

INITIAL SCENERY

Moby Lines is an Italian shipping company that, guaranteed by 130 years of tradition and experience within the maritime transportation, operates ferries and cruise ferries between the Italian or French mainland and the islands of Elba, Sardinia and Corsica. The travel with Moby Line is usually the starting point for the thousands of Italian and foreign tourists that every summer decide to spend their holiday in one of the stunning Italian islands.

As part of the bigger Moby S.p.A. holding company, all the routes from Tuscany to the Tuscan archipelago are operated by Toremar (Toscana Regionale Marittima), whose ferries and high-speed vessels offer a punctual, comfortable, reliable service, even in adverse weather and sea conditions.

The reason of success of the Moby Group is due to the attention that the company constantly pays, to client satisfaction through numerous investments in new ships and new routes but most of all in innovative services. This is exactly the reason why Moby decided to try the Peplink Solution, proposed it by Know IT Srl during the last Sicurezza 2014 exhibition.

All the main ferries of the group hadn't a wifi proper structure able to guarantee a free connectivity, during the travel, to all the passengers (Fast Cruise ferries can indeed transport more than 2.000 people for route). assuring at the same time faster response times and higher speeds.

Moby's main trouble was that to find a way to balance traffic on the available LTE connections (no satellite available), assuring at the same time faster response times and higher speeds and exploiting at its best connections coming from different providers. A consequently big problem for Moby was that to find a way to control then the user access to the free network provided, collecting at the same time useful information to be used at marketing ends, into a simple and easy to use interface.

SOLUTION

A Wi-Fi structure based on Peplink devices was implemented first of all on Toremar ferries proceeding then to Moby ones. In particular the system was deployed on:

TOREMAR: n. 6 Ferries (Marmorica, Aethalia, Giovanni Bellini, Liburna, Oglasa, Rio Marina Bella,

MOBY: n.4 Fast Cruise Ferries (Moby Wonder, Moby Tommy, Moby Drea, Moby Otta), n. 1 Cruise Ferries (Moby Vincent) and n.3 Small Ferries (Moby Ale, Moby Baby, Moby Lally)

On each ferry was installed a system based on one Max HD2 LTE connected to a detailed network made by Internal and external Access Points (Ap One in Wall and Ap Flex) and outdoor cellular antennas (ACW 851). Devices were then registered in Incontrol2 in order to exploit all the fleet and tracking management and using GPS function to control the position of each ferry during the route.

The load balancing technology was used in order to balance traffic coming from the different LTE connections transforming them into a Wi-Fi network to be freely offered to passengers.

Another thing that really made the difference, pushing Moby to try the solution, was the development by Know IT Srl of a system of a customized captive portal (antecedent to the new one of Peplink) and strictly connected to Peplink devices in order to satisfy all the company-specific requests of access control.

This external captive portal guarantees to passengers the possibility to exploit the offered Wi-Fi service through a multilingual homepage and a simple login process through social networks. All the collected information are, at the same time, available to Moby Marketing Department through an easy-to-use interface showing access data and location of the passenger.

Peplink technology together with Know IT captive Portal has allowed Moby to offer on all its ferries innovative facilities for a comfortable and safe travel. Marmorica Ferry has actually become the first smart ferry of Italy able to offer the latest technologies like Free WiFi and Social Corner with Multimedia Totem, in order to assure a constant and reliable connection during the travel.

The Moby project hasn't concluded since the company wants to end the deployment on all its ferries and is planning to exploit the Peplink VPN, using n.2 Balance 710, for the remote management of all the IT infrastructure installed on the ferries directly from the headquarter.