

celerityx



THE ANSWER TO  
REMOTE ENTERPRISE CONNECTIVITY:

# SATELLITE BROADBAND SOLUTIONS

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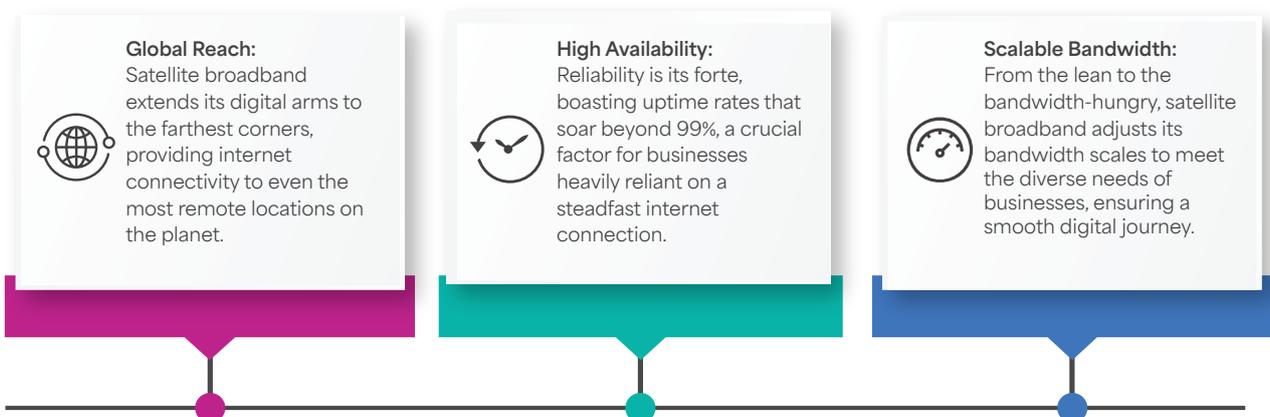
## Introduction

In the complex world of modern business, having reliable internet connectivity is crucial. It acts as the linchpin connecting businesses with customers and partners, facilitating smooth communication, enabling the use of cloud-based applications, and ensuring seamless online transactions. In today's digital era, where competition is intense, businesses without a robust internet connection face a significant disadvantage.

Now, introducing Broadband over Satellite, a practical solution to enhance connectivity. It ensures a reliable, high-speed connection, even in remote areas, providing businesses with the necessary tools to stay competitive and connected in the digital landscape.

## The Rise of Satellite Broadband in Enterprise Connectivity

Broadband over Satellite is fast emerging as the go-to solution for businesses seeking a competitive edge. What sets it apart from traditional terrestrial broadband services? Let's break it down:



## Enterprise Connectivity Challenges

The business landscape is not without its connectivity hurdles. Businesses grapple with unique challenges, including the connectivity puzzle of remote offices situated in areas where terrestrial broadband services are either absent, prohibitively expensive, or notoriously unreliable. Data-intensive applications like video conferencing, cloud computing, and ERP systems further complicate matters, demanding high bandwidth and minimal latency. And in the age of cyber threats, security remains a paramount concern, with terrestrial broadband networks vulnerable to attacks and outages capable of wreaking havoc on business operations.

## Choosing Satellite Broadband: A Connectivity Game-Changer

Enter satellite broadband as the beacon of hope for businesses navigating these connectivity challenges. Here's why it's becoming the preferred ally for enterprises:

### Security:

As businesses fortify their defenses against cyber threats, satellite broadband stands out as a more secure option compared to vulnerable terrestrial networks.



### Scalable Bandwidth:

Adaptable to the needs of bandwidth-intensive businesses, satellite broadband flexes its digital muscles to accommodate diverse applications and a multitude of users.



### Global Reach:

Satellite broadband is not bound by geography, offering internet connectivity to remote offices and underserved areas, aligning seamlessly with businesses' dynamic operations.



### High Availability:

With a stellar reliability track record, satellite broadband ensures businesses stay connected, providing uninterrupted services critical for day-to-day operations.



Moreover, the once-distant dream of affordability and accessibility is becoming a tangible reality for a broader spectrum of businesses, making satellite broadband a viable and attractive option for enterprises of all sizes.

