

CLOSE-UP WITH MICROSOFT

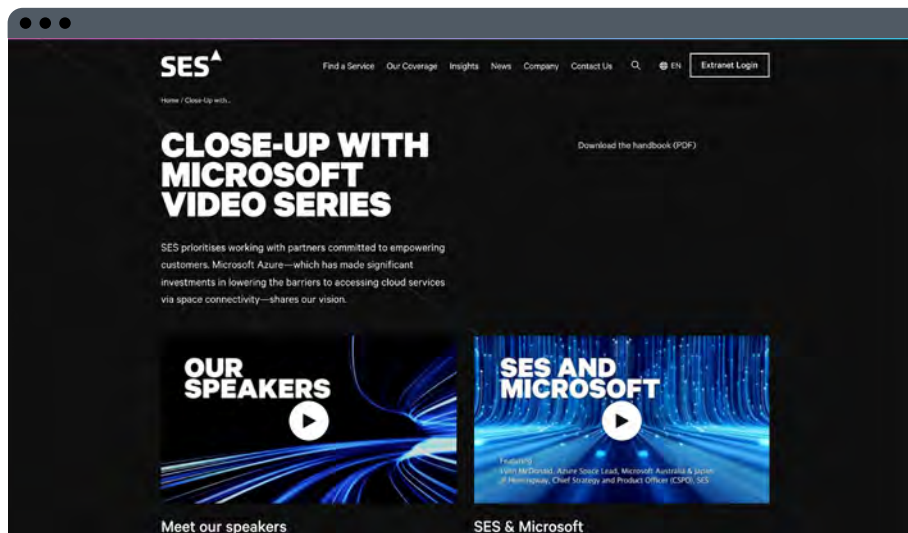
SES 

CONTENTS

ABOUT THIS HANDBOOK

This handbook supplements the Close-Up with Microsoft video series. In each section, you'll find a brief overview of the topics discussed, descriptions and visual representations of key concepts, and additional information.

WATCH THE VIDEOS



KEY TERMS

GEO

Geostationary Earth orbit

MEO

Medium Earth orbit

LEO

Low Earth Orbit

NGSO

Non-geostationary Earth Orbit

Gateway

A ground station that transmits data to and from a satellite

Latency

The delay in data transmission from one communication endpoint to another

5G

Fifth generation technology standard for cellular networks

IoT

Internet of Things

AI

Artificial intelligence

MDC

Modular data centre

INTRODUCING SES AND MICROSOFT AZURE



SES's vast, intelligent satellite and ground infrastructure delivers high-performance video and data solutions to 99% of the world's population.

A pioneer in the satellite industry, SES has built its success on delivering next-generation space technology, including the world's first NGSO constellation. In 2022, SES will take its technology journey to the next level, launching its O3b mPOWER system. This next-generation satellite network will bring customers unprecedented scale, flexibility and performance—wherever they are.

Microsoft Azure, Microsoft's market-leading cloud computing platform, is used by 90% of Fortune 500 companies. Azure Space leverages Microsoft's partnerships with satellite industry leaders to ensure end-users can access their Azure services anywhere via reliable, high-performance space-based connectivity. Together, Microsoft Azure and SES launched Azure Orbital, enabling satellite operators to communicate with and control their satellites, process data, and scale operations directly within Azure.

MEET OUR SPEAKERS



JP HEMINGWAY

JP Hemingway is the CSPO of SES, the business division that focuses on product and strategy within SES.



SHIRA LEVINE

As Portfolio & Segment Marketing Lead for SES Cloud Solutions, Shira Levine supports sales activities and communications related to SES's Cloud offering



YVES PITSCH

As Partner Director of Connectivity Products, Yves Pitsch and his team develop a range of products and solutions that use space-based capabilities.



EWALD SCHRAP

Ewald Schrap is the Principal Program Manager for Azure Global. He and his team help governments and businesses leverage the cloud.



LYNN MCDONALD

As Azure Space Lead for Microsoft Australia and Japan, Lynn McDonald leads the development of space-based programmes.

MICROSOFT AND SES

The cloud is at the centre of SES’s long-term vision. Nearly two-thirds of the traffic transmitted over our satellites is pointed towards the cloud, and the amount of cloud data routed through satellite links is projected to increase exponentially over the next 10 years.

