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O3b Networks Empowers Underserved Markets

Unique satellite fleet to deliver affordable broadband to the Middle East, Africa and beyond

O3b Networks has what it takes to unleash the full power of the Internet, even in the most remote regions of the Middle East and Africa. The first-of-its-kind satellite operator has more than enough bandwidth to open doors to new opportunities and economic development in places lagging far behind the broadband boom.

The next generation platform combines the reach of satellite with the speed of fiber at a price point capable of making the Internet a truly global experience.

“O3b delivers more bandwidth at lower latencies and costs than ever before,” explained Steve Collar, CEO for O3b Networks, the largest Ka-band operator in the world. “That’s a winning formula for telecom service providers determined to meet the growing demand for broadband in the countries, regions and communities they serve.”

O3b was developed to deliver high speed connectivity to the hard-to-reach and underserved markets around the world. And already one-third of O3b’s capacity is sold, ahead of the launch of its initial fleet of eight Middle Earth Orbit (MEO) satellites in early 2013.

A Bigger Pipe

At least 20% of the IP Trunking traffic across the Middle East and Africa is delivered today over standard geostationary satellites at price points significantly higher than the cost of O3b’s new IP Trunking solution. Just launched this month, O3b Trunk is a tiered, bundled offering designed to deliver affordable, fiber-like capacity anywhere within 45 degrees of the equator.

“Telecommunications carriers and Internet service providers simply select the speed of the connection they want and we provide them the fully-managed O3b Trunk solution,” noted



John Finney, Chief Commercial Officer for O3b. The new O3b Trunk service offers up a wide range of broadband capacity options, from 100Mbps to 1.2Gbps.

“O3b Trunk delivers unparalleled bandwidth flexibility, which enables a wide range of providers to grow their services in direct correlation to market demand,” Finney said. “Our offering of more bandwidth, lower latency and affordable pricing is eliminating the primary barriers to connectivity and growth in the emerging markets,” added Finney.

“As the pipe is opened up, more bandwidth drives new broadband applications, such as voice, mobile data and fixed-line Internet access, that simply weren’t available before,” Collar added. “We’re set to deliver large amounts of bandwidth wherever our customers need it, at a cost that makes sense in today’s emerging markets,” said Collar.

A World of Opportunities

The Middle East is a land of opportunities as diverse as the countries that make up this vast region. In Iraq, for example, where one of the biggest challenges is the absence of reliable power, O3b is well positioned to deliver on the high demand for connectivity.

“The power infrastructure across Iraq is extremely poor and unreliable, much like the regional fiber networks that are heavily dependent on power,” Collar noted. “There’s a huge need for communications throughout Iraq, and O3b is in a prime position to deliver on that demand over the next five to ten years.”

One of the region’s largest ISPs, NEDA has signed on with O3b to deliver broadband connectivity throughout Afghanistan. And Sorooof has secured substantial O3b bandwidth to deliver a range of trunking and mobile backhaul services into Saudi Arabia.

“We see very strong demand for O3b services and solutions across the Middle East,” noted Finney. And despite the availability of multiple fiber networks on Africa’s coasts, inland regions of Africa are preparing to connect with O3b.

Ethiopia is full of opportunities, as the country’s economy churns strongly ahead and continues to rely on satellite-based trunking services to drive much of its short-term and long-term growth.

In South Africa, provider Mavoni is going to deliver highly-anticipated connectivity at fiber-like speeds to the South African provinces of Limpopo, Mpumalanga and the Northern Cape.



Nearly 2,000 schools will be connected in the rural areas of Limpopo and the Northern Cape alone.

“Mavoni and O3b will be serving schools, colleges and government facilities in the underserved Northeastern region of South Africa, which simply doesn’t have the level of bandwidth the rest of South Africa enjoys,” said Collar. “Delivering access to all is at the core of what we do at O3b, and it’s certainly an achievable mission together with customers like Mavoni in South Africa and NEDA, Saroof and Etisalat across the Middle East and beyond.”

Etisalat already serves more than 100 million customers across the Middle East, Africa and Asia and is now in a position to meet long-term capacity demands after inking a deal with O3b to offer region-specific solutions.

Off the coast of Nigeria, Netcom Africa will utilize O3b bandwidth to better serve oil and gas rigs in the Niger Delta. O3b’s higher throughput and lower prices will enable a whole new world of broadband services aboard the offshore platforms.

The O3b Difference

“We’re still discovering new customer scenarios and applications where we can deploy O3b in ways that make a real difference,” said Collar. “It’s the un-served and underserved. It’s the communities, businesses, regions and governments that don’t have access to the capabilities our bandwidth can provide,” he added, recalling a recent trip to the Amazon region of Brazil.

Collar and a team of O3b colleagues were in the capital city of Manaus for a signing ceremony to commemorate the capacity deal with service provider Ozonio. Several state governors and city mayors from across the Amazon region and the state of Amazonas traveled to the event to mark the important milestone.

“All of them spoke passionately about how exasperated they were when the remote Amazon region had been left out of Brazil’s national broadband plan,” recalled Collar. “It was enormously gratifying to hear them explain just how important it is for O3b and Ozonio to enable their communities to participate in the broadband movement with the rest of Brazil.”

O3b is really on to something new and exciting, the state and local leaders proclaimed. “We really are providing a solution that no else can deliver,” noted Finney. “It’s a unique combination of unmatched bandwidth and cost effectiveness that makes O3b so compelling for so many telcos and network service providers around the globe.”



Countdown to Launch

With the unveiling of its core IP Trunking product, O3b Trunk complete and the launch of its initial eight-satellite constellation fast approaching, O3b is installing seven strategic global gateways around the world. The first two teleports are under construction in Greece and Hawaii.

Soon these mission-critical sites will be feeding the high-capacity, IP bandwidth that will ultimately play a key role in transforming the emerging world.

“There is a growing sense of excitement as we get closer to the launch of O3b,” noted Collar, referring to a growing customer lineup expected to number in the dozens by liftoff. And the dream of closing the bandwidth gap that is on the verge of coming true. “Our ability to help whole countries, communities and companies tap into a brighter, connected future is the main reason people work at O3b.”

And it’s the biggest reason telecom and service providers have already staked their claim to a block of O3b capacity, ready to elevate their businesses and their customers in an increasingly connected world.

For more information about O3b Networks or O3b Trunk, visit www.o3bnetworks.com.

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