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
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 of 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.
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…)
- Corporate communications (internal and external communication…)

Invoice customers based on usage, with a fixed rate pr. Service pr. Year.
Value Chain Austevoll Seafood

Raw materials

- Pelagic fish
  - own catch
  - purchased

Processing

- Fish meal & oil
- Fish feed
- Agri-Feed

Distribution

- Direct Human consumption
  - Freezing
  - Canning
  - Fresh
- Salmon

Sales

- Pelagic fish
  - own catch
  - purchased

www.marinit.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 engineerings 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

<table>
<thead>
<tr>
<th>Traditional IT</th>
<th>Service IT</th>
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<tbody>
<tr>
<td><strong>Optimizes</strong></td>
<td><strong>Service Outcomes</strong></td>
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<tr>
<td>Assets</td>
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<td>Supply-driven</td>
<td>Demand-driven</td>
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<td>Technology-centric</td>
<td>Internal-customer-centric</td>
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<td>Functionally and technically siloed</td>
<td>Process-based</td>
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<tr>
<td>Insulated and monopolistic</td>
<td>Competitive and engaged</td>
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<td>Cost-obsessed</td>
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<td>Role</td>
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<td>Steward</td>
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<td>Behaves As</td>
<td>Service Partner</td>
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<tr>
<td>Cost Center</td>
<td>External Service Provider</td>
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</table>

Typical
1st generation
EFFICIENCY

Typical
2nd generation
EFFECTIVNESS

Typical
3rd generation
TRANSFORM
What is our mission?

1. Reduce costs
2. Increase agility
3. Improve quality
Knowledge Management

Self Heal  
Self Help  
1st Level Support  
2nd Level Support  
3rd Level Support

Service desk

SHIFT LEFT

Tier 1  
Tier 2  
Tier 3  
Tier 4  
Tier 5

Increasing Support Costs & Impacts
Marin IT AS
Goal to be ISO 9001 certified in 2013
### MIT Service Catalogue

Select your actions from the menu below:

**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 AS
  - AKOF - drift
  - Anoma AS
- **Company**
- **Department**
- **Service**
  - Adobe Acrobat X Pro (A88)
  - Adobe InDesign (A90)
  - Adobe Standard (A101)
  - Agresso (A25)
- **Include rows with zero cost**

**Number of rows:** 82, Displaying rows 1 to 82, No Sorting

**Result list page size:** 200

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Cloud computing, privat / business

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

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

Alltinn, YouTube, Linkedin, Skype, Spotify, Gmail, MS-Skydrive, Dropbox, Tripit, Nettbank , .....
Marin IT VSAT and WAN topology overview

Marlink Land Earth Stations
- Marlink USA
- Marlink Eik
- Marlink Australia

Vessels with 128 Kbps to 3.5 Mbps satellite connection

Global MPLS Network
- Aberdeen
- Houston
- Rio
- Perth
- Bergen
- Singapore
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

Source: HP
Today’s integrated infrastructure
Provisioned when needed

- Line of business selects application
- Verify resource allocation (self-service portal)
- Choose infrastructure application template (right size?, right app?)
- Tool determines available resources and when

- Push “go”
- Workflow starts automatically
- A full application infrastructure up and running!

- Less people
- A few automated steps
- Integrated information
- Same functionality for virtual and physical servers – no compromises!

Source: HP
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

Source: HP
Thank you