



Deliver Seasonal Cellular Connectivity

For mobile network operators (MNOs), cell backhaul over satellite has become a practical and cost-effective method of bolstering capacity when terrestrial infrastructure is overburdened, or as an alternative to ground networks in rural and hard-to reach places. It can also serve seasonal and short-term needs.

SES CellBackhaul allows MNOs to turn on temporary connectivity whenever and wherever it's needed—and turn it off just as easily.

When and where is seasonal connectivity needed?

Everywhere customers go, they expect high-speed connectivity to follow.

Concerts and events

Concerts and festivals bring big groups of people (and their devices) together

125K

Number of attendees at Coachella music festival in daily attendees

Source

Travel

Wherever travelers are headed, they want high-speed connectivity along the way

84%

Travelers surveyed who would not book a shortterm rental with bad Wi-Fi reviews

Source

Remote work

Working from anywhere means connectivity needs are more diverse and remote

36.2M

Americans working remotely by 2027
(an 87% increase from pre-pandemic levels)

Source

Weather events

Emergency teams increasingly rely on mobile broadband to react effectively

3X

Increase in the number of climate-related disasters in the past 30 years

Challenges for MNOs

Customer experience

Having only 2G voice connectivity won't accommodate modern users' expectations.



~40Mbps

User download speed using SES CellBackhaul

Source: Intelsat CellBackhaul Field Test

Topography

The lack of existing ground infrastructure, and distant locations make providing connectivity difficult, if not impossible.



97%

Land in the U.S. considered rural

Source: U.S. Census Bureau

Cost vs. ROI

Short-term and seasonal network demand doesn't justify the time and resources it takes to build out new ground infrastructure.



\$184K

The price of 10 miles of fiber and conduit material

Source: U.S. Department of Commerce and National Telecommunications and Information Administration

Deliver reliable service anywhere

Cell tower on wheels (COW)

If there's a road, there's a way. SES can provide connectivity to mobile cell towers—delivering high-performance connectivity anywhere you can tow a trailer.

Total mobility

Place COWs—complete with satellite antenna and modem—anywhere that's reachable by road

Easy set up

In less than an hour, mobile units are unpacked and functional

Coverage and reliability

Deliver seamless internet to customers without the barrier of fiber or microwave infrastructure



Trusted cellular backhaul

Whether utilizing CellBackhaul seasonal cellular connectivity for events, supporting vacationers, or for powering vital communications after weatherrelated outages, Intelsat gives MNOs the reach, reliability, and real-time flexibility to plan for—and react to—evolving demands.



Stay ahead

Inform seasonal and event planning to offer the greatest customer experiences.



Optimize costs

Reduce costs with flexible plans that allow for an increase or decrease of service depending on needs.



Be ready

Increase preparedness with redundant connectivity in the case of weather-related outages



Learn more about our purpose-built satellite and connectivity solutions at ses.com

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