# ELEVATE IOT

## WHY AN IOT CONNECTIVITY LEASE MIGHT BE RIGHT FOR YOU

inmarsat

72.0%

# POWER YOUR IOT AMBITIONS WITH DYNAMIC MANAGEMENT OF A LEADING SATELLITE NETWORK

Remove the effort and expense of developing and managing your own satellite network with a global, scalable, IoT Connectivity Lease from Inmarsat.

An Inmarsat IoT Connectivity Lease gives you exclusive access to a dedicated segment of Inmarsat's industry-leading ELERA satellite network designed for IoT. With the ability to define capacity, bandwidth and power requirements specific to your business, you get the freedom to create the most innovative and efficient IoT applications.

Backed by the world's most reliable and robust satellite connectivity network, an Inmarsat IoT Connectivity Lease is hassle-free, flexible and ensures you remain in control. If you want the freedom to develop proprietary IoT solutions, with two-way data flows enabled, an Inmarsat IoT Connectivity Lease might be the best option for you.

With our experts managing ELERA, the world's leading satellite network for IoT, you can focus on developing your technology and solutions, delivering value for your business and growing your customer base.

Read on to discover more about the power of IoT Connectivity Lease from Inmarsat.

## WHAT IF YOU ONLY NEED A ONE-WAY, RECEIVE ONLY DATA LINK? TALK TO US ABOUT OUR POINT TO MULTIPOINT [PMP] LEASE

For simpler applications that only require one-way data flows from a single uplink to an unlimited number of downlinks, Inmarsat's PMP lease might be right for you.

Typical applications might include differential GPS, commercial asset tracking, media broadcasting, chart updates and weather reports. Our expert team is on hand to offer advice as to whether this might be a viable option for your needs.

# THE IOT LEASING CHECKLIST

An IoT Connectivity Lease might be right for you if:

## YOU ARE

A **business deploying IoT projects** in Agriculture, Electrical Utilities, Mining, Oil & Gas, Transport and Logistics

**An Original Equipment Manufacturer (OEM)** for IoT

An **IoT-as-a-Service provider**

**A provider of IoT solutions**

## WHO HAS

Developed **your own proprietary** IoT satellite terminal, hardware, software, platform or solution

## WITH SIGNIFICANT AMBITIONS

**For your IoT solution to deliver:**

**IoT 'anywhere'**
Access new markets and regions all over the world with the ability to turn on the most reliable IoT satellite spectrum whenever and wherever you need it

**IoT at scale**
Grow your IoT solution at pace, and go large in volume

**IoT now**
Incorporate a satellite network that's already in orbit - and built to provide robust and reliable connectivity - into your solutions today

## AND WANT

**A satellite connectivity solution that gives you the freedom to grow your business the way you want to:**

**Maintain Control**
Become a virtual satellite network owner; control your proprietary solution and end-to-end customer experience, inclusive of your own hardware, software and platforms

**Maximise Flexibility**
Give yourself the freedom to innovate within a cost base that you can control, and that can flex with your business and growth plans

**Minimise upfront & ongoing infrastructure costs**
Avoid costly delays, effort and upfront and ongoing investments associated with setting up and managing your own satellite network

# SELECTING THE RIGHT CONNECTIVITY SERVICE

## A BESPOKE IOT CONNECTIVITY LEASE OR AN INMARSAT IOT CONNECTIVITY SERVICE?

Inmarsat ELERA's suite of reliable, global, made for mobility, and easy-to-use connectivity services are suitable for all remote IoT industries and locations. These will fuel your IoT progress and innovations, today and tomorrow.

Our experts are always on hand to help you find the right solution to meet your needs, but read on to find out whether leasing might be most appropriate for you, or if our BGAN M2M or IsatData Pro services are the ideal fit.

## IOT CONNECTIVITY LEASING – FREEDOM TO CREATE YOUR OWN RULES

Completely customisable by spot or regional beams, leasing allows any Industrial IoT stakeholder to develop their own IoT hardware and software solutions built on Inmarsat's proven L-band network, ELERA.

