



Roger Boddy, Founder and CEO of Global Teleports ●●●

Global Teleports is a wholly privately owned company with no external debt that has grown to become a leading contender for global service delivery at short notice for short term and long term needs. Whether it is Audio in Afghanistan, Boats in Brazil, Data in Dubai, Disaster recovery in Dominican Republic, Super-yachts in Stockholm, Telephony in Tehran or Video in Venezuela, we have the answer and capability to deliver the right service to suit your needs.

Founded in 1998, Global Teleports owns the site license(s) with OFCOM, the lease on our HQ and an IP centric global infrastructure for hub operation in three countries to enable direct access to satellites over the Indian, Pacific and Atlantic Oceans.

## The future is looking good

Global Teleports was founded in 1998 and went live to satellite in 2001. In 2005, the company implemented its first global network, since when it has enjoyed steady growth year-on-year. Today, Global Teleports operates a network of managed hubs in Australia, Hong Kong, the UK, Europe, and the USA, allowing it to deliver a truly global service with C, Ku and Ka-band coverage. Amy Saunders met with Roger Boddy, Founder and CEO of Global Teleports, to talk about the latest trends and the company's market presence.

**Question: Global Teleports can trace its history back to 1998; what key milestones and achievements has the company reached in its almost 20 years of operations?**

**Roger Boddy:** Our first ambition was to set up the first IP-based teleport in the UK, and we achieved that. The second step in our business was to go global, which we achieved on the basis of service to SupportAir. The company required a service for support of aircraft on ground (AOG), and to meet the AOG requirements, we needed to set up hubs in Washington and Adelaide.

We have established a global managed network around IP-based technology. Being IP-based means, we're not sector specific. The beauty of IP is that we don't need the heavy investment in infrastructure that the

asynchronous transport mechanisms (ATM) was leading us to. IP shortens the ISO hierarchy of infrastructure from seven steps to four.

We enjoyed huge growth up to 2009/10, and then huge loss in 2011/12 because of theft of all our copper and fibre infrastructure. We've ridden that storm, and adopted Newtec's state of the art technology to work with high throughput satellites (HTS).

**Question: What can you tell us about the services and solutions you provide today?**

**Roger Boddy:** All of our solutions are IP-based, and are branded under our Vip portfolio: VipNet, VipCall, VipCast, VipLink, Vip3Play, VipSign, VipRoss, and the latest is VipNet Event. This portfolio supports all sectors, including maritime, aeronautical, military and rural.

Whilst we maintain our capability to deliver traditional satellite services, we're now focusing more on broadband delivery with an ever-increasing portfolio of more affordable products that we can deliver to the households not otherwise getting satisfactory broadband.

Being invited by local MPs to attend constituency meetings, we have noted the depth of despair over slow broadband delivery. From this we are offering regional surgeries for those areas where broadband coverage is poor to demonstrate how our technology can resolve this.

All our solutions are tailored to meet the requirements of customers. We

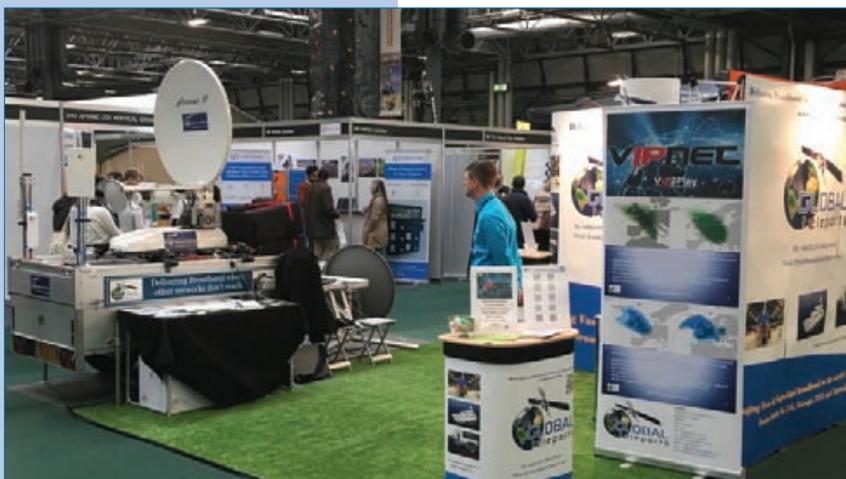


Photo courtesy of Global Teleports ●●●



Photo courtesy of Global Teleports ● ● ●

don't have just one box that we sell to all our customers, we find out what our customers need, and come up with a bespoke solution that best suits their needs. For example, in 2009 and 2010, we were invited by the Special Boat Service (the Special Forces unit of the UK's Royal Navy) to provide a communications solution for Afghanistan and Pakistan, where going through the normal channels would have cost them a lot of money and taken a lot of time. They needed something fast, so we designed and integrated a service for them that was hand-carriable to deliver eight ISDN telephone channels that they could take anywhere within their theatre of operations. We did that both to time and within budget.

In a current example, we're catering for a customer that wants a completely green solution to deliver VipNet Event service to a field with no power infrastructure. We'll be delivering a solar powered solution to him.

For the AOG global needs, we provide auto-pointing antennas as the source of Internet and then network products using a combination of fibre, WiFi and radio links to cover the area required.

Our business is growing each year; people who weren't ready, are ready. People who aren't satisfied with what they're getting are now looking for solutions instead of putting up with their frustration.