# Navigating the Satellite Internet Landscape in India

## Current Scenario Snapshot:



**Market Worth:**  
In 2022, the Indian satellite internet market was valued at US\$100 million.



**Projected Growth:**  
Estimated to skyrocket to US\$1.9 billion by 2030

References: India's satellite broadband service market will reach \$1.9 billion by 2030: Report, PwC report

## Enterprise Connectivity Dynamics:



**Key Player:**  
Businesses of all sizes are leveraging satellite broadband for seamless connectivity.



**Applications:**  
Connecting offices, accessing cloud-based tools, and facilitating online transactions

References: How satellite internet can transform digital connectivity in India - EY, India's satellite broadband market to grow 10-fold by 2030: PwC

## Driving Forces of Growth:



**Rural Connectivity Demands:**  
Addressing the rural-urban digital divide with satellite broadband solutions



**Cloud Computing Surge:**  
Catering to the rising need for high-speed, reliable connectivity for cloud-based operations.

References: Satellite broadband to play a key role in India's digital transformation: KPMG, Satellite internet to bridge India's digital divide: McKinsey & Company

## Future Projections:



**Satellite Constellations:**  
Anticipating growth with the launch of new satellite constellations



**Business Adoption:**  
A surge in businesses embracing satellite broadband for its distinct advantages

References: India's satellite broadband market to grow 10-fold by 2030: PwC, Satellite broadband to play a key role in India's digital transformation: KPMG

References: Indian enterprises are turning to satellite broadband for reliable and secure connectivity, Satellite broadband is helping Indian businesses to expand their reach and grow their operations



**Government Initiatives:**  
Aligning with the government's focus on enhancing rural and remote internet connectivity

References: Satellite broadband to play a key role in India's digital transformation: KPMG, Satellite internet to bridge India's digital divide: McKinsey & Company

The satellite internet market in India is poised for rapid growth in the coming years. The market is expected to be driven by a number of factors, including the increasing demand for internet connectivity in rural and remote areas, the growing popularity of cloud computing and other online applications, and the increasing need for secure and reliable internet connectivity for businesses.

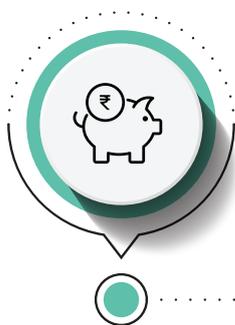
## Tailored for You: Scalability and Reliability

In the dynamic landscape of enterprise connectivity, the demand for adaptability and steadfast reliability takes center stage. Enter the realm of tailored solutions where scalability meets your evolving needs, and reliability goes beyond the unpredictable whims of weather, courtesy of Broadband over Satellite. Unveiling a chapter where your bandwidth scales seamlessly, your connection remains unwavering, and redundancy becomes your assurance. Welcome to a connectivity solution designed exclusively for you – where the power to scale meets the assurance of constant connection, all under the expansive coverage of Broadband over Satellite.

### What Broadband Over Satellite Offers

<p><b>Scalability on Your Terms:</b></p> <p>Choose a satellite broadband plan that fits your needs, ranging from a few Mbps to several Gbps. Scale your bandwidth as your business grows or downsizes, ensuring a tailored fit for your current requirements.</p>	<p><b>Reliability Beyond Weather:</b></p> <p>Satellite broadband is immune to weather disruptions, offering over 99% uptime guarantees. Trust a reliable internet connection crucial for your critical operations.</p>	<p><b>Redundancy for Assurance:</b></p> <p>Opt for redundant connectivity solutions. Even if one satellite link falters, your business stays connected through another, ensuring uninterrupted operations.</p>
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### Location-agnostic high availability connectivity



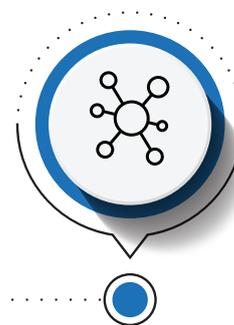
**Cost-Effective Excellence:**

Adopting a cluster approach, Broadband over Satellite (BOS) achieves economic parity with leased lines or enterprise broadband, making it a financially prudent choice without compromising on performance.



