



INTELSAT

Envision. Connect. Transform.

CASE STUDY

Simplifying Rural Connectivity in Pakistan with IntelSat Epic^{NG}



Providing connectivity throughout Pakistan is challenging and cost prohibitive due to the diverse geography and lack of terrestrial infrastructure. Supernet, Pakistan's leading satellite network service provider and systems integrator, wanted to accelerate broadband access across the country to enable the growth of commerce and improved quality of life for communities.

Supernet needed to find a solution to profitably expand into new markets, while continuing to meet increasing traffic demands on its existing infrastructure build-outs.

SUPERNET LTD.



Delivering local-to-global connectivity solutions for 20+ years



Serves multiple mobile network operators (MNOs) in Pakistan



75% of all 2G traffic over satellite in Pakistan goes through Supernet

CHALLENGES

Supernet faced a situation where existing network operating expenses (OPEX) needed to be contained while maintaining a high quality of service. Other challenges included limitations on real estate and available look angles as well as dealing with services across multiple satellites that led to operational and logistical complexity.



Estimated network capital expenditures (CAPEX) and OPEX for new sites was too high for viable rollout



A need to upgrade 2G sites to 3G/LTE without additional CAPEX for hardware upgrades limited ability to launch new services



Lower Average Revenues Per User (ARPU)s reduced MNOs' ability to invest in their rural network infrastructure

THE SOLUTION

Supernet chose the IntelSat Epic^{NG} platform and migrated its networks onto IntelSat 33e.



Backwards compatibility and open architecture design mean that Supernet and its customers can continue to use existing hardware



Provides carrier grade services by using the more reliable C- and Ku-band frequencies

OUTCOME

Together, Supernet and Intelsat evaluated and optimized Supernet's network to meet constantly evolving requirements.



Up to 80% increase in throughput using existing ground infrastructure



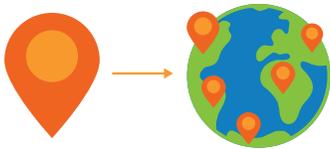
Up to 10x reduction in ground equipment power consumption



Eliminate costly power upgrades while supporting more traffic



Manage OPEX costs and reduce complexity by consolidating to a single satellite



Prepared for expansion into new markets and applications that use next-generation modem technology

BENEFITS

Intelsat Epic^{NG} supports Supernet's unwavering focus on innovation and continuous improvement.

Better cost effectiveness for MNOs' existing 2G networks



Ability to **upgrade existing 2G sites to 3G** without major CAPEX investment

Expand addressable markets to government, oil and gas, mining and power applications



Designed as a complementary overlay to the world's largest fixed satellite network, Intelsat Epic^{NG} is fully integrated with Intelsat's existing satellite fleet and global IntelsatOne[®] terrestrial network to provide enhanced performance, economics and simplified access. To learn more visit, www.IntelsatEpic.com.