Adelaide, AUS



**Internet**

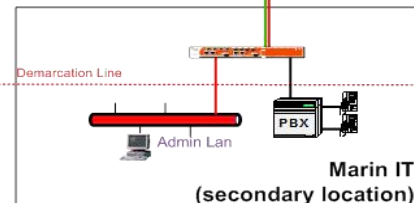
- Optional
- VPN to client office
  - Public IP
  - Content filter



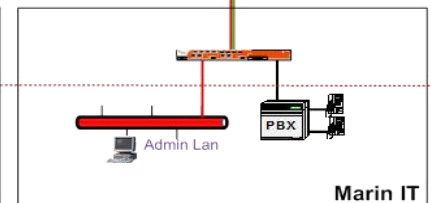
**PSTN**

- Client postpaid telephony (norwegian or US numbers)
- Crew prepaid telephony

DOF Leased Lines  
for data and telephony



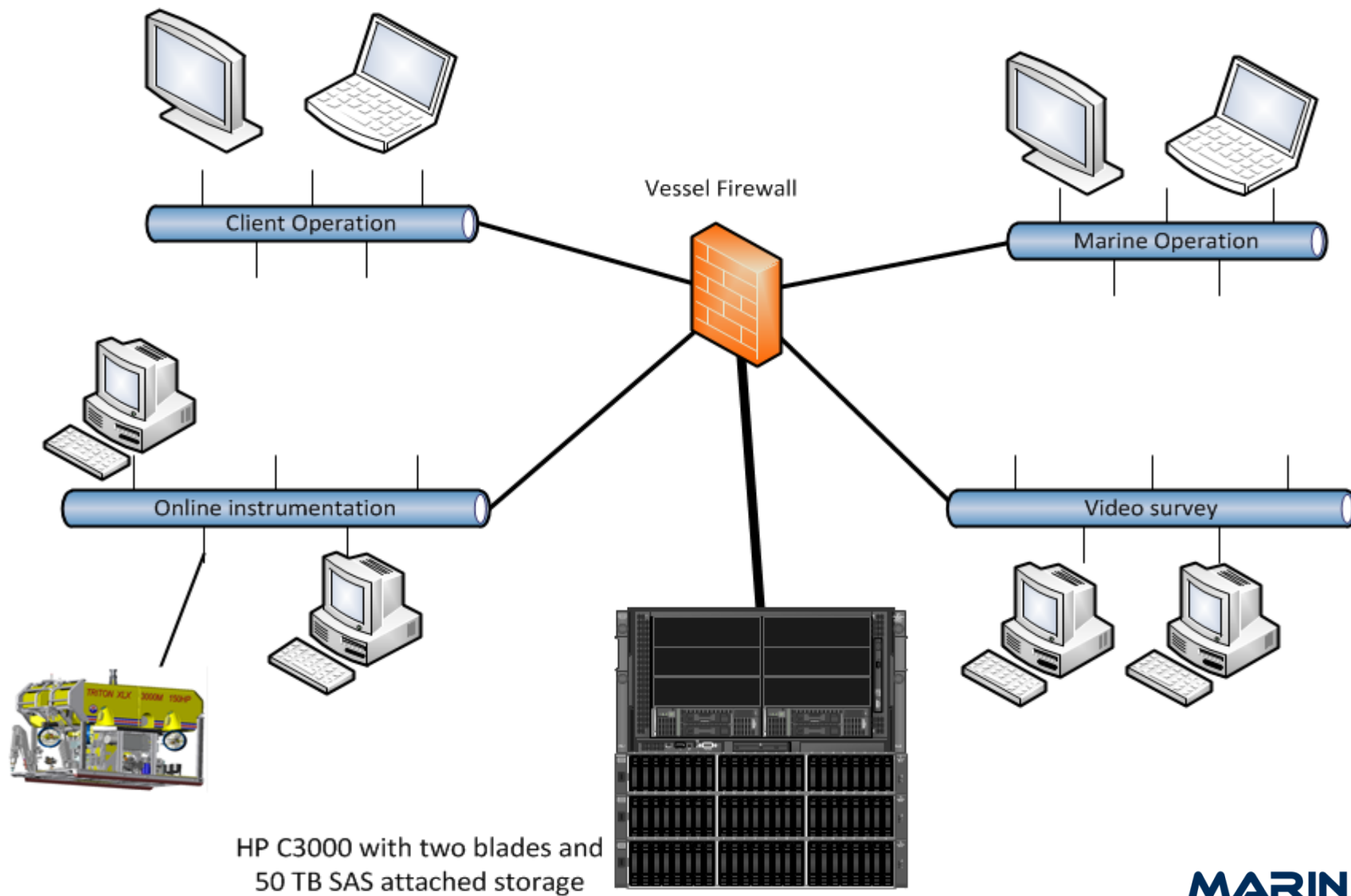
**Marin IT**  
(secondary location)