**Unmatched Reliability:**

Broadband over satellite establishes itself as a highly reliable and truly redundant option compared to other mediums like fibre, RF, or Mobile BTS connectivity, ensuring exceptional uptime for continuous operations.



**Universal Connectivity:**

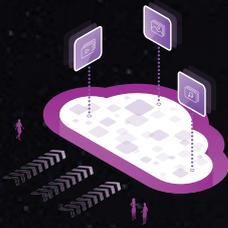
Broadband over satellite is not confined to remote areas; it seamlessly integrates into urban landscapes, offering an effective and fully redundant alternative to traditional fibre connections and internet leased lines.

## The Power of Integration: Cloud and Hybrid Solutions



### Cloud Connection, Anywhere:

Direct connectivity to AWS, Azure, and GCP from anywhere in the world."



### Applications on the Cloud:

Access ERPs, CRMs, and productivity suites with the speed of satellite broadband."



### Hybrid Flexibility:

Hybrid solutions for flexibility: Mix satellite with terrestrial or cellular broadband.

Broadband over Satellite offers a suite of solutions, from scalability and reliability to fortified security measures and seamless cloud integration. Tailored to meet the unique requirements of businesses, it brings a world of connectivity options at your doorstep.



## Satellite Broadband in Action

In the dynamic realm of enterprise solutions, satellite broadband emerges as the catalyst for innovation and growth. This section delves into real-world applications, illustrating how businesses of various scales harness the power of satellite connectivity to redefine operations, streamline processes, and achieve unprecedented milestones.

### Case Study: Sharma Electronics (Small Retail)



Meet Meera Sharma, owner of Sharma Electronics. With satellite broadband, Meera's online store experiences swift transactions, thanks to uninterrupted connectivity. Inventory management is a breeze, ensuring timely restocking. The engaging customer experience propels her business to new heights, building customer loyalty and expanding her reach across the digital landscape.

### Case Study: Gupta Motors (Mid-sized Manufacturer)



Rahul Gupta, Operations Manager at Gupta Motors, relies on satellite broadband for real-time production monitoring. With seamless inventory tracking, they optimize supply chain management. The result: increased efficiency, reduced costs, and timely deliveries, making Gupta Motors a key player in the competitive manufacturing sector.

## Case Study: Kapoor International (Large Enterprise)



As Chief Technology Officer at Kapoor International, Ananya Kapoor values global connectivity through satellite broadband. Interconnecting offices across continents becomes a breeze. Video conferencing fosters real-time collaboration among teams worldwide. Accessing centralized data centers ensures secure data management, making Kapoor International a global leader in their industry.



## Navigating the Skies of Connectivity Challenges

In the vast expanse of digital connectivity, businesses often encounter challenges akin to navigating uncharted skies. As we delve into the complexities of satellite broadband, this section charts a course through challenges and solutions. From addressing latency concerns to fortifying business continuity, and managing costs effectively, let's explore how satellite broadband becomes not just a solution but a guiding star in the realm of seamless connectivity.

### Latency and Boosting Quality



In the world of satellite broadband, concerns about latency—data travel time—are real. While satellite broadband has more latency than regular broadband, solutions are in play. Providers enhance technologies, like using geostationary satellites closer to Earth or creating mesh networks with multiple satellites. Businesses can pitch in too; using content delivery networks (CDNs) or virtual private networks (VPNs) helps reduce latency and improves service quality.

### Redundancy and Uninterrupted Operations



Satellite broadband ensures business continuity. Resilient to weather disruptions, it's a reliable choice for critical operations. Creating redundancy is easy; pair a primary terrestrial connection with a secondary satellite connection. This way, if the primary fails, operations continue seamlessly. It's not just good business; it also aligns with business continuity and disaster recovery requirements.

### Cost-Effective Connectivity



Satellite broadband's cost has dropped, making it a smart choice for businesses. Manage costs effectively by selecting a service plan that matches your needs. Optimize bandwidth usage and explore long-term contracts for potential discounts. Consider bundling services for even better deals. With varied plans and cost management tools, satellite broadband offers a budget-friendly and efficient connectivity solution.

