



# *INTUITION*

WHAT IF YOU  
COULD FUNDAMENTALLY  
**CHANGE THE WAY**  
**SATELLITE NETWORKS**  
**ARE DEPLOYED?**

**CLICK TO BEGIN** 



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Unlocking satellite transformation through ground segment innovation

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A fundamental change

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Unifying industry-best technologies with the latest innovations

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Scale your business one step at a time

Your path to fundamentally change the way networks are deployed

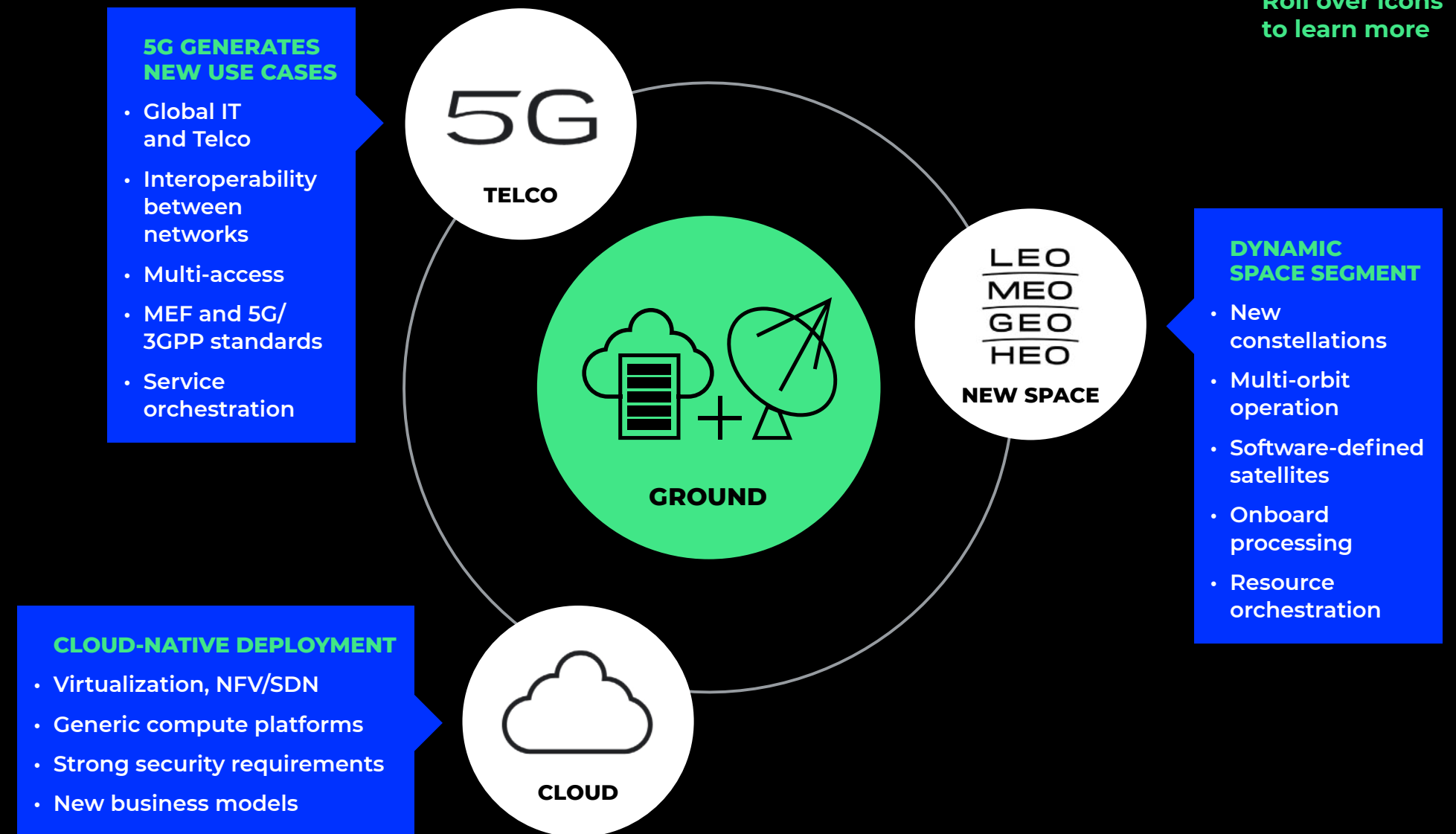


# Overcoming the roadblocks to exponential growth



# Unlocking satellite transformation through ground segment innovation

In a world evolving at lightning speed, the satellite industry has made significant strides to integrate. The key to satellite transformation lies in the ground segment, serving as the final critical factor in this transformation.





