

# SkyVision's Satellite Cellular Backhaul service helps roll out new GSM services quickly and reliably

CUSTOMER SUCCESS STORY

**Company** Large Cellular GSM, Africa  
**Industry** Cellular GSM Service Provider  
**Service** SkyVision Cellular Backhaul

### Challenges and Objectives

- Expand cellular reach to remote locations
- Local professional support

### Why SkyVision?

- Full-service, end-to-end solution
- Reliable, dedicated, professional team

A large Cellular GSM provider in Africa was committed to actively developing advanced networks that will enable people to develop, learn and grow. The service they offered needed to be both absolutely reliable and available immediately.

Building their clientele from the ranks of their competitors' subscribers and young people independently subscribing for the first time, this Cellular GSM provider was in a high-pressure situation with no room for mistakes.

In Africa, the terrestrial infrastructure to support cellular communications is often not yet in place outside of the largest urban centers, and may never be available in many parts of the continent. With the company's network rollout plan requiring base transceiver stations (BTSs) throughout the country's long distances and rough terrain, this Cellular GSM provider needed a fast and reliable solution for connecting the elements of their GSM network.

### Satellite Solution Closes the Gap

The company knew exactly what they were looking for: to quickly fill in the gaps between several remote sites, they needed a satellite-based cellular backhaul service. More than that, they needed a professional, committed and reliable supplier who they could count on to provide a complete end-to end solution with experienced local representation and 24/7 technical support.

### Rapid Rollout, on Schedule

SkyVision's cellular backhaul solution answered this Cellular GSM provider's needs in every way. The solution provided E1-based connectivity between several of the company's BTSs and BSCs around the country. SkyVision used the most innovative technology to ensure the best possible saving while maintaining the required availability.

SkyVision's full-service package included site survey and network planning, complete infrastructure building, electrical and electronic setup and line-up, and integration of their new sites, carrying E1 lines, with the company's existent GSM network. SkyVision's local professional team provided project management, satellite communications, cellular backhaul and complex operations. In addition, SkyVision's local warehouse assured this customer of immediate technical backup, whenever required.

The GSM company was delighted to be able to roll out reliable service, on time, to several cities that had not previously had coverage with their network, resulting in significant growth in their customer base, and increased market share.

### Anticipating Customer Needs

This Cellular GSM provider is now enjoying the benefits of local maintenance and support services via SkyVision's network operations center (NOC) at their fully equipped hub.

The trust built between SkyVision and this customer was a key element in the successful culmination of this project and others. From the outset, it was obvious to the decision-makers at the customer company that SkyVision's flexible and innovative team were dedicated to anticipating their customer's needs, whether stated or implied, and would make every effort to ensure the success of the project. The constant availability of the professional team, along with frequent and clear status updates, accompanied SkyVision's demonstrated commitment to deliver on promises.