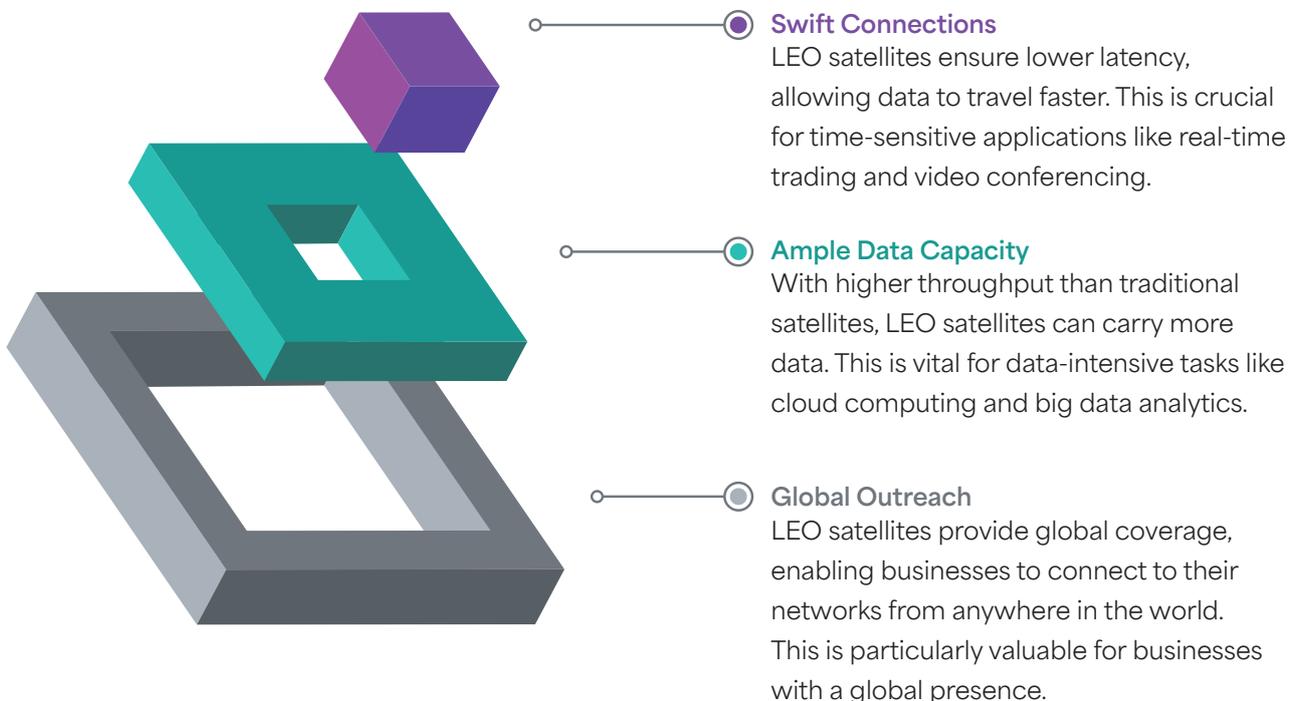
# Future-Proofing Enterprise Connectivity

## Embracing Tomorrow: LEO Satellites

The future of business connectivity looks promising, thanks to cutting-edge satellite technologies like low-Earth orbit (LEO) satellites. Unlike traditional geostationary satellites, LEO satellites are smaller and orbit closer to Earth, offering lower latency and higher throughput. This makes them perfect for crucial enterprise applications like cloud computing, video conferencing, and real-time data transmission.

Numerous companies are actively developing LEO satellite constellations, anticipating substantial market growth. A MarketsandMarkets report predicts the global LEO satellite market to hit \$20.5 billion by 2030.

Here are some key advantages of LEO satellites for enterprise connectivity:



## Reaching New Horizons: Global Connectivity Initiatives

Initiatives in satellite broadband are underway to extend connectivity to remote and underserved regions globally. Spearheaded by governments, non-profit organizations, and satellite broadband providers, these efforts are shaping a more interconnected world.