## 5 roadblocks to growth at scale

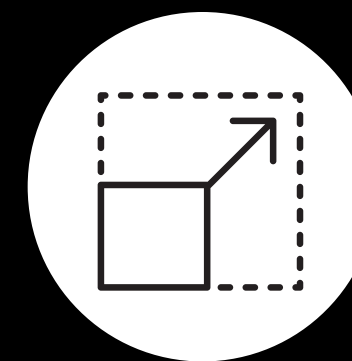
Operators face numerous challenges in network deployment. These common roadblocks impede the true reach and scale of the latest generations of satellites and those to come. To achieve the success they aspire to, operators and service providers need more innovative ground solutions.



**OPERATIONAL  
COMPLEXITIES  
AND MANUAL  
PROCESSES**



**OPTIMIZING  
SATELLITE  
CAPACITY**



**NEED FOR SCALE  
AND SPEED  
TO MARKET**



**INCREASED  
SECURITY AND  
ACCESSIBILITY**



**NETWORK  
DEPLOYMENT  
FLEXIBILITY**



# Introducing Intuition



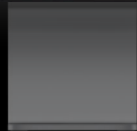
**WHAT IF  
YOU  
COULD...**

amplify the potential of  
your satellites?

chart a path to deliver  
services across a  
network of networks?

provide unity of operations  
on your journey to  
integration with the larger  
telco ecosystem?

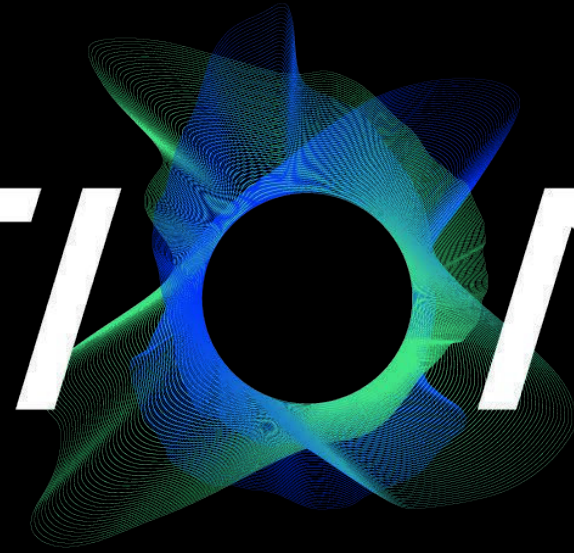




Watch the  
Intuition video

# INTUITION

AT EVERY STEP



An advanced, secure satellite networking ground system based on a cloud-native, multi-orbit architecture that capitalizes on automation and the latest standards-based technologies, and unifies iDirect's industry-best capabilities.

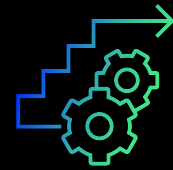


# Intuition core capabilities



# Intuition core capabilities

Unifying iDirect's industry-best technologies with the latest innovations



## INDUSTRY-BEST TECHNOLOGIES

Bringing forward the best-in-class iDirect features, trusted by global satellite players



## CLOUD-NATIVE ARCHITECTURE

Scale services quickly and securely for the fastest return on investment



## INTELLIGENT MULTI-ORBIT SUPPORT

Deliver tailored services for every application



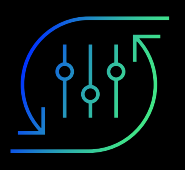
## STANDARDS-BASED NETWORK CONVERGENCE

Efficiently integrate your satellite network into the global communications domain



## AUTOMATION AND END-TO-END ORCHESTRATION

Leverage dynamic orchestration and automation for network operations



## FLEXIBLE GO-TO-MARKET MODELS

Expand your customer base with the broadest range of business models



# Virtualized, cloud-based architecture

Scale services quickly for the fastest return on investment

## VIRTUALIZED NETWORK AND BASEBAND PROCESSING

Achieve high performance scale and agility with private and public cloud deployments on COTS equipment, keeping capex low