**Marin IT**



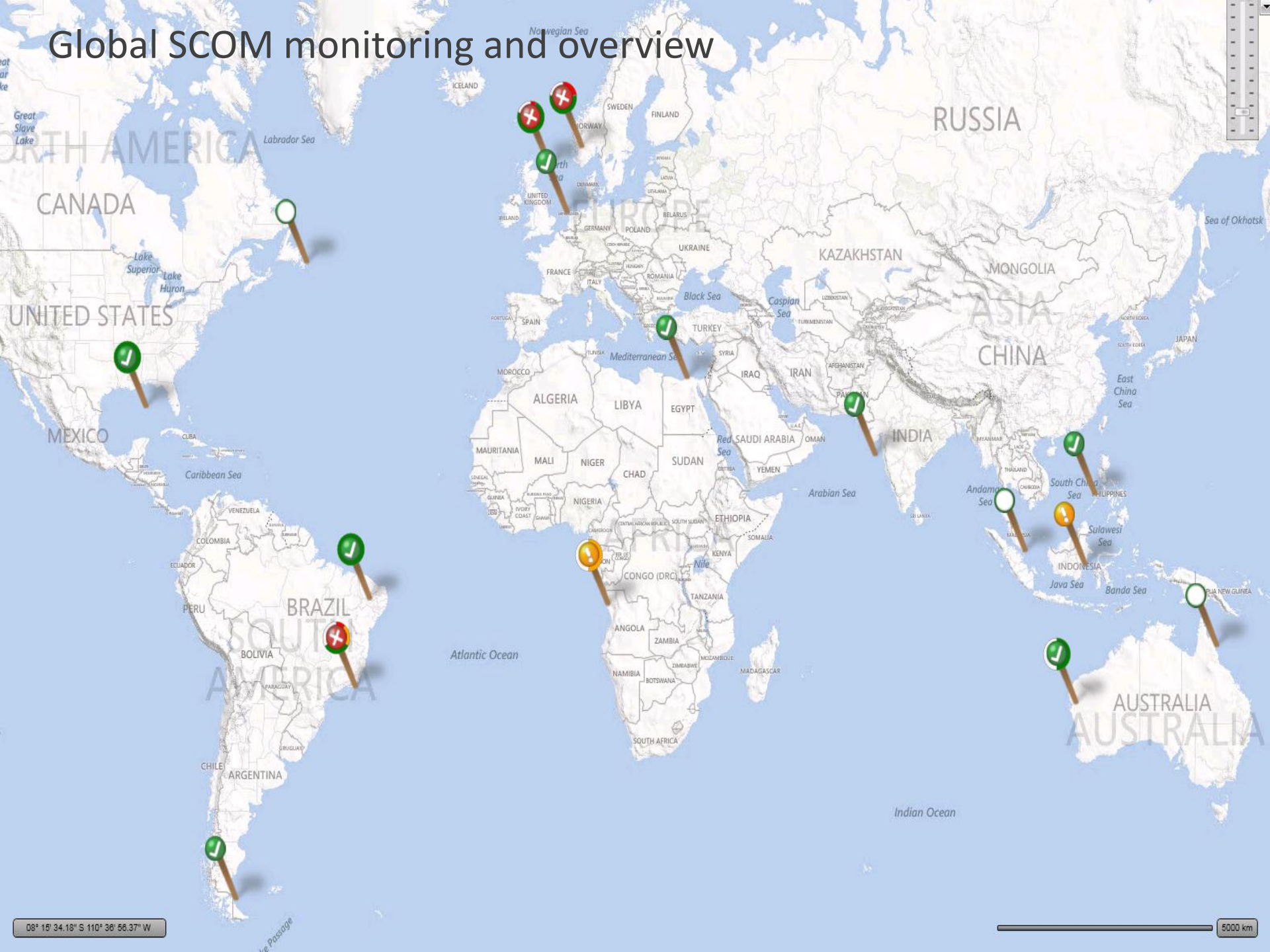
## DOF Subsea project vessel – Logical view





Skandi Skansen (AHTS/CSV), Bollard-pull: 350T

# Global SCOM monitoring and overview



# Main drivers Matrix / P9500

- 160 installed servers per year both physical and virtual onshore
- Many of the servers are 3 to 9 months use
- 4 hours to 4 weeks to deploy a test or development setup for applications
- Difficult to track owners and tag cost
- Mainly manual work to deploy servers and systems
- Limited access to skilled personell

