

ic-enc.org  
International Centre for ENC's

# ECDIS STAKEHOLDERS' FORUM 4

ENC DISTRIBUTION, LICENSING AND PRICING

IC-ENC REFLECTIONS

# Background

## WEND Principle 1.2

- Member States will strive to ensure that their ENC data are available to users through **integrated services\***, each accessible to any ECDIS user (i.e., providing data in S-57 form), in addition to any national distribution or system-specific SENC delivery.

\* Integrated services are a variety of end-user services where each service is selling all its ENC data, regardless of source.

# VAR Distribution

- IC-ENC provides the RENC database to a number of competing integrated service providers who can demonstrate they have the necessary:
  - Technical competence to provide a reliable ENC service which protects the integrity of the data through to the end-user
  - Distribution reach to make the integrated service widely available to international shipping.
- IC-ENC refers to these companies as Value Added Resellers (VAR).



# VAR Functions

- To maximise flexibility and independence of operation, IC-ENC supplies the RENC database to these service providers non-encrypted.
- VARs then:
  - Aggregate the IC-ENC data with those from other sources,
  - Encrypt and sign the data using S-63
  - Package the data into a single service licence concept
  - Deliver the service through their own tailored service delivery infrastructure within attractive end-user services which may also deliver other complementary products and services.

# VAR Prerequisites

- To be successful, VARs need
  - Access to data from all sources (RENCs / HO's) to deliver global coverage
  - Compatible business terms from each supplier to allow integration into single service proposition
  - Sufficient flexibility to design, operate and deliver their services independently
- Without this, VARs:
  - Can only bolt together different ENC datasets each sold under separate licences
  - Miss out on data from some sources

Neither of these is likely to satisfy customer requirements.

# Supply Considerations

- Thus even simple differences in supply terms may frustrate attempts to deliver integrated services, for example:
  - Different subscription periods
  - Different methods for pricing updates and new editions
  - Delivering only encrypted / signed data
  - Selling cells v.s. units v.s. folios
  - Different concurrent usage and multi-user licence terms

# IC-ENC Supply Terms

IC-ENC supply terms are:

- Pricing by ENC unit
- Licensing in multiples of 3 month periods
- Updates and new editions released during subscription period included in price
- 5x concurrent usage at single location, also applied to multi-user licences in different network configurations
- Licensing not limited to specific ship / shore location, and transferable to different customer installations so long as concurrent usage rules not broken
- Retrospective reporting of sales, with no end-user information required
- Option to report whole IC-ENC database at discounted price where this is more cost effective than reporting individual ENC units



# Feedback Welcome

- Recent survey of VARs confirms IC-ENC terms described above are broadly speaking flexible enough to support these different integrated services
- Each VAR packages their services differently
- Even so, IC-ENC welcomes the opportunity at ESF to listen to feedback from:
  - VARs on how IC-ENC can better support them to meet their customer requirements
  - VARs on the outstanding challenges they face in delivering integrated services
  - End-users on the attractiveness of the currently available integrated services