



OneWeb



Brdy

USE CASE

Space-based connectivity and business continuity  
Keeping business operational

Connection everywhere changes everything



OneWeb



**Connectivity:** the single, essential technology component of business continuity.

# Space-based connectivity and business continuity

## Keeping business operational

Connectivity is the lifeblood of business for millions of companies today. With it, they can sell products and services to customers and interact with them in real-time. Companies also rely on connectivity to collaborate with supply chains, including suppliers and partners. And with many applications now in the cloud, connectivity is central to many line-of-business operations, including payroll, accounting, sales, and marketing.

It all makes connectivity an essential element of a business continuity strategy. All around the world, small, medium and large businesses are increasingly reliant on their networks for survival. The growing convergence of voice, data, and video over a single IP network means companies cannot afford to be without connectivity for any length of time.

If their connectivity fails, businesses will be severely affected, losing money, reputation, and customers. Without network connectivity many communications services, including telephony, email and chat, will also be disrupted. Any network is at threat of interruption, but the chance is higher in remote locations, where connectivity can be poor and affected by frequent power cuts.



Low latency supports cloud-based services that keep businesses agile.

## Connectivity challenges

Network outages can come from all directions: power cuts, human error, router failures, or cable cuts. Natural disasters and extreme weather events also frequently cause network disruption. It is often uncertain how long it might take to fix a fault and get the network back online. For example, if new hardware is needed, it can take time to be shipped and installed. What is required is a reliable backup network distinct from the primary connection.

On top of this, business operations located in remote, rural locations often still lack modern infrastructure or skilled technical staff. These can include retail outlets and schools or government facilities like embassies that rely on staying connected to protect sensitive data or develop diplomatic services cost-effectively.

## Connectivity solutions

Low Earth Orbit (LEO) satellite connectivity can provide businesses of all sizes with the continuity and resilience they need to keep operations up and running no matter where they are located. With latency of less than 70 milliseconds and downloads of 150 Mbps, it can support essential, data-heavy systems and solutions. Crucially, LEO can be used as a reliable backup or hybrid connection using SD-WAN to meet the demands of modern business continuity and disaster recovery planning.

## Enhanced opportunities

### Ensuring uptime

In a volatile world, LEO satellite connectivity can help keep enterprises up and running at all times. Reliable, affordable and using a new, durable user terminals, LEO provides low latency, bandwidth, data throughput, and high service levels. This provides enterprises with a backup network that protects and enhances business operations. In the event of disruption, LEO ensures business-critical applications are safeguarded and revenues protected.

### Resilience with SD-WAN

By integrating OneWeb LEO connectivity into an SD-WAN infrastructure, businesses can take advantage of a highly-resilient network design that can switch over to LEO connectivity in the event of the failure of the terrestrial network. In addition, the architecture allows all networks to be used during normal operations, increasing the total capacity and providing load balancing functionality to improve performance.

### Cybersecurity and encryption

Cybersecurity is a key part of ensuring business resilience. Suppose there is any disruption to one part of the network such as a DDoS attack. In that case, routing traffic over a completely separate network, such as LEO, is essential to keep businesses operational. The low latency of LEO also allows companies to continue to use their standard encryption policies over the backup network, thereby always ensuring the security of the data.





**More data** in real-time yields more information for testing and troubleshooting connectivity

## Enhanced and new applications

### Avoiding business disruption

Helping maintain critical services, products and customer communication during unforeseen events and disruption.

### Real-time data analytics

Provides detailed analytics of LEO connectivity in primary, backup or hybrid networks.

### Protecting business and revenues

Gives the power and control to keep business operating should primary networks fail.

### Supporting remote operations

Remote operations far from corporate HQs need backup connectivity to support operations in an emergency.

### Cybersecurity

Additional network resilience can help fight against cyberattacks and data breaches and reduce the risk of failure along critical data paths.

### Augmenting connectivity

Ensure company sites, no matter how remote, can offer a full suite of services to customers.