Key industries are already adopting cloud services to reduce IT infrastructure costs, and leverage deeper insights that drive smarter decision-making. Our goal is to drive our customers’ success by making this journey as seamless as possible.



CLOUD

- Globally available, unlimited compute resources



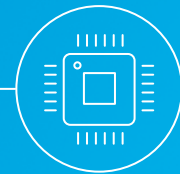
IOT

- Harnessing signals from sensors and devices
- Managed centrally by the cloud



EDGE

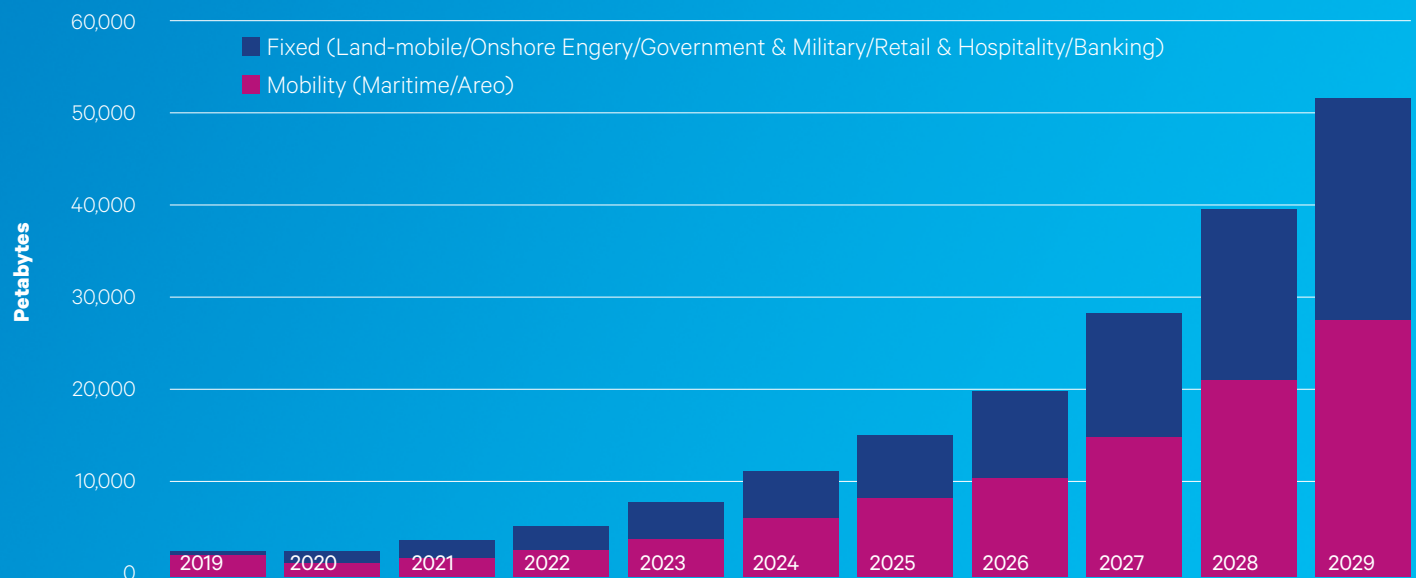
- Deploying compute and storage resources where data is generated
- Data transferred to the cloud for additional processing



