



// Case

Grand Circle Corporation

Grand Circle Cruise Line and Overseas Adventure Travel are part of the family of travel companies of the global enterprise Grand Circle Corporation. They operate privately-owned or privately-chartered 86- to 162-passenger ships as well as 14-1,000 passenger ships.

Grand Circle Cruise Line river cruises are the most discovery and value-rich way to traverse Europe's waterways, with a group size of 38-45 with one Program Director. GCCL has earned the title of "Best River Cruise Line for Enrichment" from the editors of Cruise Critic and has been voted #1 "World's Best River Cruise Line"

five years in a row by Condé Nast Traveler readers. Overseas Adventure Travel Small Ship Adventures let travelers explore in a small group of just 20-25 travelers (average of 22), with a local Trip Experience Leader who takes them off the beaten path. Travel + Leisure voted Grand Circle among the World's Best Small Ship Cruise Lines for two consecutive years.

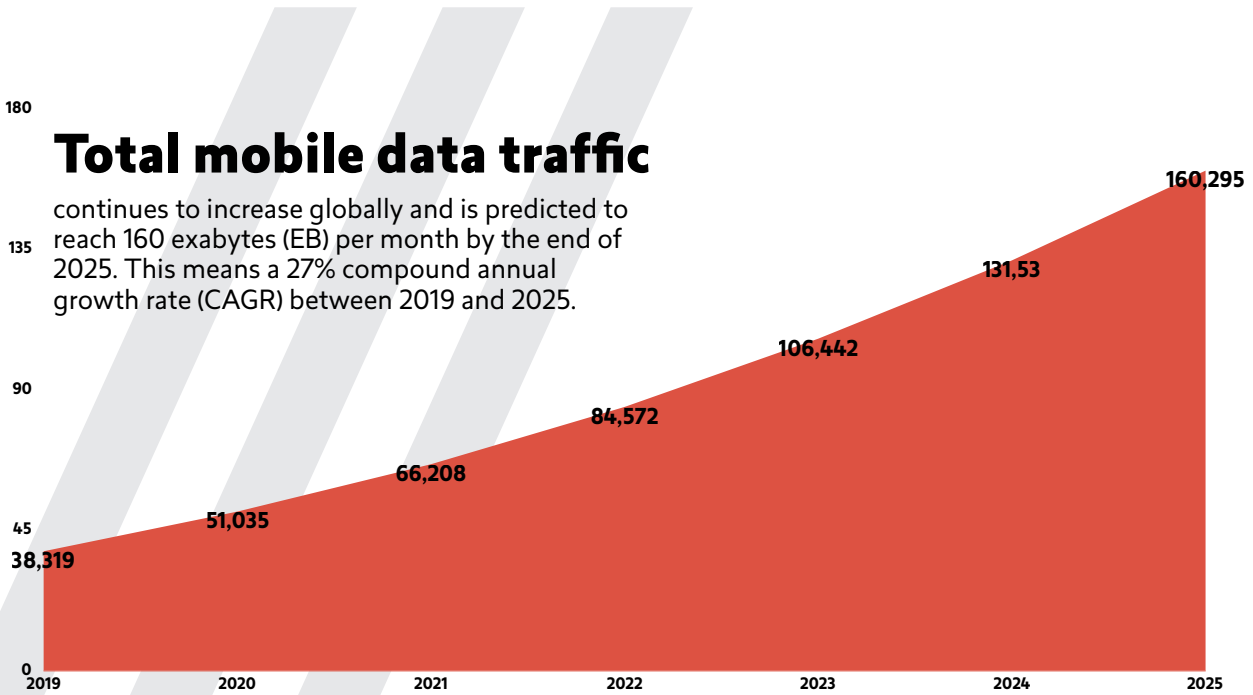
Challenge

Grand Circle Corporation offers their guests free onboard Wi-Fi throughout the duration of the cruise with access to browsing, social media and YouTube. Their main challenge is balancing the quality and the cost. On one side, passengers have a growing demand and increasing data consumption and on the other side, GCC needs to keep their Wi-Fi budget under control.

