



CASE STUDY: AXESS

EXTENDING THE BENEFIT OF BROADBAND ACROSS MEXICO WITH ST ENGINEERING IDIRECT INNOVATION

The Challenge

Over the past decade, Mexico has become one of the biggest markets for broadband penetration growth. According to [Statista](#), in 2021, 65 percent of the Mexican population were accessing the internet. This figure is forecast to grow to 71 percent by 2026.

With broadband access rapidly rising across the country, reliable internet access is becoming a necessity, yet still remains an unaffordable luxury for many. Millions of the population still has limited access to broadband, especially in rural areas. Reliable connectivity, given its economical benefits, is vital in Mexico, [where an estimated 43 percent of residents live in poverty](#). Through access to online

learning resources, social media networking, business services and online training programs, residents can benefit from an improved opportunity to gain qualifications, access services and help grow businesses. Ultimately, this can help bridge the digital divide.

Satellite solutions company AXESS Networks, a leader in the provision of satellite connectivity solutions, aimed to provide affordable widespread broadband connectivity to Mexico's remote communities and businesses. To ensure widespread deployment, it partnered with leading satellite solutions provider ST Engineering iDirect to deliver 4G mobile and cellular backhaul services to rural sites across the region, providing essential connectivity services to remote communities.

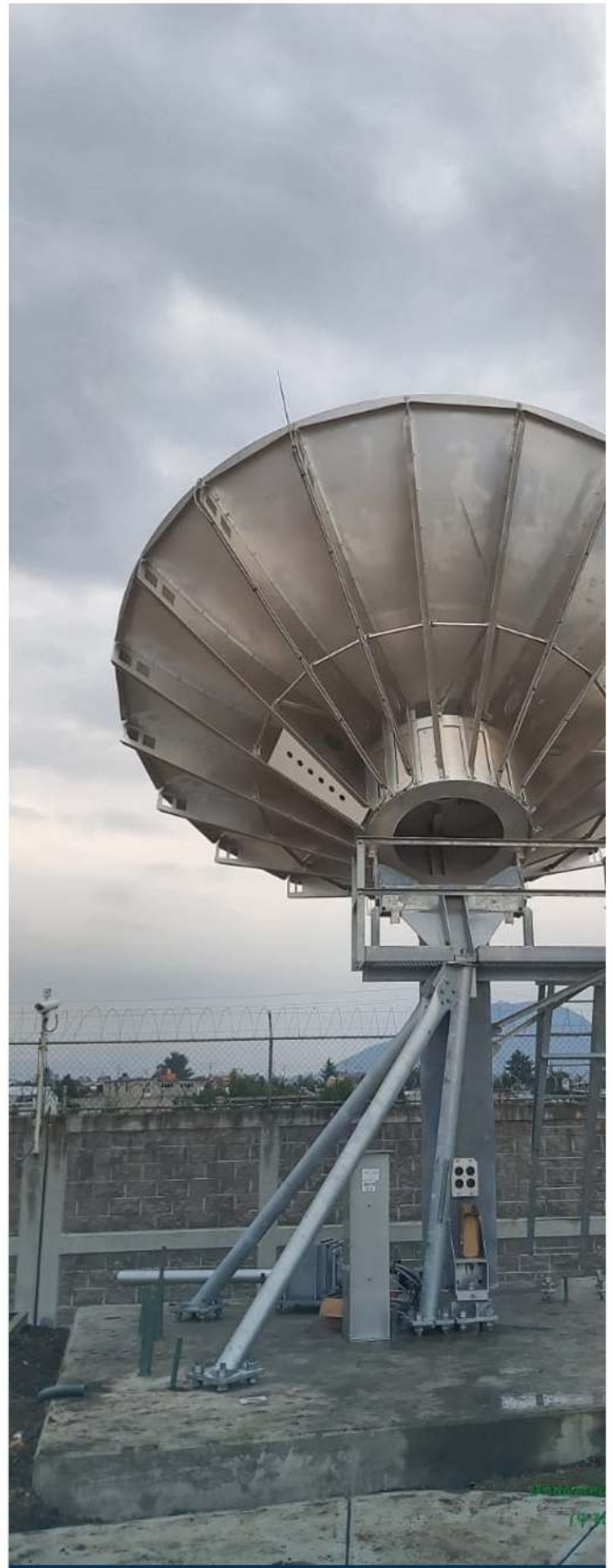


The Solution

Using the iDirect Evolution® platform, AXESS has been offering a range of VSAT services across the Americas and EMEA regions. In expanding its portfolio with Newtec® Dialog, the company deployed XIF hubs across Mexico enabling AXESS customer and mobile access operator Altan to deliver 4G mobile services, as well as access cellular backhaul services.

The adoption of ST Engineering iDirect's patented Mx-DMA waveform technology enabled AXESS to extend the delivery of the highest quality connectivity possible for end-users across the country. Mx-DMA allowed seamless and efficient sharing of satellite capacity among their terminals, while satisfying the most demanding throughput requirements in markets such as cellular backhaul, trunking and high-end enterprise services.

The deployment is the first Dialog platform in the country and has provided rural Mexican communities with high-speed connectivity rates of up to 100Mbps/30Mbps throughput per site.





The Outcome

The long-term partnership of AXESS with ST Engineering iDirect also allowed the innovative technology to be delivered cost-effectively with vast areas of reach. The platform not only delivered high-speed reliable mobile connectivity, but it also provided an affordable solution for rural communities and offered millions of people across Mexico reliable access to critical services such as mobile banking and social networking.

The deployment was a widespread success, with more than 250 terminals installed across Mexico. By providing reliable connectivity to rural communities, this enabled further opportunities for educational and financial growth for residents, local governments, and businesses.

With this implementation, AXESS Networks managed to deploy new infrastructure with high quality, operating with excellent KPIs, giving an unmatched service experience to its Mexican clients, which shows that it has all the capacity to grow and evolve with technology, responding with very high service standards and attention. The success of the seamless satellite partnership in Mexico has expanded AXESS' portfolio and has since allowed it to expand into other regions across the Americas and EMEA regions.

"We are always striving to improve our technological offering to our customers and therefore we always look for the best possible solutions available. Our partnership with ST Engineering iDirect enables us to remain at the cutting edge of satellite communications technology so that we can reach and meet the high demand of our rural customers in the most efficient and cost-effective way possible. We are thrilled to be the first to implement a Dialog platform in Mexico as it will enable us to continue on our path of growth and to advance our business and corporate objectives. We now have the best combination of a certified teleport, the best platforms and high performance HTS technology. With ST Engineering iDirect, we look forward to further building our capabilities and expanding our reach to remote users that require mobile services."

Miguel E. Rodriguez,
President of AXESS Américas