# Current deployment status

- HP Blade System Matrix delivered and operational at the following sites:
  - Rio de Janeiro, Brazil
  - Perth, Australia
  - Storebø, Norway
- Planned system:
  - Bergen, Norway

# Yesterday's infrastructure

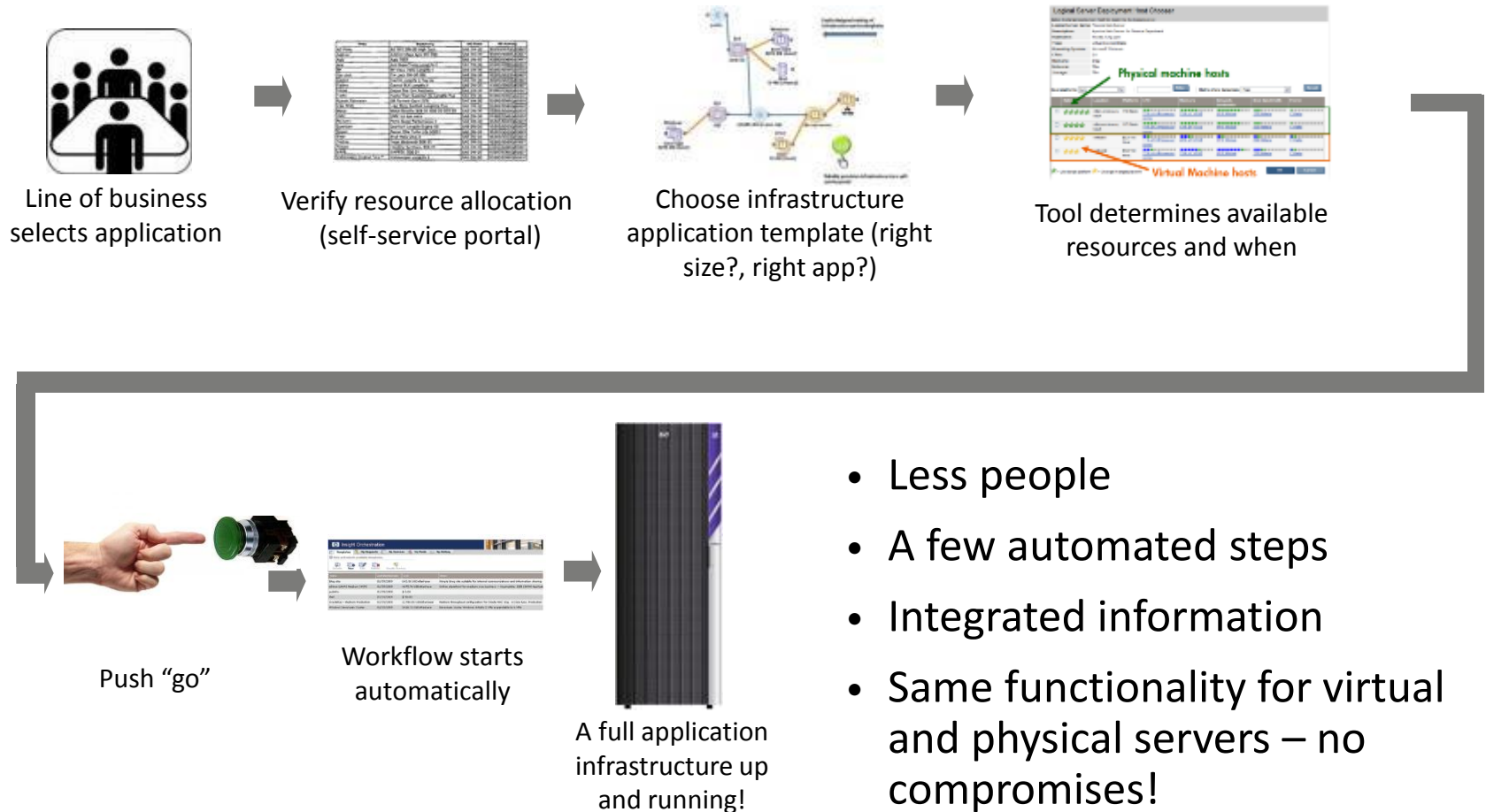
Built one server at a time



- Many people
- Many manual steps
- Many weeks
- Human error

# Today's integrated infrastructure

Provisioned when needed



# HP BladeSystem Matrix

Orchestration environment



Runtime management services



Catalog of application  
infrastructure templates



Self-service portal

Workflow automation

+

Capacity planning

+

Energy-aware provisioning

+

Disaster recovery

Across all applications on  
physical or virtual servers



Thank you