



SATCOM DIRECT MARKS A DECADE AS AN INMARSAT CONNECTED PARTNER FOR SWIFTBROADBAND

News / Business aviation



Satcom Direct (SD), the business aviation connectivity provider, is celebrating 10 years of partnership with global mobile satellite communications business Inmarsat. The milestone anniversary, which acknowledges SD's support of the SwiftBroadband service, was announced to delegates attending SD's annual Connecting with Customers, CwC, client and partner event, being held in Austin, Texas. To mark the significance of the relationship, Inmarsat's Rupert Pearce, CEO, presented SD President David Greenhill, with a framed version of the original license at the CwC event.

Inmarsat confirmed SD as an aerospace distribution license partner in 2008, which enabled the business to begin reselling Inmarsat's IP-based data service, SwiftBroadband, to the aviation

sector. Since then, SD has maintained its position as Inmarsat's largest aeronautical service provider and has been recognized as a significant enabler for the growth of the SwiftBroadband service.

Looking forward, SD will continue to support SwiftBroadband services for the international business aviation sector, in addition to expanding its provision of the ultra-high speed broadband JetConneX service delivered by Inmarsat's Global Xpress satellite constellation. Both SwiftBroadband and JetConneX systems are supported by the SD router family, which optimize in-flight connectivity efficiency, as well as delivering a growing portfolio of SD applications.

"We are delighted to mark a decade of working with Inmarsat to provide high-speed data services to aviation. When we first received our license the concept of a digitized, connected, business aviation network was still very new. Today it is a fundamental part of aircraft operations and is a part of the business that we are committed to supporting, developing and evolving. Strong, long-term relationships with our partners are essential to our mutual success, but more importantly, enable us to provide our clients with the connectivity they expect. We look forward to our next decade supplying these services," said Greenhill.

"Satcom Direct has been an Inmarsat partner for more than 20 years now and its continued support of our SwiftBroadband service over the past decade has directly influenced our success in this business, making the aero-market one of our most successful divisions," said Pearce. "We are always striving to improve the customer experience and improve our products but can only do that by building close relationships with our partners to identify and deliver exactly what the market needs."

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