AI

- Breakthrough intelligence capabilities
- In the cloud and on the edge

Satellite cloud data traffic forecast



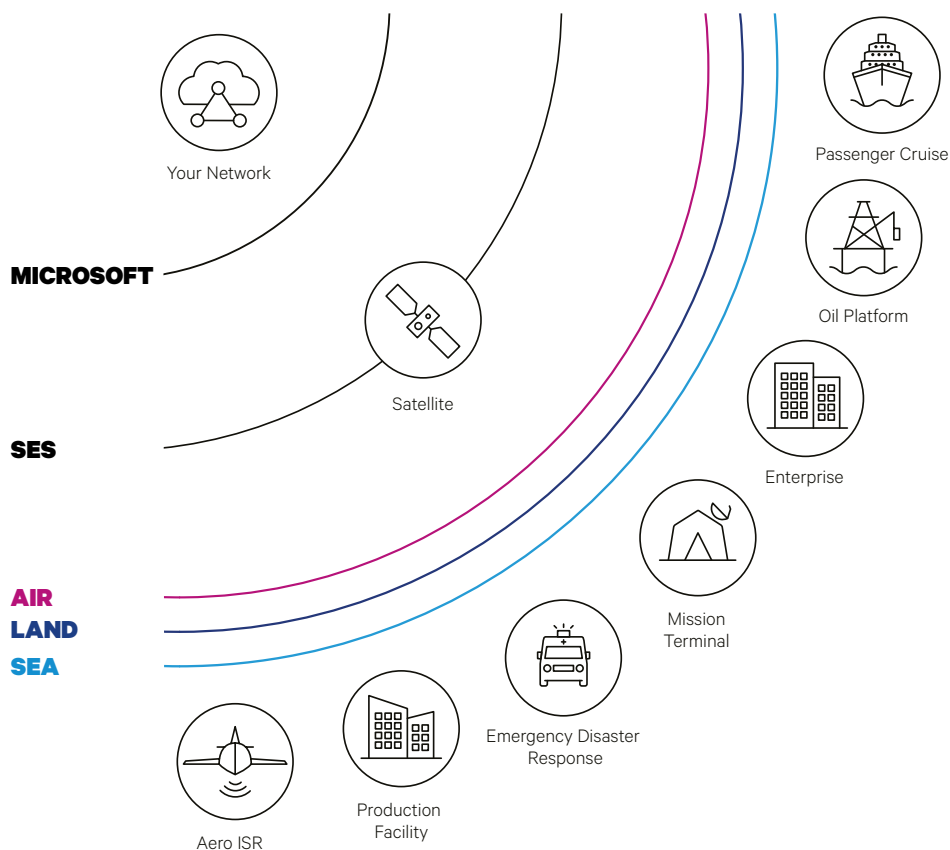
Source: NSR

PARTNERING FOR SUCCESS

With our unmatched reach, SES can bring connectivity to customers anywhere. Yet, a multi-cloud strategy incorporating innovative technology and a variety of service options is critical to giving organisations the flexibility they need to tailor cloud solutions to their requirements.

SES prioritises working with partners committed to empowering customers. Microsoft Azure—which has made significant investments in lowering the barriers to accessing cloud services via space connectivity—shares our vision. Our teams are working together closely to build a cloud ecosystem that’s optimised to support numerous industries throughout their digital transformation journey.


Driving digital transformation with the cloud



“It’s clear from working with Microsoft that partnering is in their DNA. They want to create an ecosystem of like-minded companies on the same journey together.”

JP HEMINGWAY

CSPO, SES



“Microsoft cares about space, because it allows this incredible breadth of ability to connect to people and data—to compute anywhere on the planet, from off the planet.”

LYNN MCDONALD

AZURE SPACE LEAD, MICROSOFT AUSTRALIA AND JAPAN

“Customers need seamless combinations of our tools together, which will all happen in the cloud. We’re making sure that we’re enabling them to be data-driven businesses.”

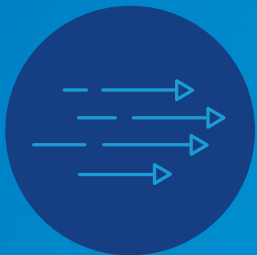
JP HEMINGWAY

CSPO, SES

OPTIMISING CLOUD AND SATELLITE

With the help of Microsoft Azure, we are migrating our workloads and on-premise infrastructure to Azure, and co-developing an in-house Cloud Centre of Excellence. This will allow us to implement cloud-first strategies and open ecosystems for our customers.

SES'S CLOUD CENTRE OF EXCELLENCE



EXPRESS MIGRATION

Accelerates cloud journey and service virtualisation



CUSTOMER VALUE

Reduces time-to-market for new users



COMPLETE COVERAGE

Applies to all 63 Azure regions



ROBUST SECURITY

Standardises best practices to protect customer data



BUSINESS TRANSFORMATION

Enables cloud-first strategies



AZURE SPACE

Connect to Satellite Operators

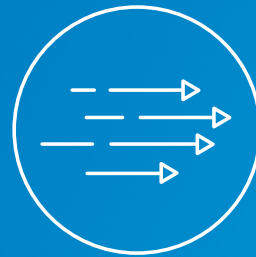
This multi-band, multi-orbit, multi-vendor cloud solution is designed to meet the growing demand for space-based network connectivity. The Azure Space ecosystem enables partnering providers, including SES, to provide cloud-optimised satellite broadband to remote sites.



