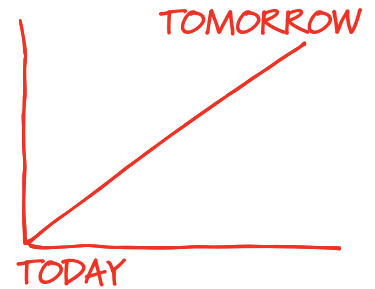


SeaMobile Turns to Logicalis for Application Development and IT Support so it Can Focus on Seafaring Wireless Communications



SeaMobile entrepreneurs knew they had the right idea: provide global communications and content services for passengers and crew on ships anywhere in the world. The challenge was rolling out the right ideas in record time. If SeaMobile could accomplish this goal, it would allow them to announce these new product developments during Seatrade, the annual cruise shipping convention, when virtually all of SeaMobile's potential customers would converge at this important industry event. SeaMobile needed a maritime cellular service repository and reporting application that would track all calls made from any ship anywhere, and the company needed a travel and leisure portal that passengers and crew could use as a gateway to the Internet at sea.

Like many start ups, SeaMobile had neither the time nor the funds to build an IT department with the range of skills the company needed to turn its ideas into reality. The opportunity would not wait, however. That's when SeaMobile Vice President of IT, Quais Hassan, called Logicalis.

"Because I trust the people at Logicalis," Hassan says, "it was easy for me to call up and say 'Hey, I'm between a rock and hard place here. I need to get this done. I know it's crazy, but what can we do?' Logicalis has always, always delivered for me, so any time I find I need resources, they are the first place I call."

IT On Demand

This time Hassan needed several things: in addition to the reporting application and travel and leisure portal, SeaMobile needed a more reliable internal IP telephony system in the company's Seattle office and had a data center in Holmdel, New

Jersey that needed managed services. Could Logicalis help?

Logicalis became an extension of SeaMobile's IT department. Working on-site at SeaMobile, Logicalis engineers upgraded the IP telephony system; designed, developed, and deployed the reporting application that was a fundamental piece of the service SeaMobile planned to offer; and launched a travel and leisure portal that not only serves as a gateway for passengers and crew to the Internet but also enables an advertising and sponsorship revenue stream.

Hassan summarizes their accomplishments this way: "Logicalis became our partner to provide key IT functionality so we could focus on building our business."

As team leader for Logicalis, Technical Consultant Kevin Peterson not only made the deadline for the reporting application, but the application he and his team created has also become an important competitive advantage.

"One of the best things I've heard in the last couple of months," says Hassan, "is that the visibility provided by our reporting application is unmatched anywhere in the industry. That's a real testament to what we were able to deliver."

Full-Time Collaboration

SeaMobile's Vice President of Digital Media, Michelle Saro, was the business owner for the portal and worked very closely with the Logicalis team. "I've worked with contractors before who are pretty rigid," Saro says. "You give them the requirement, and they go away and build it. These guys really collaborated. Most

“Logicalis became our partner to provide key IT functionality so we could focus on building our business.”

Quais Hassan, Vice President of IT, SeaMobile

people would have thought they were full-time employees. They contributed so much to who we are...it was priceless.”

“And the managed services provided by Logicalis,” Saro adds, “that was huge. There’s a whole network operations center that I don’t have to ever worry about. There are regular maintenance schedules and best practices that we didn’t have to develop. It was all ready to go. I get a form. I sign off on it, and I get a status report before, during, and after. It would have taken us months to build out this level of infrastructure. I didn’t have to go through an RFP process and select vendors and watch dog-and-pony shows come through here. I was able to focus on acquiring customers.”

Today, SeaMobile has become the dominant global service provider of at-sea communications, connectivity, and content services. More than 400 seafaring vessels worldwide, including most cruise ships, the government and military, private yachts, ferries, the offshore energy industry, and commercial shipping customers, depend on SeaMobile’s voice and data networks to keep people connected anywhere in the world. The right idea at the right time.

About Logicalis

Logicalis is an international provider of integrated information and communications technology (ICT) solutions and services founded on a superior breadth of knowledge and expertise in communications and collaboration, data center, and professional and managed services.

Logicalis Group employs over 1,900 people worldwide, including highly trained service specialists who design, specify, deploy and manage complex ICT infrastructures to meet the needs of over 5,000 corporate and public sector customers. To achieve this, Logicalis maintains strong partnerships with technology leaders such as Cisco, HP, IBM and Microsoft.

The Logicalis Group has annualized revenues of \$1 billion, from operations in the UK, US, Germany, South America and Asia Pacific, and is fast establishing itself as one of the leading IT and Communications solution integrators, specializing in the areas of advanced technologies and services.

The Logicalis Group is a division of Datatec Limited, listed on the Johannesburg and London AIM Stock Exchanges, with revenues in excess of \$4 billion.

For more information, visit www.us.logicalis.com.

What can we do for your organization?

Contact Logicalis to learn how we can help you realize the benefits of smart IT solutions. Visit us on the Web at www.us.logicalis.com, or call 866-456-4422 today.

 **LOGICALIS**
Business and technology working as one