It removes the need for expensive satellite development, deployment and management by allowing you to create a virtual network using our satellite infrastructure, supported by our expert team. Consider an IoT lease if:

- You've developed your own satellite terminal, hardware or software IoT solution that you want to control

- As a manufacturer:

  – you want to control precisely how you roll out your IoT solution across your business and regions

- Or, as an IoT solution or IoT-as-a-Service provider:

  – You have a focused target around a particular vertical or market

  – You want the ability to issue SLAs directly

  – You want the freedom to manage end-to-end customer relationships

## INMARSAT IOT CONNECTIVITY SERVICES

Another of our services might be the right option for you if:

- Access to predefined terminals that use the Inmarsat network and operate within BGAN / IDP service plans suits your current needs

- You are not currently planning to develop your own IoT satellite terminals or proprietary hardware, software or platform solutions

- You benefit from fixed, stable cost structures and a relatively predictable IoT customer base or demand cycle

### ISATDATA PRO
**Transform your operations with IDP**

For reliability, security and scalability, nothing compares to Inmarsat's IsatData Pro (IDP) service. From simple tracking and monitoring to more sophisticated telemetry, logistics and safety compliance, IDP gives you the platform you need to stay connected, secure and efficient, while lowering operational costs and risk.

### BGAN M2M
**Stay in control with BGAN M2M**

If you want to monitor and control assets and infrastructure in remote global locations, where mobility of assets is key, BGAN M2M is the service for you. BGAN M2M provides transparency and operational efficiency. With up to 99.9% uptime, it's the service that always works – even when others don't.

# THE POWER OF DYNAMIC BEAM MANAGEMENT

## THE WORLD'S MOST FLEXIBLE IOT SATELLITE SOLUTION

Our IoT Connectivity Leases really deliver the control, scale and flexibility your business needs, allowing you to define and unlock your growth ambitions. And it's all thanks to the power of Dynamic Beam Management.

Inmarsat is the only satellite provider to bring the power of Dynamic Beam Management to IoT use cases, and it's only available to you through an Inmarsat IoT Connectivity Lease.

IoT Connectivity Leasing enables you to:

- Choose the capacity and power requirements that are right for you at your stage of development, and easily adjust them as you go.

- Define the length of lease, and optimal choice of satellite beams to best match your growth, allowing you to choose between focusing your coverage on a highly specific area, a wider geographic region or multiple locations around the world.

- Scale your requirements up or down rapidly as needed, with flexible beam switching to ensure your assets or customers stay covered at all times.

- And finally, with dynamic beam management service plans, you only pay for the spectrum you need, when you need it, allowing you to easily expand your operations into new territories with flexible beam management.

ELERAT IoT

HOW DOES IOT CONNECTIVITY LEASING WORK AND HOW CAN I BENEFIT?

# ACCELERATE YOUR GO-TO-MARKET PLANS

## WITH THE SIMPLE SATELLITE CONNECTIVITY OF AN IOT LEASE

Our reliable, easy-to-set-up IoT Connectivity Leasing solution is ideal for IoT deployments, allowing you to focus on what you do best.

Develop your own IoT hardware and software ecosystems around a proven L-band satellite connectivity network.

Avoid costly delays, effort and upfront investments in setting up and managing your own satellite networks by easily accessing one already in orbit and built to provide reliable connectivity, today.

Our expert teams will work with you upfront to design the most efficient and effective satellite IoT solution.

Choose between static or dynamic beams depending on need, or implement a standardised set of parameters that support a variety of use cases.

Have the flexibility to shape your offering as needed throughout your contract.

# OUR SCALABLE SATELLITE-AS-A-SERVICE CONNECTIVITY SOLUTION

## GIVES YOU DYNAMIC CONTROL AND THE FREEDOM TO INNOVATE

An Inmarsat IoT Connectivity Lease delivers flexibility front and centre. So, once you're up-and-running you call the shots, enabling you to grow and scale your solutions the way you want.

Choose whether to focus your coverage on a highly specific area, a wider geographic region or multiple locations around the world.

Easily expand your operations into new territories with flexible real-time beam management.

Scale up or down rapidly as needed, with real-time beam switching to ensure your customers stay covered.

Choose capacity and power requirements that are right for you at your stage of development, along with defining the length of IoT Connectivity Lease and optimal choice of satellite beams to best match your business strategy.

Only pay for the spectrum you need, when you need it, with dynamic beam management service plans.

Unlock new IoT use cases as they become available with the only satellite provider to bring the power of Inmarsat's dynamic beam management to IoT.

An Inmarsat IoT Connectivity Lease is the quickest way to access the unique benefits of Dynamic Beam Management.

# LEVERAGE OUR VALUE-ADDED SERVICES

## TO ACCELERATE GROWTH

We've got the expertise and experience to help you grow. Taking out an Inmarsat IoT Connectivity Lease gives you access to value-added services, which you can choose to utilise whenever you need to. You can leverage our commercial and regulatory support, and gain access to our expert partner network.

