



**03b mPOWER Campaign**



SES<sup>^</sup>

**TAKE YOUR STORY  
ANYWHERE**



# WHO WE ARE

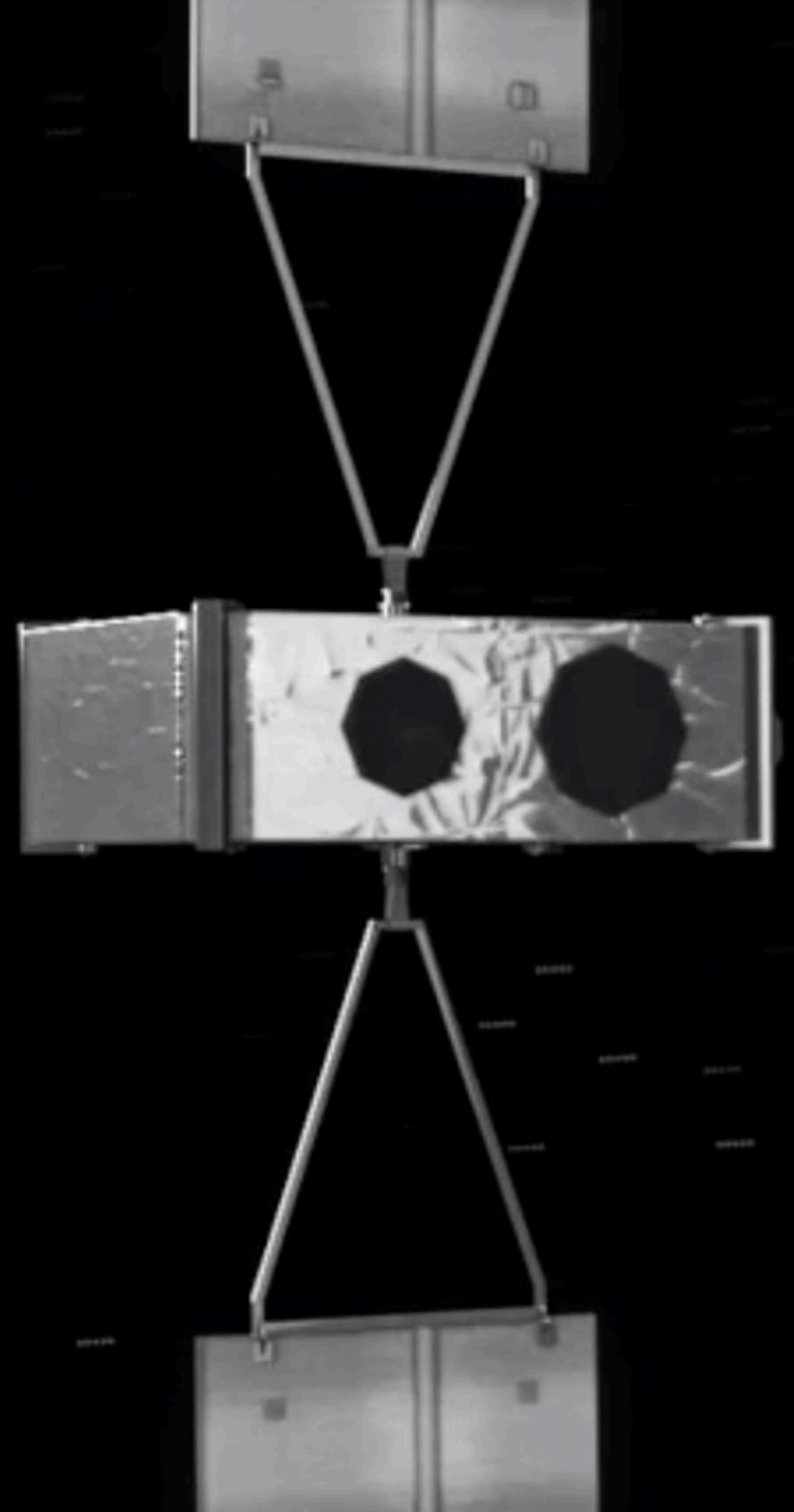
EXPLORERS. ADVENTURERS. AUTHORS.  
STORIES. EXPERIENCES. FREEDOM.  
TO TAKE YOUR STORY ANYWHERE.  
UNLIMITED BY GEOGRAPHY,  
TECHNOLOGY & GRAVITY.  
WE DO EXTRAORDINARY IN SPACE  
TO DELIVER AMAZING ON EARTH.  
EMPOWERED BY CONTENT AND CONNECTIVITY.  
STORIES HAVE **INFINITE POSSIBILITIES.**



**WHERE WE ARE**

**FROM**  
**BRAND**  
**REVOLUTION**

**TO**  
**PRODUCT**  
**EVOLUTION**





**WHERE WE ARE**

**FROM**  
**CONSUMER FOCUS**  
**TO**  
**PRODUCT FOCUS**



WHAT WE ARE

03b **mPOWER**



**WHAT OUR  
CUSTOMER GETS**



**PROMISE**

**IN A WORLD OF SPECULATION, WE DELIVER**

**CERTAINTY**



**PROMISE**

**IN A WORLD OF SCIENCE FICTION, WE DELIVER**  
**SCIENCE FACT**



# **BENEFITS**

**PROVEN TECHNOLOGY**

**UNRIVALED SCALE**

**UNPRECEDENTED FLEXIBILITY**

**SUPERIOR PERFORMANCE**





The background of the image is a black and white photograph of space. On the left, the curved horizon of the Earth is visible, with a bright light source (the sun) creating a lens flare effect. On the right, a satellite with solar panels is seen in orbit. The text is centered over this background.

# **STRATEGIC MESSAGING PLATFORM**



**PLATFORM**

**BUILT ON COMMERCIALY  
PROVEN TECHNOLOGY**

**YOUR FUTURE DE-RISKED  
TRUSTED ACROSS VERTICALS**



**PLATFORM**

# UNRIVALED SCALE

MISSION READY (GOVERNMENT)  
OPERATING AT CLOUD SCALE  
DELIVERS SUPERIOR EXPERIENCE



**PLATFORM**

# **UNPRECEDENTED FLEXIBILITY**

**FLEXIBILITY IN ROUTING**

**FLEXIBILITY IN BANDWIDTH PROVISIONING**

**FLEXIBILITY IN SERVICE TAILORING**



**PLATFORM**

# **SUPERIOR PERFORMANCE**

**UNMATCHED THROUGHPUT**

**LOW-LATENCY**

**HIGH-AVAILABILITY**



**03b mPOWER**

# WHAT OUR CUSTOMER GETS

## PROMISE

FACTS & CERTAINTY

## BENEFITS

PROVEN TECHNOLOGY  
UNRIVALED SCALE  
UNPRECEDENTED FLEXIBILITY  
SUPERIOR PERFORMANCE

## VALUE STATEMENTS

MISSION-READY  
YOUR FUTURE DE-RISKED  
OPERATING AT CLOUD SCALE  
TRUSTED ACROSS VERTICALS

SUPERIOR EXPERIENCE  
FLEXIBILITY IN ROUTING  
FLEXIBILITY IN PROVISIONING

ADAPT IN REAL-TIME  
HIGH AVAILABILITY AT SCALE  
CONTROL OF YOUR NETWORK  
FLEXIBITLY IN SERVICE TAILORING



**03b mPOWER**

**POSITIONING**  
**WIN THE FUTURE NOW**





**03b mPOWER**

# **BRANDING**

**EMPOWER YOUR STORY**