



# CellBackhaul for MNOs

Reliable Connections in  
More Places



## The Demand for More Coverage

By 2025 there will be 5.9 billion unique mobile subscribers, with mobile internet and smartphones driving most of the growth<sup>1</sup>. In addition to mobile subscribers, GSMA predicts the number of Internet of Things (IoT) connections (cellular and non-cellular) will reach 25 billion by 2025, with industrial connections overtaking consumer IoT connections in 2023.

# 5.9B

Unique Mobile  
Subscribers by 2025

# 25B

Internet of Things  
Connections by 2025

According to ITU, 47 percent of the world's population still lives in areas without access to 4G, with most of that population living in rural areas. So, it should come as no surprise that now more than ever mobile network operators (MNOs) are experiencing greater pressure from consumers, businesses, competitors, and even regulators to provide reliable 2G/3G/4G coverage in more places including rural and remote areas. And as the world moves closer to 5G, greater demand will be placed on MNOs to reach further, connecting more people, places and things.

## Challenges to Reaching Further

Expanding network coverage to meet growing demand for connectivity and taking advantage of new market opportunities often comes with challenges, especially in rural and remote areas. One of the biggest is cost associated with running terrestrial backhaul over long distances to multiple new sites, specifically when they involve difficult terrain such as mountains, valleys, or heavily forested areas. Additionally, smaller population density in these areas can mean slow return on investment (ROI). These challenges alone often lead to MNOs not expanding coverage into rural and remote areas, resulting in missed opportunities for increasing market share or remaining competitive.

## Benefits At-A-Glance



### Global Space-based Network

Expand coverage anywhere reaching  
99% of the world's populated areas



### Expert Services

Rely on industry experts for complete  
cellular backhaul managed services and  
24/7 support



### Economical & Efficient

Acquire only needed capacity to cost-  
efficiently provide reliable 2G/3G/4G  
coverage across hundreds or thousands  
of remote sites



### Reliable Quality of Service (QoS)

Bandwidth distributed to every site  
based on network traffic needs and voice  
and data QoS requirements



### Advanced Technologies

High-performing space-based  
technologies providing signal  
optimization and acceleration.



## An Alternative to Terrestrial Backhaul

The business challenges associated with expanding coverage by connecting hundreds or more sites in rural and remote areas using traditional terrestrial backhaul are real.

### But what if you could:



Provide network coverage to connect more people, places and things anywhere in the world without geographic limitations?



Connect an entire network of remote sites using a cost-effective alternative to traditional cellular backhaul to provide that coverage?



Do all this while relying on highly-knowledgeable and skilled experts to provide complete cellular backhaul managed services and 24/7 technical support?

Wouldn't this enable you to increase your market share, provide a competitive network, grow your subscriber base, and ensure your existing subscribers have a reliable network experience everywhere they live, work and play?

## CellBackhaul for Cost-efficient Network Expansion

CellBackhaul is Intelsat's complete mobile backhaul managed service that enables MNOs to quickly and cost-effectively expand 2G/3G/4G/5G/IoT coverage into underserved and unserved areas previously considered unreachable due to economic and feasibility challenges of traditional terrestrial backhaul. CellBackhaul utilizes advanced satellite technologies to offer MNOs an end-to-end connectivity service from their core network to any number of cell sites with a guaranteed Service Level Agreement. Intelsat's team of expert engineers, working in collaboration with the MNO's engineering team, help design the network of remote sites and determine the right amount of capacity to support peak usage across the network, meeting Quality of Service requirements, and minimizing costs. We work with the MNO throughout the deployment process and provide ongoing managed services and 24/7 support.

With Intelsat, MNOs can stay competitive by quickly and cost-effectively connecting hundreds even thousands of sites beyond the barriers often associated with terrestrial backhaul, reaching new markets, and creating new opportunities for growth.