

Demand for A-grade satellite connectivity a reality for Africa

While Richard Branson announces plans to put thousands of Internet satellites into orbit, Johannesburg-based company Broadlink says its satellite hub at Teraco; is already providing unparalleled means for multinationals making inroads into Africa.

Broadlink is a leading South African telecoms provider of microwave, fibre, satellite, voice and internet access services. It has invested in its own teleport facility situated at Africa's first vendor neutral satellite earth station, Teraco in Isando, Johannesburg.

As the lifeblood of today's business environment invariably comes down to connectivity, the satellite platform enables Broadlink to offer both current and future customers with world class VSAT connectivity services, with a locally based hub to connect satellite feed with terrestrial telecommunications networks. As Africa continues on its path of economic growth, it requires an increasing number of companies to venture into remote areas outside of South Africa's borders. Broadlink's satellite hub is responding to this demand for market leading infrastructure with its significant investment in a satellite hub. By being located at Teraco's vendor neutral facilities, Broadlink enables its customers to connect directly to several South African telecommunication operators, local and global businesses located in the data centre as well as benefit from NAPAfrica's peering.

There is no doubt that satellite technology can help bridge the African digital divide. It is for this reason that satellite services are fast becoming an attractive avenue for enterprises' growing needs. There are well over 300 million people that are 50km away from fibre or cable broadband connections and this has a detrimental effect on connection quality. There are even more people that do not have any internet access, and with a rapidly growing population, connectivity demand will be at an all-time high very soon. While the Western world can rely on fibre, Africa cannot and satellite is required to provide an efficient way of connecting the majority of the unconnected. Broadlink says

the growth has already been seen in demand for broadband and rural connectivity, data and voice services for telcos, mobile operators, enterprises and government services (education, health).

The teleport lowers the barriers to entry for smaller telecommunications companies and has enabled Broadlink to develop, plan and manage its own satellite services, ensuring a superb alignment between Broadlink's service offering and the needs of customers and resellers. The offering includes a range of VSAT solutions catering for enterprise, broadband and continuity requirements.

The multiple advantages of Broadlink's satellite hub are in line with demand for a-grade satellite connectivity alongside wireless requirements to seamlessly connect businesses to the continent.

Broadlink is more than just an alternative choice; it's the answer to unlocking growth and connectivity in Africa.