

Virtual Network Operator

Low cost entry into the satellite communications market

As the international technology market continues to expand, new opportunities arise in remote areas worldwide at a record pace. The resulting demand for broadband intensive applications, and the high speed access to provide it, presents unprecedented business opportunities for those who can identify these segments and cost effectively deliver service. Historically the challenge of meeting the communications needs of these niche markets has been the high cost of deploying a network, and the ongoing investment required to maintain it while the customer base is being built.

Meeting the challenges of the real world

The iDirect solution was developed to be inherently flexible, specifically to meet the changing communications needs of developing markets. Our Virtual Network Operator (VNO) solution allows satellite service providers the benefit of operating their own VSAT network without the cost of buying the VSAT hub infrastructure. Each VNO rents network capacity from a host network operator (HNO). This capacity is physically isolated from the resources rented by other service providers, and can be managed in any manner the NO sees fit, including using private IP addresses. This allows a VNO to offer highly competitive broadband IP service anywhere, without a significant upfront investment.

And in addition to low initial cost, as a virtual network operator you will be able to:

- Commission and control your own remote sites
- Deliver end users broadband speeds of up to 9 mbps
- Insure your network traffic is 100% physically separate from anyone else's
- Provide custom QOS service levels
- Support applications like VoIP, video and private networks
- Pay only for the capacity you need
- Easily expand your service capacity as you build customer demand

iDirect Virtual Network Diagram



Virtual networks offer all the opportunity of the Satellite industry without assuming the risk, or the upfront investment of deploying a separate network. And, since a VNO can start with as little as a single line card, they have the ability to deploy exactly the network bandwidth for their initial business case, with the flexibility to expand as much as the markets demand. The VNO model allows new operators to develop niche opportunities worldwide, and provides them with state of the art network management tools, security and functionality to deliver the applications customer need.