

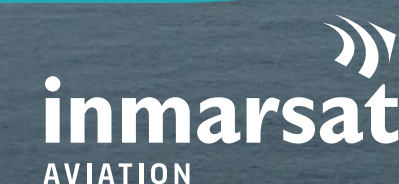


# The power of partnership

How Inmarsat and Satcom Direct have transformed business aviation



BUILT TO FLY





# Business doesn't stop when the plane takes off

Business leaders like to bet on a sure thing, especially when it comes to something as important as connectivity. Though risk can certainly be rewarding, they can't tolerate unpredictability or uncertainty when people are relying on them to make the big calls.

Staying connected to teams and operations while travelling on private or charter flights has become a key consideration for high-net-worth individuals (known as 'principals'). After all, in a world of video conferencing and anywhere working, they are still expected to achieve as much in the air as they do on the ground. Because of that, directors of flight operations must provide the gold standard in aviation connectivity.

For over 30 years, Inmarsat's expertise and experience in business aviation have enabled us to exceed the expectations of flyers. And for 25 of those years, Satcom Direct has helped us deliver gold standard inflight connectivity – working closely with operators to understand their aircraft, their travel patterns, budgets and desired capabilities to help us build truly effective solutions.

What makes our joint offering so powerful? Inmarsat owns and operates our own Ka-band and L-band networks, giving us

complete control over performance and availability. That means our services are completely seamless, reliable and global.

Satcom Direct's proprietary software, hardware, terrestrial infrastructure and cybersecurity solutions thoroughly complement these networks, protecting and empowering users wherever they may be flying.

As the demand for inflight connectivity continues to soar, Inmarsat and Satcom Direct continue to deliver. Today, around 5,500 business jets are equipped with Inmarsat's Jet ConneX and SwiftBroadband solutions. Tomorrow, that number will only grow, with our latest global connectivity solution, SwiftJet, set to unlock a new world of opportunity. Offering a range of new use cases and possibilities, SwiftJet will offer maximum speeds up to six times faster than our existing business aviation L-band connectivity solution ensuring an enhanced onboard experience.





The business aviation market, like the rest of the business world, is undergoing a series of profound changes. Swift and widespread, these transformations are forcing everyone in the space to rethink how they operate, communicate and travel.

As just one example of the challenges faced, our latest business aviation survey – conducted alongside Corporate Jet Investor (CJI) – revealed that ‘having access to the same consistent connectivity as available on the ground’ is now considered the most essential aspect of the business aviation inflight experience.

**46%** 

of passengers believe having the same online access in the air as on the ground is more important to principals than flexibility in schedules.

Our partnership with Satcom Direct is helping us meet these challenges head on. Together, our companies share knowledge, values and a passion for business aviation. We recognise that only the very best will do. And we work together to deliver just that.

Our work, already honed over the past 25 years, has only just begun.

“ Satcom Direct continues to provide visionary services to its customers and Inmarsat is just as committed to supporting the customer experience. We can only continue to do that by closely collaborating with our partners to keep delivering exciting new global connectivity services to the aerospace market.”

Kai Tang,  
Head of Business Aviation,  
Inmarsat



# Preparing for take-off

A lot can happen in 25 years.

Back in 1997, Jim Jensen - now CEO of Satcom Direct - had a vision. He began dreaming of delivering the very best customer service in business aviation. With experience in the industry, he spotted an opportunity to take the market further than it had ever gone before.

At the time Jensen had his vision, inflight connectivity for business aviation customers had to be different. For one, each Inmarsat customer using the L-band Classic Aero service had to know precisely which satellite their aircraft was connected to and be sure of the dial prefix that would open that connection. Knowing that Inmarsat was working to streamline and automate this process, and that his ideas could help accelerate this evolution, Jensen found his big break with the Global One Number and Satcom Direct was born.

From this acorn of an idea, an incredible, transformative partnership has emerged. And a quarter of a century later, improving the passenger experience is still the guiding principle of that partnership. Understanding the problems customers have during a flight, finding ways to overcome them and ensuring they don't happen again drives the Inmarsat and Satcom Direct teams.

“ As Inmarsat continues to bolster its outstanding Global Xpress constellation, Satcom Direct continues to develop services enabling optimisation of the data capability. It's a powerful combination for a data-hungry aerospace sector.”

