

# 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. **Intelsat 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.

**250K**  
Number of attendees at Coachella music festival in 2017  
Source

### Travel

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

**84%**  
Travelers surveyed who would not book a short-term 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  
Source

## Challenges for MNOs



### Customer experience

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

**~40Mbps**

User download speed using Intelsat 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.

**\$186K**

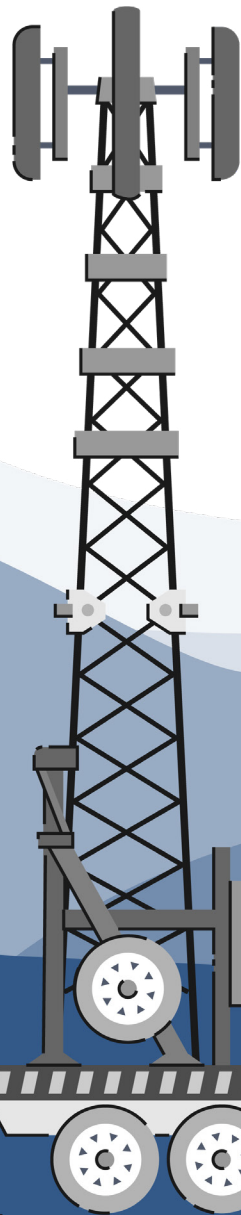
The price of 10 miles of fiber and conduit material

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. Intelsat 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 setup

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



### 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.

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

[Learn more at intelsat.com/cellbackhaul](https://www.intelsat.com/cellbackhaul)