With Internet content becoming richer every year brought by the popularity of video and with the constantly increasing growth of data traffic, GCC is generally seeking solutions not only to answer passenger demands but also to meet expectations for good quality onboard Wi-Fi while containing costs.

In light of the increasing demand for bandwidth every year, an on-board Wi-Fi network operator should plan for at least doubling the connectivity capacity every three years just to maintain the current service level.

GCC's existing DNS filter, Fortigate, is one of the widely and typically used solutions by onboard WiFi networks today. It captures the most common categories and malicious sites and while this contributes to some data reduction, there is still a variable amount of data traffic consumption happening in the background that can be prevented.



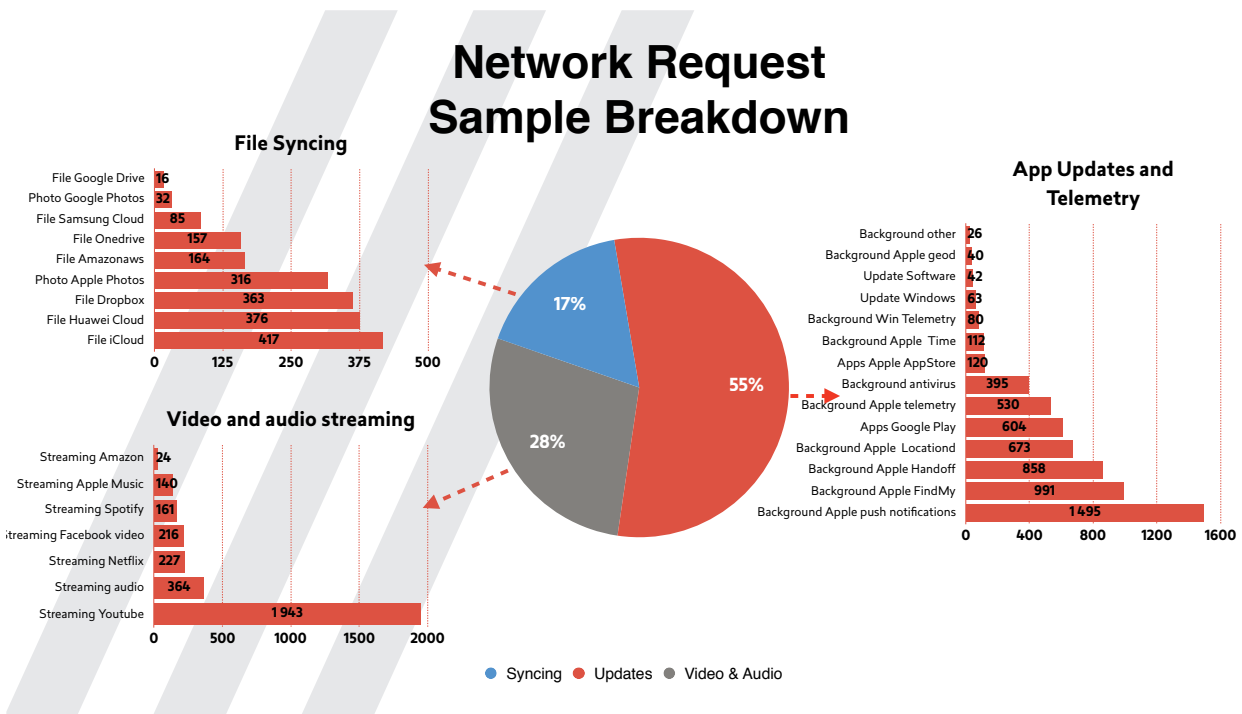
Source: Ericsson (November 2019)

Solution

RebelRoam’s RebelRocket solution acts as a second layer filter augmenting Grand Circle’s current solution. Once connected to the WiFi network, each passenger phone starts to sync automatically and RebelRocket focuses on filtering out unnecessary background activities overlooked by the current solution. Especially created and built for onboard WiFi use, RebelRocket’s settings are granular, filtering out more categories, like for Apple users alone, there are more than 10

categories which can be filtered out without any negative effects on user experience.