**Chris Moore**  
President of Business Aviation,  
Satcom Direct





## 25 years of highlights

Since 1997, and the later introduction of SwiftBroadband, the relationship between Inmarsat and Satcom Direct has only deepened. This partnership has been critical to the launch of the next-generation Ka-band service Jet ConneX, powered by the Global Xpress network.

Satcom Direct was the first business aviation communications provider to provision its services and transmit data over Inmarsat's Global Xpress satellites. It has also been a value-added reseller of the Global Xpress High Throughput Satellite (HTS) constellation since launch in 2015.

Jet ConneX, as we know it today, was made possible primarily by Satcom Direct's router technology. This technology makes inflight connectivity more efficient,

delivers a portfolio of customisable applications and makes managing cybersecurity simpler.

A key landmark for the partnership was reached in early 2021, when Satcom Direct successfully activated its 500th terminal for business aviation customers subscribing to Inmarsat's Global Xpress HTS network. And this number continues to grow.

Not only does this confirm Jet ConneX's pre-eminent position as the gold-standard solution for global business aviation connectivity, it further cements Satcom Direct as the leading service provider of Inmarsat's ultra-high-speed data services.





## A rapidly changing marketplace

The pandemic rewrote the rulebook for almost every industry, and aviation was no different. However, business aviation proved more resilient than its commercial aviation counterpart - in fact, it swiftly picked up steam. Today, there's a significant waitlist for new jets, and sales of preowned aircraft are also buoyant.

The truth is that the pandemic didn't halt all business. And when big decisions had to be made in person, business travellers had to fly. In the absence of commercial flights, these principals discovered that business aviation offered reliability and fewer restrictions, as well as a safer way to fly mid-pandemic.

Harry Shadbolt, Inmarsat's Global Channel Director, Business Aviation, saw this first-hand. "A lot of people who previously may have flown in the top classes of commercial aviation started to look towards business aviation as a quicker, more efficient and more productive way of travelling." Generally, once principals have tried business aviation, they don't return to commercial options.

This boom in business travel has resulted in increased demand for chartered flights. In our research with CJI, 55.8% of respondents saw chartered flights as the area of highest demand over the next year.

But just being able to board a business flight doesn't cut it for principals. Now, these passengers expect a real 'office in the sky' experience.

In the same survey, 86% of respondents said that connectivity has turned business aviation from a luxury to a legitimate business asset. Robust and reliable connectivity enables these high-net-worth individuals to direct their business affairs, run meetings, send their teams the latest work and make important decisions in real time, all while airborne.

Of course, an increase in connected business flights puts pressure on capacity. Since 2019, we've seen demand on networks accelerate, with principals needing not just fast download speeds but also reliable upload speeds. More and more principals are taking their teleconferencing to the sky. And Inmarsat and Satcom Direct are ready for them.

“ Principals can now conduct their business inflight, but any minor interruption can cause a massive disruption to their business meetings. That's something that we are always trying to proactively identify and get in front of.”

Gerry Connell  
Director of Customer Operations,  
Satcom Direct



## Working together

Our fruitful relationship with Satcom Direct is based on a set of shared values – and is more than just the connectivity delivered to the end customer. It's a partnership born of a shared knowledge and passion for business aviation, and one which recognises only the best will do. Bringing the best networks and the best service providers together has already achieved so much.

Satcom Direct collaborates closely with Inmarsat to deliver the most advanced inflight connectivity available, working with operators to understand their aircraft, travel patterns, desired capabilities, and budget to build customised, fully-integrated solutions. But this mission requires effort and understanding. And lots of it.

Working in the communications industry, both Inmarsat and Satcom Direct understand that regular contact is key in their fast-moving world. Whether that's regular scheduled check-ins or daily calls and WhatsApp messages, our teams need to be able to keep on top of issues whenever they arise.

Gerry Connell, Director of Customer Operations at Satcom Direct, confirms "I would say that our business, especially our customer support model, has changed fairly drastically over the last five years as the services that we offer have become more robust, with more bandwidth and more capabilities. It's forced us to become more and more proactive."

“I think the relationship is particularly strong because we have a strong personal tie. It's not just work, it's very much that we don't let each other down.”

**Harry Shadbolt**  
Global Channel Director,  
Business Aviation, Inmarsat



# The future looks bright

Our 25 years of work with Satcom Direct is a testament to the power of partnership.