**Question: In April 2017, Global Teleports launched VipNet Event, a cost-effective occasional use**

**superfast broadband service. What can you tell us about the service and the target consumers, and how has uptake developed?**

**Roger Boddy:** VipNet Event is the first ever occasional use broadband service. We're running it as a pilot with SES and Newtec, both of which have expressed delight at the progress it's making. It relies on the Newtec Dialog platform, which is the most versatile. We're not putting all our eggs in one basket though, as we're also using the iDirect Velocity platform, which is already a global product. Our preference is the Newtec platform though, because it's got the latest technology; it's truly state of the art.

The target customers are those people that need occasional use services, such as campsites, event

holders, and festival organisers. If they've got service in place already, but it's not adequate for the event, they can boost it for a short period with us. Some of our campsite operators pay on a capped service, and they have to guess how big a cap they need; if they get it wrong, they have to pay through the nose, so we have to work with the customer to try to establish what the requirement is so that we can satisfy it. That's an interactive process from the start of service.

We have auto-pointing antennas in suitcases and vehicle mounted that we take out to our broadband surgeries as a rapid delivery platform from which to demonstrate our portfolio of services for delivery to: Individual homes; multiple occupancy buildings; rural communities; farms; and festival sites.

We've run a number of a pilot schemes where we've said to customers: "Try it, and see how you get on with it." Once we've analysed their service, we follow up and deliver the package that best suits them.

Based on the number of enquiries we've had since launching the new service, we're going to be satisfyingly busy in 2018 as we step up to meet the demand.

**Question: Which markets are key to Global Teleports business, and how have they changed over the years?**

**Roger Boddy:** All sectors – As we have said, we're not sector specific.

When we went live to satellite from our first UK hub, we were already wholly IP focused for delivery of traditional



Photo courtesy of Global Teleports ● ● ●

satellite services across all sectors of industry. These included data, voice and video (both video conference and TV streams), for which we opened our portfolio of 'VipNet' branded services. We attracted clients in the world of aircraft repair, rural communities, banking, hotels, education, military, leisure yachts, merchant ships and emergency services. When we started, the satellite constellations were government owned co-operatives and the telcos were being de-regulated out of their national monopolies.

In today's deregulated world, the satellites we operate are all privately held. The national telcos have addressed deregulation and

independent, private service providers now compete for market share against the old national telcos in the new commercial environment, and consumers take high speed Internet for granted. The national market regulators have worked together internationally to establish standards for the provision of Broadband services to all.

Some 70 percent of Great Britain's geography is rural, and 30 percent of the population lives in that 70 percent of land mass. Global Teleports has focused on the delivery of fast and superfast broadband to that rural landmass. It's not cost effective to install fibre to the customer. "It costs around £9,000 per home" – Anne Robinson

drew that figure out of a BT Executive on Watchdog in 2013, and the economics haven't changed since then. The only way to get economic justification for fibre is if there's demand for it. Rural areas just don't have that demand.

In terms of change, we're seeing huge growth for the need for domestic service, because domestic users are becoming wise to satellite as the unseen solution for fast broadband delivery.

To bridge the digital divide, we utilise all technologies available to us. Satellite offers the fastest means of access with least fuss, and from that landing point, the service can be distributed by radio link, cable, WiFi and fibre. Fire stations, police headquarters, hospitals, all these things exist in rural areas, and all of them need good connectivity services. The economic priorities in the areas where broadband is delivered must be considered and, if they can't get it from fibre, then they'll get it via satellite. Our modems today are capable of delivering 150Mbps, so we are more than able to deliver high speed connectivity without fibre.

While fibre remains to be rolled out in much of the country, we'll be there to fill the service gap. The beauty of satellite coverage is that it's not restricted. It doesn't matter if you're on a ship, in a rural area, or up a mountain; as long as you can see the satellite, you can get a service.

#### **Question: What do you expect Global Teleports to achieve in 2018?**

**Roger Boddy:** We'll be relocating to new premises, growing into somewhere where we can do all our integration completely under our own control. We'll have greater opportunities to test and develop our services. I can see so much more coming up in the future.

Fibre is fast, but it can't be delivered quickly because it has to be dug in. Satellite, on the other hand, is not so disruptive. To illustrate this: We've just completed a bid to Bedfordshire County Council that required us to state how many wayleaves we would need to apply for, how much digging in was required, which roads we would close – we explained that we wouldn't be doing any of that, because we were offering a satellite-based solution with consequently shorter lead-times. 🌸



Photo courtesy of Global Teleports ●●●

# SatComm

*A part of*



CommunicAsia

26 - 28 June 2018  
Marina Bay Sands, Singapore

## DRIVING DIGITAL TRANSFORMATION

Boasting Asia's largest congregation of satellite companies, SatComm is the gathering place for satellite solution providers and operators, telecom operators, broadcasters, IT professionals from government agencies and many more! Featuring leaders of the industry and a host of associated activities, SatComm is a must-visit event for all involved in satellite communications.

---

Pre-register your visit now at  
[www.CommunicAsia.com/visitor-registration](http://www.CommunicAsia.com/visitor-registration)

---

Organised by:



UBM

A part of:



ConnectTechAsia

Held alongside:



BroadcastAsia



NXTAsia

Endorsed:



aif



Supported by:



SG

Held in:



SG Singapore  
Passion Made Possible