## DIGITALIZATION STANDARDS

Use DIFI standard for satcom cloud-based deployments

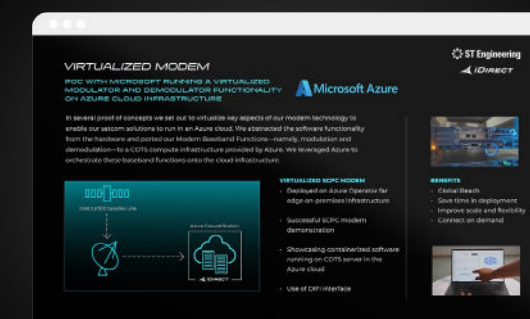
## CLOUD-BASED NETWORK MANAGEMENT AND ORCHESTRATION

Unlock high level of scalability and resiliency

## VIRTUALIZED MODEMS AND EDGE-CLOUD FUNCTIONALITY

Increase flexibility and deployment speed

Learn more about our recent virtualization demos



Click to read the brief



## GROWTH TAKES INTUITION

### WHAT DRIVES THE NEWEST OFFERINGS IN THE SATELLITE INDUSTRY?

*“Removing technology constraints to enable scale and growth is more possible than ever before. Hyperscalers, bolstered by significant investment capital, are reshaping the satcoms landscape.*

*We are engaged in Proof-of-Concept initiatives with cloud service providers to demonstrate how we move satcoms towards cloudification.*

*We anticipate a future where integrated networks create seamless service offerings. When combined with terrestrial, multi-orbit, multi-access connectivity fabric will become a reality.”*

Cynthia Harty

**SVP CORPORATE DEVELOPMENT, ST ENGINEERING iDIRECT**





# Intelligent multi-orbit support

Deliver the right services for every application on every orbit



## OPTIMIZED BEAM AND BANDWIDTH MANAGEMENT

Truly differentiated features enable multi-orbit service: optimized beam switching, bandwidth management of beams and satellites, high data throughput, and efficiency

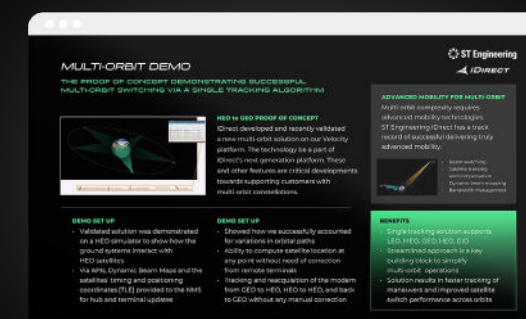
## MULTI-ORBIT TRACKING

Synchronize capacity from multiple orbits using a single modem and antenna for seamless switching

## MULTI-NETWORK TRAFFIC SOLUTIONS

Traffic optimization & switching solutions for best path via GEO, NGSO, terrestrial, or cellular

Learn more about our recent multi-orbit demo



Click to read the brief



## Standards-based network convergence

Integrate your satellite network into the global communications domain



### **ALIGNMENT WITH 5G STANDARDS**

Create operational efficiencies from telco-standards 3GPP and MEF, as well as rich APIs for end-to-end service delivery

### **5G ARCHITECTURE FOR A NETWORK OF NETWORKS**

Interoperability between satellite and terrestrial networks to deliver true end-to-end 5G services that leverage lower-cost terminals

### **PARTNERSHIPS AND COLLABORATION**

Scale your business with the confidence that you are evolving with the global communications industry and a standards-based approach



## OPTIMIZED NETWORKS TAKE INTUITION

### HOW CAN YOU ALIGN WITH STANDARDS AND REMAIN COMPETITIVE?

*“Operators face tough competition. They need every option on the table to compete. Our customers don’t want to be vendor locked. They want resiliency, the lowest operating costs, and multiple sources of innovation.”*

*Intuition delivers revenue-producing technology to make it easier for our customers to invest via flexible pricing models and spin the network up and down to speed their time to market, increase end customer satisfaction, and open new opportunities.”*

