

CONNECTING POSSIBILITIES ACROSS AFRICA

InterSAT and SES

Case Study

Industry

Telecommunications

Location

Kenya, Africa



SES[^]

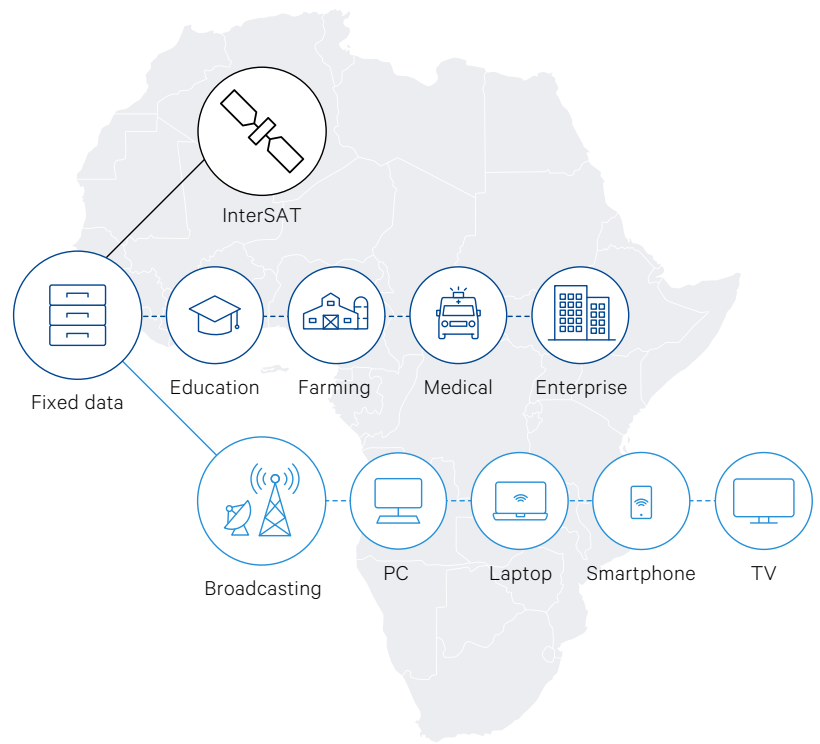
Certified
Partner

InterSAT is Africa's leading internet provider. They partnered with SES to enhance satellite-enabled connectivity for major organizations, government institutions, broadcasters and the private sector in 32 African countries.

CONNECTING THE CONTINENT

The fibre network in many African countries is still under-developed, with a significant population living beyond its reach. Growing demand for internet connectivity from rural communities and remote businesses motivated InterSAT to expand its coverage capabilities. To do so, they needed to deploy evolved networks comprised of terrestrial fibre, wireless and satellite technologies.

As a company that strives to make service delivery better and faster, InterSAT continuously seeks to invest in state-of-the-art services. That's why SES made a fitting partner to help them achieve their goals.



POWERING INTERSAT'S GROWTH

Partnering with SES enables InterSAT to deliver high-performance connectivity and expand their coverage, including to a single site, to multiple rural villages, and to larger, semi-urban areas.

Reliable Fixed Data

Smaller communities have an increasing need for faster, more reliable broadband to support business growth, as well as healthcare and educational services. Leveraging a range of technologies, SES's network solutions help InterSAT increase network reach, improve network resilience and intelligence, and enhance their end-user quality of experience for essential cloud services.

Better Broadcasting Service

InterSAT's broadcast customers can deliver live, linear, and non-linear sports and events content to viewers across Africa on any device. This is thanks to the flexible, continuous redundant connectivity provided by SES, coupled with innovative video content management, playout, and distribution solutions.

Accessible Cloud Capabilities

Taking advantage of SES's partnerships with top-tier cloud service, InterSAT optimised the performance of critical cloud services and applications for their end-users. Standards-based Layer 2 interconnection makes it simple for users to interconnect with cloud operators.

EXCEPTIONAL USER EXPERIENCE

InterSAT is now offering truly differentiated services to their customers. They have new and upgraded capacity and customised connectivity platforms, made available by SES satellites. Now InterSAT delivers an exceptionally high-quality experience across Africa, whether end-users are simply accessing the Internet, viewing a live broadcast event, or using advanced cloud applications and services.

REAL STORIES FROM ACROSS AFRICA



Delivering broadcast and streaming service to East Africa

Serving the East African continent, Next Media Services is a leader in multimedia with businesses in broadcasting, digital content marketing and production. Satellite connectivity services provided by SES and InterSAT enable Next Media to deliver high-quality content that connects all backgrounds of people to reliable and accurate news, sports, ideas and intelligence.

High-throughput, low-latency, fibre-like connectivity solutions provide the speed and reliability Next Media needs for the transmission of live broadcasts, delivered on multiple devices. This includes over 80 football games broadcast in 2019, live news reports, special events and more.

“We need wider networks because we’re getting stories from remote areas—parts of Sudan, parts of the DCR—where you won’t get networks unless you have strong, powerful satellite links.”

SAM ADONA,
Chief Technology Officer,



Innovation in Farming

Lentera Africa is an agriculture technology company enabling farmers with customised solutions. Smart farming is a necessity for adapting to climate change and increasing farming productivity. It works by integrating data and analytics with practical crop science. With data on thousands of farms collected every five days, Lentera’s algorithm highlights problems with the growth in crops and provides insights on areas that need chemical soil analysis.

SES and InterSAT deliver the high-throughput and fast Internet speeds Lentera needs to ensure timely decisions. Their technology provides constant monitoring of farm sensors and analysis of satellite-enabled farm imaging and other customised inputs.

“We expanded our business model. We’re no longer just selling fertilizers, we’re selling solutions. We can identify the problems a farm is having, the challenges their crops are having.”

JOHN NDUNG’U,
Business Consultant,



Developing a new generation of impact entrepreneurs in Africa

E4Impact is an initiative launched in 2010, with the objective of supporting the start-up and business growth of entrepreneurs in Africa. The Foundation provides training, connections with local investors and international businesses, seed funding, ICT and satellite communication services, and office space.

SES and InterSAT provides Internet connectivity services that enable E4Impact to connect schools, libraries, institutions and businesses around the world to improve each project’s results. The solutions have helped E4Impact contribute to the continent’s economic development ecosystem by generating job creation and wealth.

“The collaboration we have with SES and InterSAT will help not only E4Impact but other players in the ecosystem be able to impact the local lives and help the African economy grow.”

MERCY KIMALAT,
Partnerships & Community Manager,



For more information about the telecommunications services available from SES, please visit [ses.com/networks](https://www.ses.com/networks)

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Accra | Ghana
Addis Ababa | Ethiopia
Bogotá | Colombia
Bucharest | Romania
Dubai | United Arab Emirates
The Hague | The Netherlands
Istanbul | Turkey
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Lagos | Nigeria
London | UK
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