AZURE ORBITAL

Optimising Space and Ground Communications

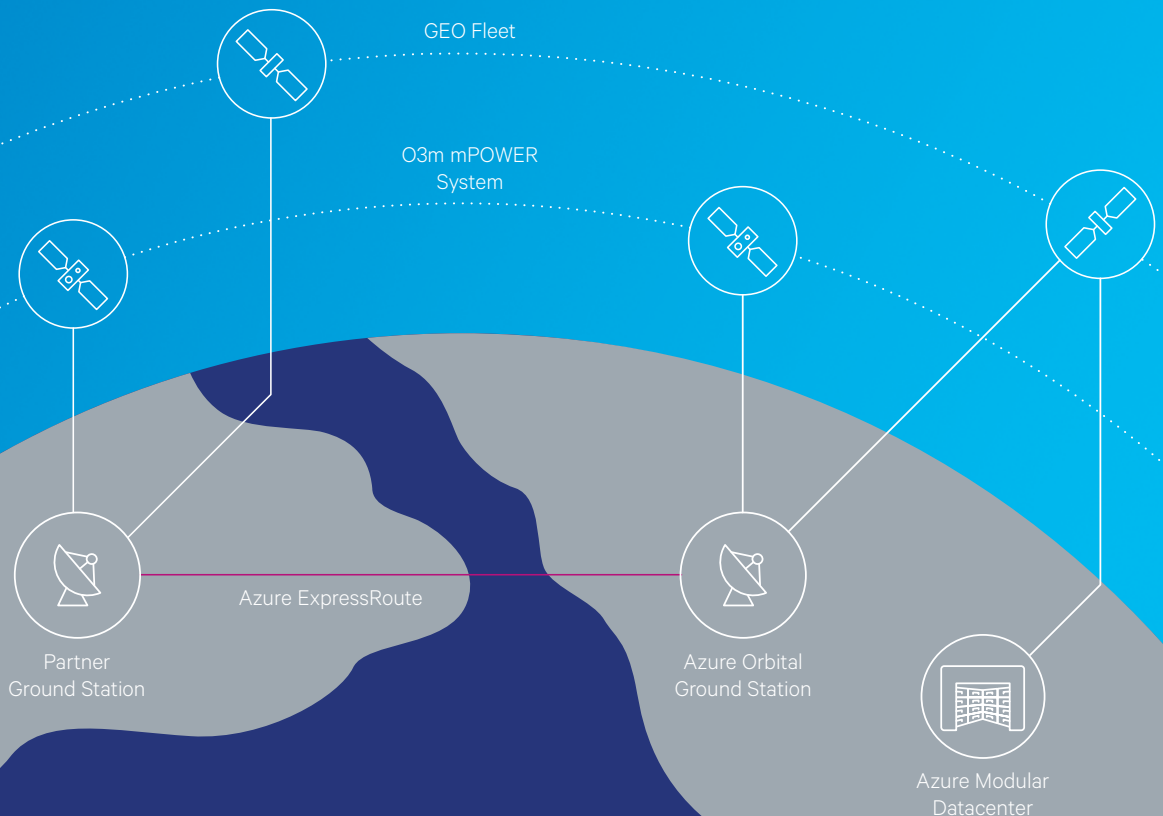
Azure Space enables satellites in any orbit to connect directly with the cloud. SES and Microsoft jointly developed the Azure Orbital platform, which links data centres—the very edge of the Azure cloud domain—to satellite gateways where SES traffic lands.



EXTENDING CLOUD SERVICE TO THE EDGE

Gateways for SES's next-generation O3b mPOWER system, which delivers unmatched levels of high throughput and low latency, are co-located with numerous Azure data centres to offer customers anywhere one-hop connectivity to the cloud.

Example of a SES and Microsoft network



“Azure Space was created to be the platform of choice, an ecosystem of choice for the mission needs of the space community. Our partners are the ones who will make what’s possible a reality.”

YVES PITSCHE

PARTNER DIRECTOR OF CONNECTIVITY PRODUCTS, MICROSOFT AZURE

“A cloud model that’s always on, always-connected, opens up whole new markets to embrace the tools that Microsoft and their ecosystem of partners is delivering.”