A standout initiative is SpaceX's Starlink project, a constellation of LEO satellites designed for global internet coverage. With over 2,000 satellites already launched and plans for tens of thousands more, Starlink is a transformative force.

Another noteworthy project is OneWeb, a constellation of LEO satellites also focused on providing global internet coverage. With over 400 satellites launched and more in the pipeline, OneWeb contributes to bridging the digital divide, providing internet access to remote regions.

### Other Key Market Players:

**EarthLink LLC:** Recognized for delivering high-speed satellite internet, EarthLink LLC empowers users with speeds up to 100 megabytes per second, even in remote areas. Their service accommodates the simultaneous operation of up to five smart devices, ensuring connectivity reliability.

**EchoStar Corp.:** At the forefront of innovation, EchoStar Corp. introduces the JUPITER satellite internet service system. Characterized by a software-defined architecture, 5G-ready design, and cloud-enabled network management, it provides automated operations and a robust business support system.

**Eutelsat SA:** Renowned for its Konnect satellite broadband services, Eutelsat SA excels in delivering internet services that are not only fast but also easy and affordable.

**Freedomsat:** Bridging connectivity gaps, Freedomsat offers super-fast satellite internet services across challenging terrains like Afghanistan, Libya, Zimbabwe, South Africa, and Iraq. Their reach extends to areas where traditional phone lines fall short.

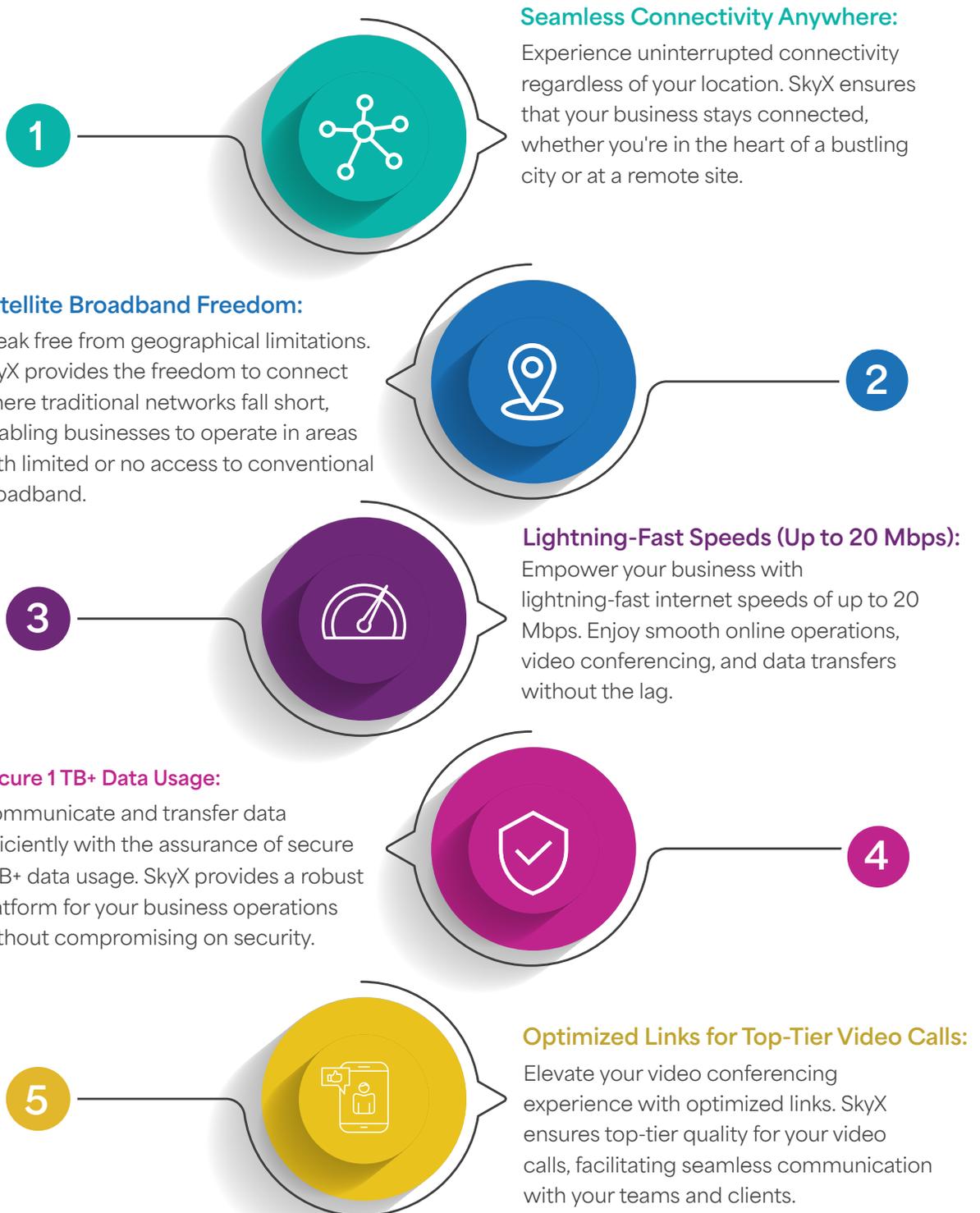
**Lumen Technologies Inc.:** Addressing the internet needs of rural areas, Lumen Technologies Inc. provides a range of high-speed options, including DSL, satellite internet, and fixed wireless. Their commitment is to deliver fast and reliable services, ensuring connectivity even in remote locations.