Additionally, RebelRocket optimizes bandwidth heavy content such as videos on social media, YouTube and other streaming sites by locking down the resolution to standard definition and controlling the read ahead.



Implementation

RebelRocket is currently the only hardware and network agnostic onboard Wi-Fi traffic optimization solution in the market that can be implemented remotely worldwide.

installation was done by setting up a RebelRocket DNS relay on each vessel. This has the advantage of reducing latency and total traffic across the ship-to-shore link.

There are multiple installation options to meet the varying needs of cruise operators. When there is a server onboard, as is the case with Grand Circle,

Benefits

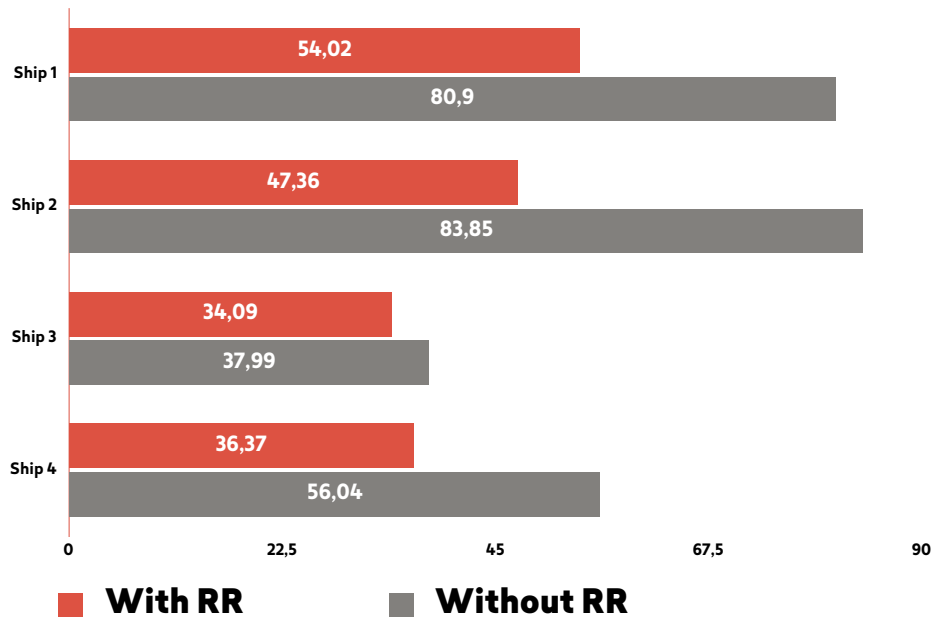
RebelRocket's onboard Wi-Fi traffic optimisation service implemented on top of GCC's filtering solution has managed to reduce total data consumption by 30% more on average, consequently freeing up the network, avoiding network congestion, making room for more users and reducing data consumption and cost.

"Good quality free Wi-Fi is a part of our guests Grand Circle experience and there is growing expectation and demand every year. Our partnership with RebelRoam makes it possible for our network to support more concurrent users, giving our guests access to content that matters

most to them while also containing our Wi-Fi costs." -Simon Laxton, Grand Circle President Europe

"RebelRoam recognizes the challenges of cruise operators to provide good quality WiFi on their vessels without going over their budget. This is why we developed our RebelRocket solution. As data traffic and consumption continues to grow, network optimization is not an option anymore, it's a must." - Henri Ploom, RebelRoam CEO

GCC Daily Usage in GB



Offices

Tallinn, Estonia, HQ
Washington, DC, USA

Contact Us

sales@rebelroam.com