



Even in the sailing on blue seas, passengers still want unobstructed network experiences to enjoy convenient digital life 24 /7 beyond boundaries of land and ocean.

Today, even on the high seas far away, the Cisco DNA digital network architecture system can simultaneously provide rapid and stable Wi-Fi network for more than 1000 passengers, as them enjoy a brand new sea journey.

For the 144 hours from Guangzhou to Ha Long Bay, an experienced captain shall guarantee safety of everyone, while ensure every passenger would enjoy this incredible journey and cherish all the beautiful moments forever.

To ensure process on board runs smoothly in a safe environment and allow thousands of passengers to enjoy urban-like internet connection and sharing anytime anywhere is not only a test for crew members, but also a revolution to turn a ship into a mobile city.

With the Cisco DNA digital network architecture, the cruise ship from one of the world top 5 operators, has successfully built a mobile digital city to offer excellent customer experiences with stable and rapid Wi-Fi connection.

We are at a digital transformation age, a changing world with technology progressing that is much faster than any other time.

Cisco Digitalization supports the transformation of enterprises

6 days and 5 nights on the sea enjoy convenient internet access

Living in modern cities, we are used to satisfying all our needs for clothes, food, and accommodation through mobile phones. However, for a sea trip of 6 days and 5 nights, it requires strong network support to offer passengers the amazing experience of convenient internet connection as if they are living in the city. Relying on the Cisco DNA digital network architecture and wireless solutions, passengers could have everything on hand with the dedicated APP offered by the ship. Making a dinner reservation could allow you to enjoy a nice meal on the deck without waiting in the line. If you happen to be a show fan, you can take part in the interaction and share your information with a click no matter how many people are on line at the same time. In addition, the special communication APP of the ship enables passengers to chat with family and friends just like chatting on Wechat freely through the ship's own communication function. As ordinary as it seems, the simple but powerful APP has built a new lifestyle on the ship.

High-speed network covers 10,000 sea miles.

In most cases, terrible network experiences will start to bother passengers soon after ships leave ports, and it may take a long time to send out just a few words in high seas. Thanks to the Cisco DFS (Dynamic frequency selection) and satellites that can automatically avoid congested Wi-Fi channels, passengers could enjoy smooth and rapid network just as in a modern city no matter where they are or where a ship goes.



Stable and shared network supports thousands of passengers online without interference

A ship is like a mobile city on the sea, where people will connect and share information on internet at any time, or use several wireless devices at the same time. Therefore, it is difficult for traditional network to simultaneously support thousands of passengers online. Ships with the Cisco HDX technology will significantly improve the performance of the wireless network, and greatly increase the usage of mobile devices with each Wi-Fi access point connect to 60 IPTVs. No matter how many passengers on board, watching HD movies, browsing the webpage, or downloading applications will always be an enjoyable experience.

Digital revolution makes enterprises more competitive

Simple but efficient operation

Given the splendid life and various entertainment activities on board, several IT personnels are required to ensure powerful data processing capacity for all passengers. They must monitor the operation and maintenance of network data at all times throughout the whole voyage, to fend off any mistake. With the Cisco ACI (Application centered infrastructure), the network architecture of the data center can be automatically deployed. Redundant configuration of two data centers are required to guarantee normal operation in case of failure in one center, the other center will operate as usual. In addition, ACI could also significantly improves the operation efficiency. Today, it only takes several hours to build the infrastructure architecture, which often needed a week in the past. As a result, labor cost will also be reduced.

Smart cache saves cost and worry-free

Reasonable spending cuts in exchange for profits maximization is the magic key for enterprise operation. On the basis of DNA digital network architecture, Cisco provides iWAN (intelligent WAN) and Akamai interconnection services for cruise ships. Satellite cache can avoid repeated downloading to save huge spending. When the equipment upgrades for new system, the satellite will automatically back up materials for possible system faults without downloading materials again.

Visible protection offers real security

Threats always hit us when we are not prepared. Therefore, the best protection is be active, expose threats, and keep them under control. The "threat-centered" integrated architecture solutions of Cisco can guarantee safe operation of the whole system, and discover all the possible threats. Combined with the Cisco ISE technology, the automatic identification and the access of control personnel and equipment can help achieve automatic protection to guard network security of the ship. Cisco's new-generation firewall can provide comprehensive and effective protection before, during and after attacks. In addition, it can track possible attacks in a real-time manner to shorten detection time and swiftly isolate risks.



Digital revolution offers smart and new life for cities at sea

Digitalization is leading an earthshaking change. It not only sweeping over the land but extending to ocean. With pioneering perspectives, Cisco has applied digital wireless network technology into the vast ocean, to build cruise ships into smart mobile cities. Just like living in cities, passengers and crew members can be connected at any time, sharing instantly, which opens an unprecedented marine travel experiences for all.

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