Sridhar Kuppanna  
**CTO AND SVP ENGINEERING, ST ENGINEERING iDIRECT**





# Automated orchestration

Optimizing space and ground integration



## SATELLITE NETWORK RESOURCE ORCHESTRATION

Dynamic control of resources and allocation enabled through iDirect partners and technology

## GLOBAL BANDWIDTH MANAGEMENT (GBWM)

Efficiently manage and control bandwidth usage across entire systems to your specifications

## DATA ANALYTICS / AI/ML

Leverage AI and data analytics for automated network operations

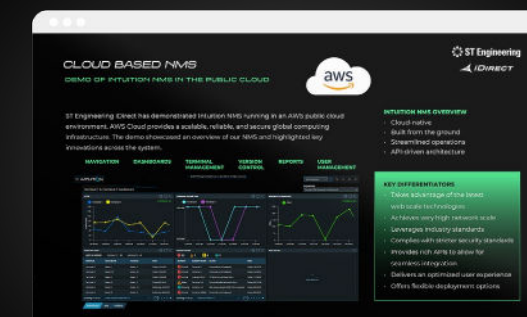
## NETWORK MANAGEMENT SYSTEM

Centralized and full control

## WAVEFORM INNOVATION

Optimize capacity with a real-time, self-organizing return link

Learn more about Intuition NMS



Click to read the brief



## CUSTOMER SATISFACTION TAKES INTUITION

### WHAT CAN OPERATORS PRIORITIZE IN THEIR NETWORK DEVELOPMENT TO ACHIEVE SUCCESS?

*“Operators need the ability to optimize their business models while maximizing customer satisfaction. They need open, flexible, and scalable systems that enable a wide variety of business models. That system must allow them to react quickly to ever changing customer needs.”*

*Intuition brings together the key technologies on the ground to interconnect space assets to dynamically move capacity where it’s needed, creating an optimum solution by unifying operations across networks.”*

Tim Verschage

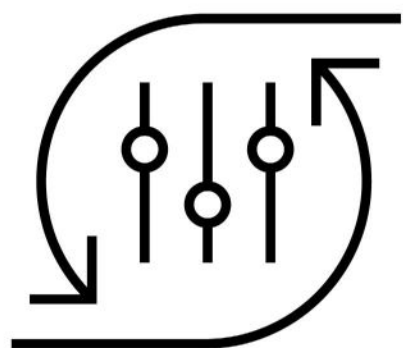
**SVP PRODUCT STRATEGY AND DEVELOPMENT, ST ENGINEERING iDIRECT**





## Flexible go-to-market models

Reach more customers



### **MULTI-SERVICE**

Single platform serving all markets

### **MULTI-TIER MODELS**

Use GBWM to create wholesale, managed, hosted- and virtual network operator models

### **OPTIMIZE SDS, HTS**

Adhere to complex SLAs with QoS defined down to the terminal

### **INTUITION UNBOUND**

Ground system capabilities and technology delivered as a consumption-based service



## THE FAST- TRACK TO MARKET TAKES INTUITION

### CAN OPERATORS AND PROVIDERS STILL THRIVE AS NICHE BUSINESSES?

*“The industry is vibrant with innovation and disruption. New players are shaking things up, forcing everyone to apply more creativity to their go-to-market strategies.*

*There is a massive market to address, and the winners will be the companies most aligned across the ecosystem, sourcing the best of the best.*

*There’s a lot at stake, but we are in this together. Intuition will be a critical conduit, fostering not only technological but also commercial interconnections.”*

