



Mahdi Mehrabi, Chief Technology Officer and Managing Director (Asia) of North Telecom ●●●

NorthTelecom is a leading global satellite service provider, provisioning satellite communications and ICT service both on land and at sea.

Having high-quality managed network services from east to west, NorthTelecom is delivering leading edge satellite communication services and solution to meet our customer demand all across the spectrum.

Present in 12 international points of presence and seven teleport operations as well as serving to more than 100 partner globally, NorthTelecom is enabling your business to be reached worldwide, leveraging the most recent and updated ICT concepts to deliver most reliable and efficient services and solution to key industries.



North Telecom provides a wide variety of satellite services. It delivers tailored services for our partners across verticals including healthcare, TV, media, aviation, shipping, agriculture, mining, corporate networks, banks. ●●●

Delivering tailored services

Satellite service provider North Telecom was established in 2007 to provide satellite communications and ICT services on land and at sea for a variety of end users. Its offerings include satellite Internet, IP trunking, broadcast, private networks, oil and gas, teleport services, GSM backhaul, maritime VSAT and mobility. With more than 100 global partners and capacity on key satellites, North Telecom has become a major player internationally. Amy Saunders spoke with Mahdi Mehrabi, Chief Technology Officer and Managing Director (Asia) of North Telecom to discuss the company's market presence and solutions, and its outlook for the years to come.

Question: Can you provide an overview of North Telecom's development, from its founding to where it stands today?

Mahdi Mehrabi: North Telecom was incorporated almost 10 years back in 2007, in Dubai. The founders came from technology, networking and satellite communication backgrounds, using satellite more for Internet connectivity. North Telecom's achievements are a far cry from its humble beginnings in September 2007. Within this short period, the company has grown steadily into one of the most outstanding networking and satellite services, Internet access solutions and broadcasting service providers globally. Our clients range from ISPs,

telecommunication companies, broadcasters, ships, oil and gas, and any systems for fixed or mobile satellite solutions. In effect, the company provides services over various satellites and platforms.

Question: What kind of services and solutions does North Telecom provide?

Mahdi Mehrabi: North Telecom provides a wide variety of satellite services. We're structured to fit the B2B business architecture, and are ready to deliver tailored services for our partners across verticals including healthcare, TV, media, aviation, shipping, agriculture, mining, corporate networks, banks. In other words, anyone who needs secure and reliable communications, especially in underdeveloped or emerging markets. Our human capital and company structure enables us to deliver satellite services in any form, from consulting and supervising projects through to deployment.

Question: Which markets are the most critical to North Telecom's business, and how has this changed over the years?

Mahdi Mehrabi: Traditionally, satellite communication companies concentrated on underdeveloped areas and trying to promote the technology as a remedy with fast deployment to bridge the gaps with other parts of the world. While that concept is still hot in the

market today, especially with the upcoming satellite constellations, there are many markets and verticals that have been overlooked. Today, the reduced costs of satellite technology mean that it makes a lot of sense to deploy it in more verticals and markets than ever before.

Question: How does North Telecom differentiate itself from its competitors?

Mahdi Mehrabi: We have come a long way in the last six years, overhauling the initial strategy of using satellite purely for IP applications, which was the main application in the 20th century. We could foresee a change and transformation coming, so we made a massive investment to transform the company and our concept of a service provider from simply selling satellite connectivity, to a system with its own value proposition inside the supply chain.

Moving towards several strategic partnerships with satellite operators and other players, we have had a lot of thinking time. It isn't easy to go against the crowd, but we are eagerly pursuing our target, and today we are where we planned to be.

As a satellite service provider, our goal is to concentrate on our main ingredient, namely satellite, and set our strategy towards how we can serve more verticals with satellite technology, where the gaps are, and which untapped areas exist in our market. We think outside of the box and see things in a different way. We always avoid replicating other companies' successes, as we believe that there are ample market opportunities and customers for all of us.

Question: What would you say was North Telecom's greatest achievement in 2016?

Mahdi Mehrabi: 2016 was a great year for us. We penetrated the East through our APAC office, and made several key new partnerships in a very short time period. These were remarkable achievements for North Telecom last year.

As well as our geographical expansion, we invested significantly in human capital, which has been the greatest asset of the company since we first started operations.

Question: Which emerging trends and challenges will have the greatest impact on North Telecom's business, and how will the company act on these?

Mahdi Mehrabi: As part of the commercial satellite industry, the biggest challenge for every player right now is the transformation in market dynamic, particularly in the supply-demand model. The satellite market has relied heavily on mainstream customers such as oil and gas and telecommunication companies, which were traditionally the raw capacity consumers. This makes satellite service providers extremely vulnerable, especially during economic downturns in certain markets and verticals.

Lack of investment into demand creation, diversification and proper supply chain are among of main challenges of our industry. We need patient players with long-term commitment, strategic partnership models of business relationships, as well as more investment in new applications and, consequently, demand creation. North Telecom remains committed to working closely with all players across the industry to form this kind of business environment, which will benefit all parties in the long-term.

Question: What does North Telecom expect from 2017 and beyond?

Mahdi Mehrabi: First of all, 2017 is North Telecom's 10th anniversary. We have come a very long way since our beginning in 2007. Our commitment to sustained business partnerships with our valued partners from all parts of the industry, as well as the value of ethics in our business to our internal and external stakeholders, are the main pillars in North Telecom's corporate strategy.

We intend to continue to support our valued partners and give them a warm welcome to new strategic partnerships in 2017. North Telecom is working closely on both organic growth concepts and mergers and acquisitions. We strongly believe that win-win and bilateral business transactions are among the needs in today's satellite market, since they are a great assurance to all players in the supply chain. Our movement towards being a global player with a greater footprint in untapped markets is part of our strategy for 2017 and beyond.

We are heavily invested in simplifying satellite technology and making it affordable for more verticals and encouraging consumers to incorporate satellite technology into their business development. As part of this, North Telecom remains committed to the community through its CSR schemes to bring satellite technology closer to the public to help bridge the digital divide in underdeveloped areas.



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