



CASE STUDY: JACKSON OFFSHORE

Jackson Offshore Operations is dedicated to getting it right every time.

Jackson, based in New Orleans and Houston, provides innovative marine services to the oil and gas industry.

Among risk mitigation, continual improvement, and pivots into new sectors like offshore wind farms, Jackson prides itself on its safe, efficient, and effective service environment.

IT director, Trent Zimmer, says one way Jackson works to “get it right” is by staying ahead of the curve to future-proof their fleet and crew.

In February 2021, Jackson installed BlueTide’s High-Speed Viasat Maritime Ka Spot Beam VSAT service. The satellite-based service provides vessels with commercial grade internet and VoIP connections.

“This decision has taken our onboard primary and WiFi network capabilities to the next level. For us, it’s a matter of best practices. Compared to traditional VSAT, upgrading was minimal cost and yields a huge difference” said Zimmer.

“Getting it right” includes managing crew morale. *“Finding and keeping crews in this tight market is difficult. Most of the crew we’re recruiting is younger and internet speed makes a difference for them.”*

And for Jackson, attracting and retaining the best people – and keeping them happy – is a priority.

With their upgraded system, the crew can simultaneously be on social media, stream movies, or FaceTime with little to no interruptions.

Since installing BlueTide’s multi-network managed service, the vessels are utilizing 130X more data. The crew is experiencing internet speeds of 25-50 megabits per second and burst even higher.

Bandwidth consumption immediately grew from roughly 10 Gigabytes per month to over 1 Terabyte per month, with prices similar to traditional Ku Maritime VSAT services.

Jackson’s cost per megabit per second fell sharply from \$700 per month to around \$60 per month, meeting corporate goals of increasing efficiency.

- Video conferencing has improved business communication
- Video streaming for work or entertainment content is quick and smooth
- Video calling, like FaceTime, improves crew communication with family.
- Email runs fast, in real time with fast downloading of large attachments

The non-traditional ROI can be measured by increased operations onboard, improved service to the efficiency of crew and customers, and reduced mitigation by being proactive with its upgraded digital environment.

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