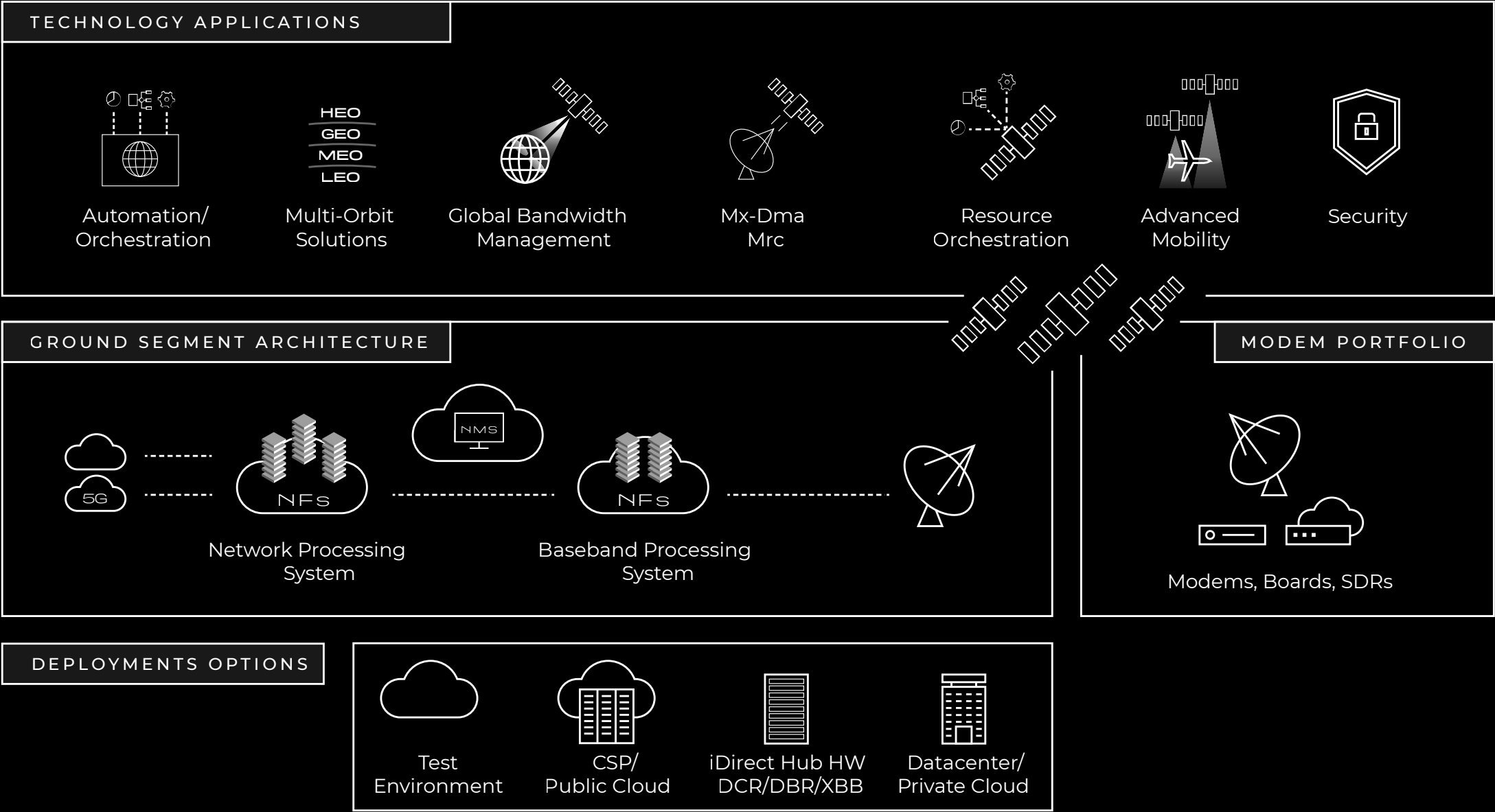
Emma Park

**SVP MARKET AND GROWTH STRATEGY, ST ENGINEERING iDIRECT**





Intuition  
ground  
system



MULTI-SERVICE

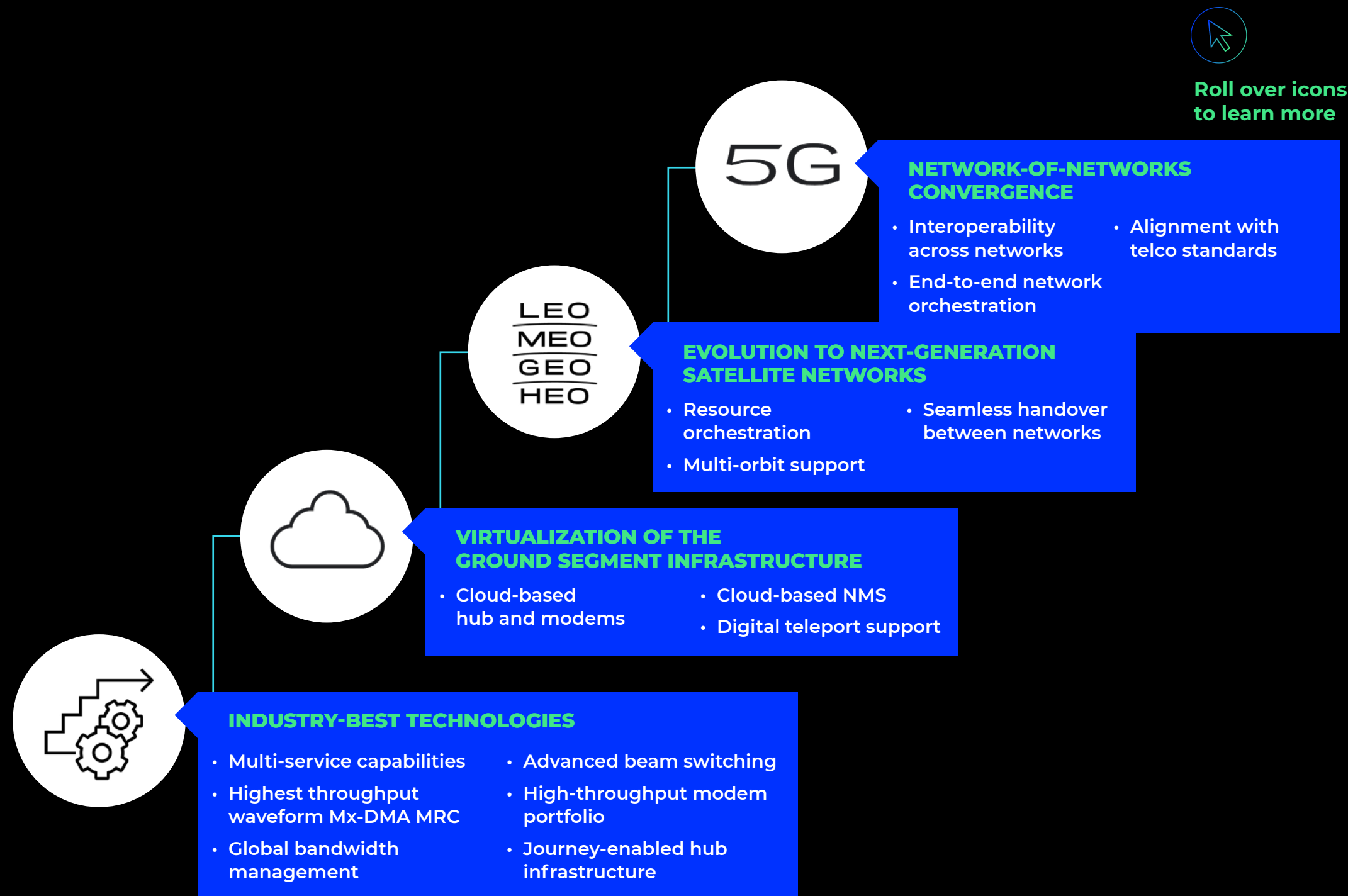


# Your journey to Intuition



# At every step

Scale your business one step at a time with the certainty that you are evolving in alignment with global communications industry best practices and standards, and with the confidence of investment protection in familiar, trusted products and industry-best technologies.





## CHARTING A PATH TAKES INTUITION

## HOW IS THE GROUND SYSTEM POISED TO SUPPORT THE TRANSFORMATION OF THE SATELLITE INDUSTRY?

*“Our unequivocal solution is Intuition—at every step. Intuition represents the point where everything comes together. The goal of Intuition is to learn and anticipate—to understand patterns of life in the network, and to make the right decisions in this environment of increasing complexity.*

*Technology will never stand still. The industry must adapt collaboratively within a unified operational environment. Intuition embraces open standards, envisioning a future where we are more interdependent than independent.”*

Don Claussen  
**CEO, ST ENGINEERING iDIRECT**





# Your path to fundamentally change the way networks are deployed

Extract maximum value from your assets and ensure unity of operations across your networks. Transition to new capabilities at your pace and drive your business forward with confidence at every step.



# The next step in your Intuition journey

Ready to unlock the future of satellite networking?

Connect with a dedicated sales representative and discover how Intuition can transform your vision into reality.



**Connect now**



# INTUITION

AT EVERY STEP

 **ST Engineering**

 **iDIRECT**