### Resource management

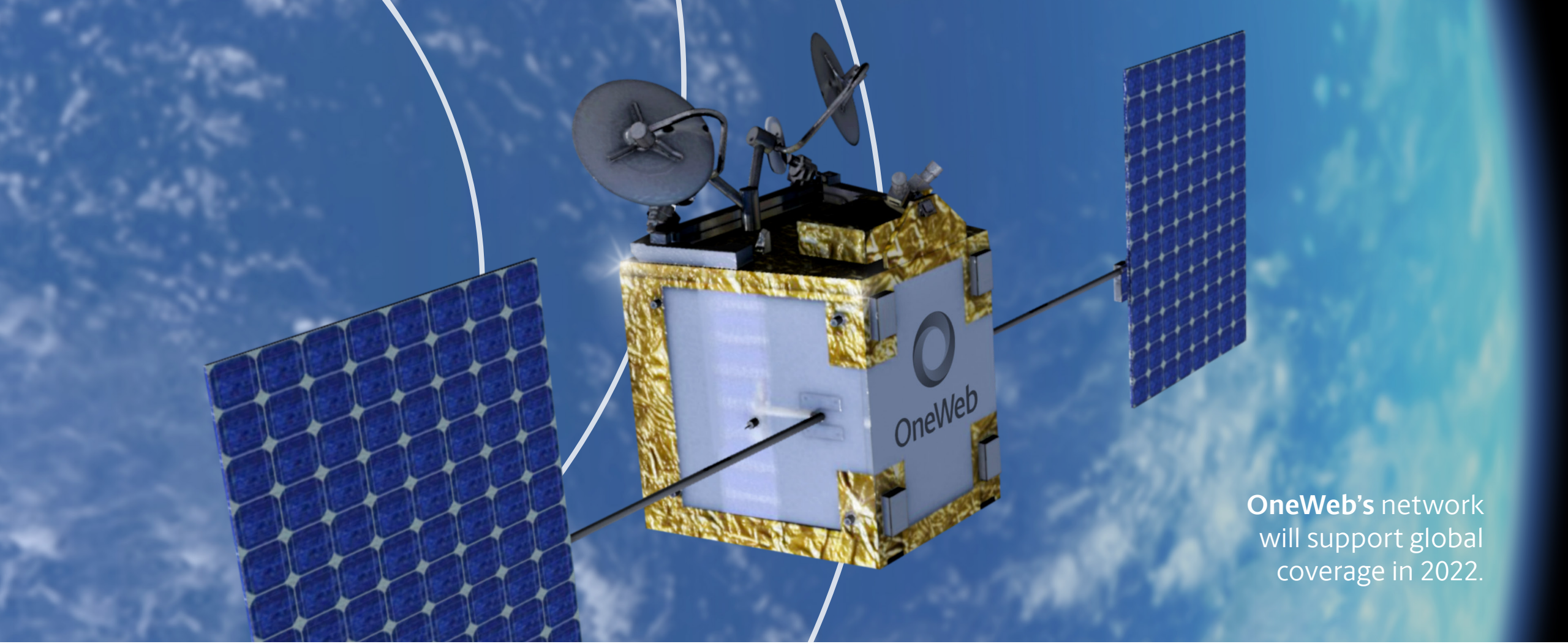
Resource management to help ensure best performance in terms of people, infrastructure, and facilities.

### Connected security systems

Government buildings and embassies rely on cameras and monitoring systems to ensure the safety and security of staff and data, wherever they are located.

### Resilience to natural disasters

Cloud-based data recovery services and robust hardware mitigate damage in extreme weather events.

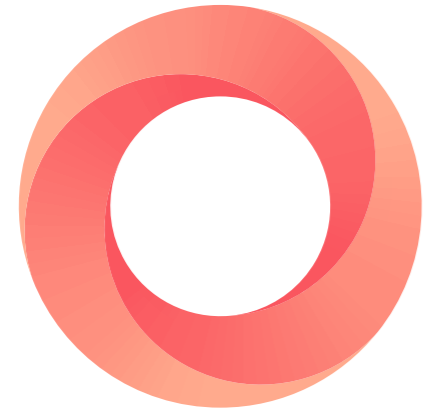


OneWeb's network will support global coverage in 2022.

## Global Space-based connectivity made easy

OneWeb LEO satellite connectivity gives companies across all industries the flexible, scalable, and reliable connectivity plans needed to enhance existing communications solutions and support business continuity.

Access OneWeb connectivity with a new class of user terminal that brings function, design, and easy-to-use LEO technology together. Simple to order, deliver, install, and maintain, for primary, backup, and hybrid network solutions that meet the demands of today's **digitally-powered business world**.



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# Brdy

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