These initiatives not only bring the internet to those without it but also support various economic and social development projects in underserved areas. In the next section let's take a glimpse at an Indian offering that is revolutionising the Broadband over Satellite solutions in the region.

## SkyX: Pervasive Connectivity, Anywhere.

Discover a new realm of connectivity with SkyX, CelerityX's cutting-edge Broadband over Satellite offering. Say goodbye to connectivity constraints and embrace high-speed satellite broadband designed for businesses operating in remote and challenging environments.

### Why SkyX?



Two Tailored Product Variants:



**SkyX Speed**

- Speeds ranging from 5-50 Mbps
- Fiber Broadband-like connectivity
- Integrated Wi-Fi Solution
- Latency-sensitive SIM routing
- Committed SLA <1 min per month
- Ideal for remote site connectivity solutions



**SkyX Cluster**

- Speeds ranging from 5-50 Mbps
- Shared Connectivity in Cluster
- Available on demand for backup
- Pay-Per-Use Pricing\*
- Committed SLA <1 min per month
- Pervasive Connectivity across a Cluster of locations pan India as a high-availability solution

Choose the SkyX variant that perfectly aligns with your unique business needs. Embrace the future of connectivity with SkyX – where speed, reliability, and freedom converge for a truly connected enterprise experience.



## In Conclusion

Satellite broadband is a future-proof solution for enterprise connectivity. It offers scalability, reliability, data security and compliance, cloud integration, and hybrid connectivity. Advanced satellite technologies such as LEO satellites are further enhancing the capabilities of satellite broadband. Satellite broadband initiatives are also underway to extend connectivity to remote and underserved regions across the globe. Overall, satellite broadband is a key enabler of digital transformation and business growth.

## About CelerityX

CelerityX, a proud member of the Hinduja Group, embodies the spirit of innovation, connectivity, and success. We are your trusted enterprise network innovators, specializing in simplifying complexity, securing connections, and adapting to your unique needs. Our commitment is to deliver next-generation networking solutions that propel your business to new heights. With us, ignite possibilities, connect seamlessly, and conquer new horizons. Simplifying complexity, powering success—welcome to the future of enterprise connectivity with CelerityX.

## Cutting edge networks and digital solutions



### NetX

*Always on. Always connected.*

Your one stop hub for seamless WAN connectivity solutions.



### SkyX

*Pervasive community, anywhere.*

High speed satellite broadband for remote connectivity.



### OneX

*Your WAN. Your way.*

The ultimate all-in-one security solution for your business locations.



### HomeX

*Connect. Collaborate. Conquer*

Boost remote connectivity with smart features.



Speed in Support and Service



Speed in Trouble Ticket Solution



Speed in Solutioning and Proof of Concept



Speed in Project Management



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Up to 1000 Mbps One Gigafiber

1 Million retail customers

>5000 Enterprises

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