Our many successes have proven that the best ideas aren't created in a vacuum, but instead through continuous dialogue between teams with shared goals. And the best of this partnership is yet to come.

One major development has already landed, as Satcom Direct's new Plane Simple Ka-band antenna system enters service. This advanced terminal solution allows larger jet services to offer next-generation Jet ConneX plans. It's also lightweight, with only two line-replaceable units and simplified wiring for easier installation and maintenance. The prototype terminal has been installed on Satcom Direct's Gulfstream G550, with data being collected to optimise its functionality.

But it's not just hardware getting an overhaul. The gold standard of business aviation connectivity services, Jet ConneX, will also see significant upgrades.

The JX Evolution programme will enhance coverage and capacity, as well as the capability of reaching speeds in excess of 130 Mbps using Inmarsat's existing satellites. And the new SwiftJet solution will soon enter commercial service – redefining connectivity for smaller and mid-size jets. Satcom Direct, a global distribution partner for this service, was

integral in helping shape and bring SwiftJet to market.

All this is complemented by an upcoming upgrade to the GX network – the power behind Jet ConneX. Our dual payload satellites, GX6A and GX6B, are both scheduled to enter service in 2023 – both set to boost capabilities for our Ka- and L-band business aviation services. These will be followed by five more satellites before the end of 2025 as part of our fully funded roadmap.

Three of these five launches will enter geostationary orbit, while two will enter highly elliptical orbit, enabling the world's first commercial mobile broadband service for high-elevation flights above the Arctic Circle.

These launches will boost speeds and network reliability even further – beyond anything thought possible in the field of business aviation.

The way that principals work and travel is set to change forever. Together with Satcom Direct, we're building functional offices in the sky, enabling never-before-seen levels of productivity and connectivity.

The future of business aviation is rising bright on the horizon.





# Unrivalled connectivity and service

## Jet ConneX

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Jet ConneX offers the market's most extensive coverage of international flight routes. Powered by our Ka-band satellite network, Jet ConneX's consistent and seamless high-speed connectivity ensures it remains the gold standard business aviation solution, enabling principals to receive a best-in-class experience, wherever they fly.

Jet ConneX's advanced capabilities support all types of online activities, from video streaming and live TV to video calls, large file transfers and even VPNs. With guaranteed global data rates and upgradable bandwidth, Jet ConneX allows principals to realise the vast potential of the office in the sky.

## SwiftJet

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SwiftJet is the latest game-changing global connectivity solution for business aviation. One of the first services to be introduced on our innovative ELERA satellite network – built specifically for global mobility – SwiftJet creates a range of ground-breaking opportunities for the smaller jet market.

Offering maximum speeds of up to 2.6 Mbps across global flight routes – up to six times faster than our existing business aviation L-band connectivity solution – SwiftJet will ensure an unparalleled and seamless experience that will exceed passengers' expectations.

It will enter commercial service in 2023.

## SwiftBroadband

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No matter what business aircraft is being operated or where it is flying, SwiftBroadband is the proven inflight connectivity solution, enabling both principals and crew to stay connected.

Designed to deliver consistent performance and true global coverage, SwiftBroadband has remained the world's leading broadband-speed, L-band service for business aviation for over a decade.

Two new advanced L-band satellites will enter service, the first in 2023 and the second in 2024, as part of our innovative, fully funded technology roadmap. These will be the most powerful L-band payloads ever launched.







## About Inmarsat

Inmarsat is the business aviation industry's trusted provider of global inflight connectivity. It offers a range of powerful solutions, from vital safety communications for pilots in the cockpit, to reliable, high-speed broadband for passengers in the cabin.

Today, its services are installed on more than 5,500 business jets around the world. As the company owns and operates its global satellite networks, which are purpose built for mobility, it remains in total control of performance and availability.

In a fast-moving and demanding business sector, Inmarsat are committed to meeting future principal needs and expectations with our fully funded technology roadmap.



## About Satcom Direct

Since its inception in 1997, Satcom Direct has evolved into one of the world's foremost providers of global satellite communications solutions. It delivers consistent and reliable connectivity for the business aviation market wherever and whenever principals require it.

Satcom Direct's proprietary software, hardware, terrestrial infrastructure, cybersecurity solutions and award-winning customer services combine to create tailored data solutions for each customer's unique requirements.

Its services enhance the principal experience, improving efficiencies to exceed expectations. Satcom Direct ensure users can fully optimize the time they spend in the air.