Expertise in working with IoT start-ups to achieve growth.

Access Inmarsat's influential network of PE and VC partners as your business ambitions develop and grow.

Flexible commercial agreements, including profit-share arrangements, that mean Inmarsat is invested in your success, and in growing with you.

Access new markets and enjoy seamless operation by leveraging Inmarsat's existing regulatory agreements and specialists on IoT regulatory practices across global jurisdictions.

24/7/365 technical support to ensure your solution works wherever or however you need.

# MINIMISE CAPEX AND OPEX COSTS

## MAXIMISE YOUR ROI POTENTIAL

Remove the risk, effort and expense of developing, deploying and managing your own satellite constellation with a global, scalable, IoT Connectivity Lease from Inmarsat.

The hundreds of satellites you would need are costly and time consuming to develop and deploy.

Operating a virtual satellite network on top of a GEO network provider saves significant upfront CapEx costs - without any loss of customer experience.

It's not just the set up costs. Managing and maintaining your own small sat constellation is a significant use of cash and resource.

With our experts managing ELERA, the world's leading network for IoT, you can focus your investment towards achieving scale and market share.

Accelerate your path to ROI in partnership with the world's most robust and flexible IoT satellite solution.

# ALL DELIVERED BY INMARSAT ELERA

## THE WORLD'S LEADING IOT NETWORK

Inmarsat ELERA is the gold standard network for IoT. This means your solutions are being built on the most reliable, secure, highest capacity global network available.

A network optimised for IoT, with more global L-band spectrum than any other provider, capable of connecting millions of assets across land, sea and air globally.

The most reliable satellite network for IoT with operations guaranteed until the 2040s.

You will receive a contractually defined grade of network access and service.

Rest assured that you're connecting to satcom that meets military and government requirements for security and supports all major VPN products and encryption standards.

ELERA is easily integrated in your solution, giving you the freedom to manage your new virtual satellite network however you choose.

# INMARSAT ELERA

Inmarsat ELERA is the global network for the Internet of Things and secure narrowband connectivity.

Designed for mobility and trusted to connect over a million assets globally, ELERA enables the next wave of world-changing technologies that will underpin our connected society and help build a sustainable future.

ELERA is a springboard for innovation. It is accelerating pioneering use cases for commercial and government customers and is inspiring new possibilities on land, at sea and in the air. In short ELERA is:

- An L-band network with unique resilience in all conditions with complete global redundancy, ultra-high security and market-leading, 99.9% availability

- Offers seamless coverage with global consistency and simple deployment in the field

- The only global Geo-synchronous Earth Orbit (GEO) operator, with more usable spectrum in every region than any global provider, ensuring the delivery of mission-critical data