JP HEMINGWAY

CSPO, SES



OUR CUSTOMERS AND PROSPECTS

SES and Microsoft Azure enable organisations that operate in places unreachable by terrestrial networks to access secure, high-performance cloud services at all times.



TELICOS

Helping network providers meet digital inclusion goals by extending cloud-optimised connectivity to remote populations.



MOBILITY

Ensuring end users on land, at sea, or in the air have access to cloud applications that improve productivity.



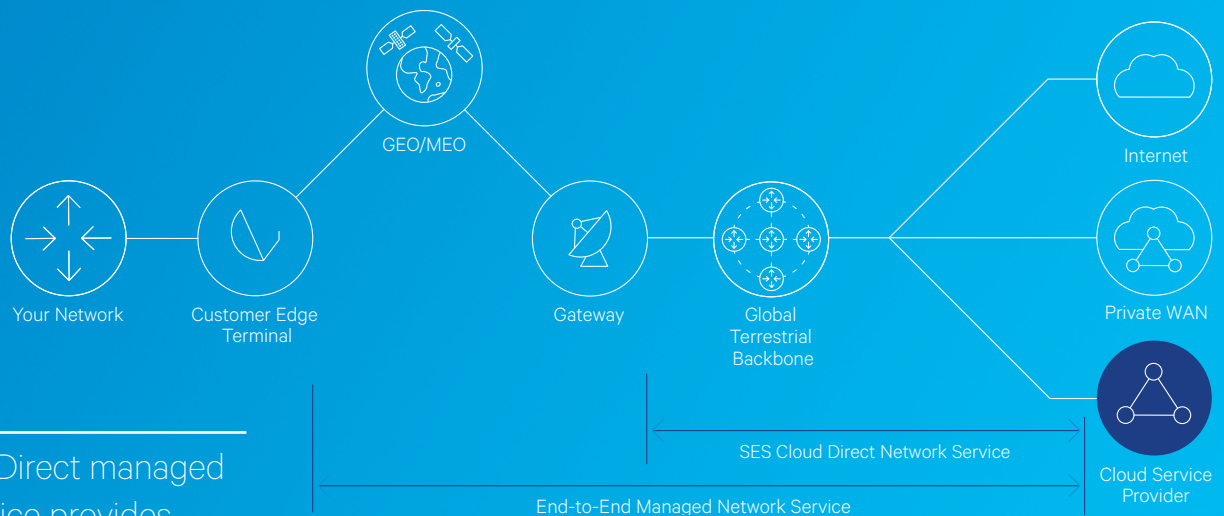
ENTERPRISE

Empowering businesses of all sizes to leverage deeper insights that elevate business and operational efficiency.



GOVERNMENT

Providing real-time intelligence to protect the safety of operatives and drive mission success.



SES's Cloud Direct managed network service provides users with a private, dedicated connection to cloud service providers, regardless of their location.

“Enterprise customers require a level of security and performance that is only available through a direct, private connection to platforms like Azure. Through our partnership with Microsoft, we can meet that demand, no matter where customers are.”

SHIRA LEVINE

PORTFOLIO & SEGMENT MARKETING LEAD, SES CLOUD SOLUTIONS



THE FUTURE FOR CLOUD AND SPACE

Together, SES and Microsoft Azure are transforming what organisations can accomplish through the cloud.

We enable customers to generate richer, more holistic insights by seamlessly integrating 5G, IoT, and AI application data gathered from every location they operate in.

With leading-edge, cloud-ready solutions, including our Azure Orbital partnership and SES's O3b mPOWER system, we're doing the extraordinary in space to unlock new possibilities for governments, businesses, and individuals everywhere.



DIVE DEEPER INTO THE TOPICS DISCUSSED

- SES Becomes Microsoft Azure Orbital Founding Connectivity Partner
- Delivering Azure Cloud Services, Anywhere
- SES Cloud Direct: Delivering One-Hop Connectivity from Anywhere for the Multi-Cloud World
- The Future of Satellite and the Cloud
- Delivering 5G Everywhere With Satellite

“Our work with our partners is rapidly evolving how we collectively engage, explore, and understand space communications. With SES as our connectivity partner, we are incredibly excited to be able to connect anywhere.”

LYNN MCDONALD

AZURE SPACE LEAD, MICROSOFT AUSTRALIA AND JAPAN



To learn more about our
partnership with Microsoft Azure,
visit ses.com

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