

DEVELOPPING COMMERCIAL APPLICATIONS OF OPERATIONAL OCEANOGRAPHY

Philippe Gaspar
CLS, Satellite Oceanography Division
Toulouse, France

THE MARKET OF OPERATIONAL OCEANOGRAPHY

- = Market of (near) real time services
- ≠ Market of hindcasts, climatology, site studies

- Can be segmented in
 - 1) Global services
 - 2) Regional services
 - 3) Local (coastal) services

THE MARKET SEGMENTS

- GLOBAL

- Small (commercially) market of customers with global needs : **industrial fisheries**, large Navies , trans-oceanic transport, **ecology/protection of migratory pelagic species**

- REGIONAL

- Market often requiring high-resolution information at sub-basin scale : **offshore oil industry**
- “Delicate” squeezed market

- LOCAL

- Huge market because of the coastal concentration of marine activities
- Ancient, finely segmented and very local

SUCCESS AND LONGEVITY

- **Commercial skills** are the key of success.
 - Not the best products but the **most adapted** products
 - Technically 'sufficient' products with a **high level of service and a strong commercial support** prevail
- **Technical (oceanographic) excellence** needed on the long term
 - Need to adapt and be innovative....from time to time

SOME EXAMPLES

- **CATSAT (CLS + GEOLINK/Thalos)**
 - Support to pelagic fisheries
 - Global market
- **FOCUS (Ocean Numerics)**
 - Support to offshore Oil Industry
 - Regional market(s)
 - ON is a subsidiary of FUGRO/Geos, NERSC and CLS
- **IMPACT OF OCEAN DYNAMICS ON POPULATION DYNAMICS OF PELAGIC SPECIES**
 - Global question...still far from being a market !