## ASSURED FOR THE FUTURE

Our commitment to the future of narrowband services is demonstrated in Inmarsat-6s (I-6s) – the most sophisticated satellite constellation ever launched. The I-6s will enter commercial service in 2023 and will significantly expand the network – enhancing resilience and supporting new and existing services into the 2030s and beyond.
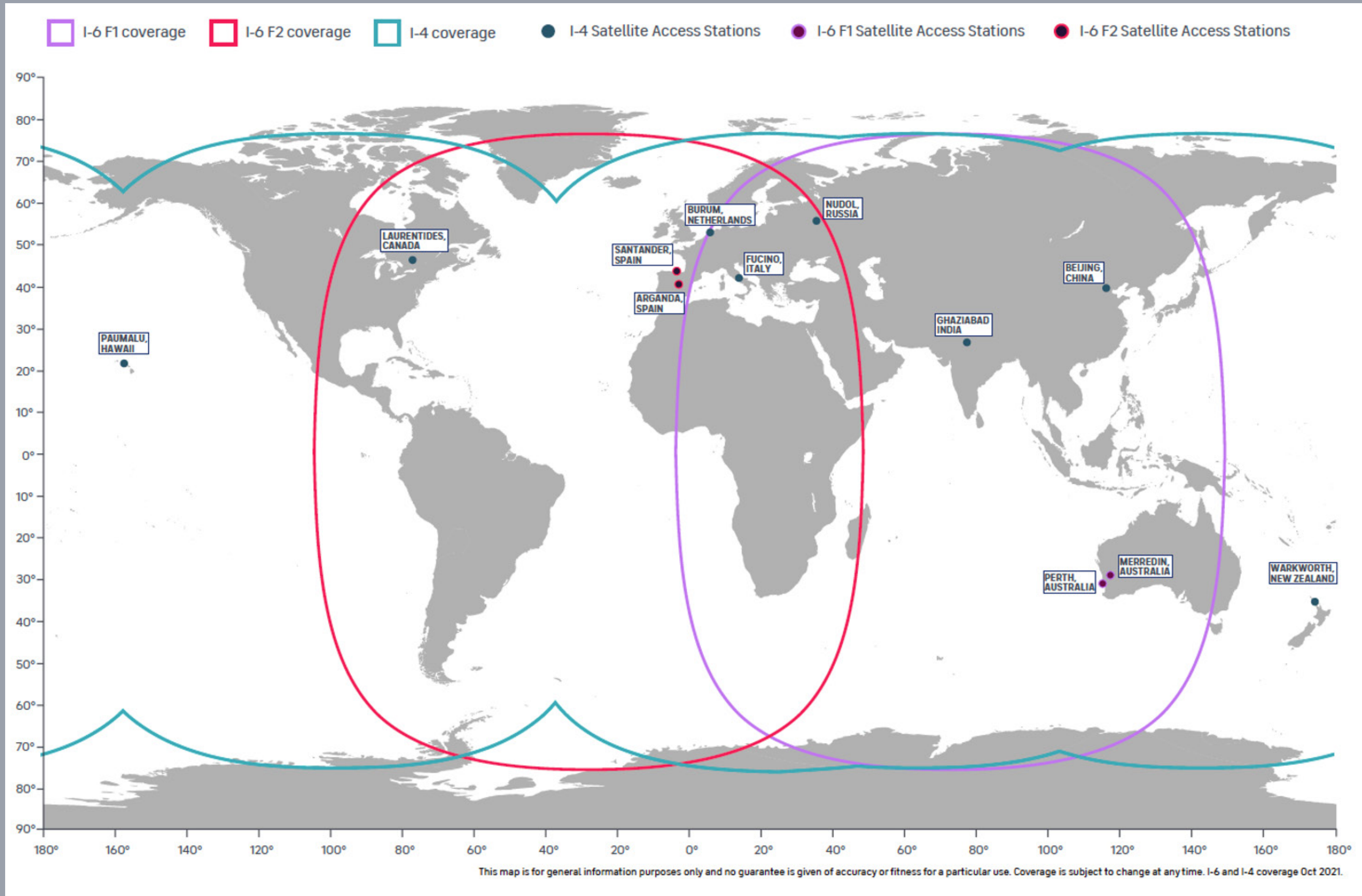
## INMARSAT ELERA

- The world's most reliable satellite network

- Four satellites already in service with two new satellites to enter service in 2023

- The most sophisticated commercial communications satellites ever built

- Global coverage

- 24/7/365 customer service

## ABOUT INMARSAT

Inmarsat is the leading provider of global mobile satellite communication services. Since 1979, Inmarsat has been providing reliable voice and high-speed data communications to governments, enterprises and other organisations, with a range of services that can be used on land, at sea or in the air. Inmarsat operates around the world, with a presence in the major ports and centres of commerce on every continent.

**For more information, please visit www.inmarsat.com**

Legend:
- I-6 F1 coverage
- I-6 F2 coverage
- I-4 coverage
- I-4 Satellite Access Stations
- I-6 F1 Satellite Access Stations
- I-6 F2 Satellite Access Stations

Satellite Access Stations labelled on map:
- LAURENTIDES, CANADA
- PAUMALU, HAWAII
- BURUM, NETHERLANDS
- SANTANDER, SPAIN
- ARGANDA, SPAIN
- FUCINO, ITALY
- NUDOL, RUSSIA
- GHAZIABAD, INDIA
- BEIJING, CHINA
- PERTH, AUSTRALIA
- MERREDIN, AUSTRALIA
- WARKWORTH, NEW ZEALAND

This map is for general information purposes only and no guarantee is given of accuracy or fitness for a particular use. Coverage is subject to change at any time. I-6 and I-4 coverage Oct 2021.

- Unique resilience in all conditions with complete global redundancy, government-grade security and market-leading, 99.9% availability. It just works, wherever, whenever customers need it

- The only global GEO operator, with more usable spectrum in every region than any global provider

- Redefining narrowband performance with breakthrough spectrum management technology delivering narrowband speeds up to an extraordinary 1.7Mbps

- Connecting next generation, mission-critical applications in aero and maritime, to deliver more cost effective, lower waste, lower carbon operations

**Discover how an IoT Connectivity Lease can help support your IoT objectives**

**Contact a member of the Inmarsat team:**
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