

Nomination: 18488

Kacific Broadband Satellite: Breaking Barriers: Kacific's Satellite Innovation Ignites Digital Transformation in Asia Pacific

Page: General Information
Name of Organization / Company Kacific Broadband Satellites Ltd
Logo Download File (https://asiasteveawards.secure-platform.com/file/27020/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNzAyMCwiYWxs3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImlnbm9Kacific%20Logo_Print%20File_Logo%201%20%282%29.png)
Web Site Address https://kacific.com/ (https://kacific.com/)
Page: Entry Information
Entry Title Kacific Broadband Satellite: Breaking Barriers: Kacific's Satellite Innovation Ignites Digital Transformation in Asia Pacific
Category B01 - B12 - Award for Excellence in Corporate Innovation > B10B. Award for Excellence in Innovation in Technology Industries - Up to 100 Employees
Submission Format An Essay of up to 625 Words

Essay

Innovation is born from insight, and at Kacific, we recognized the potential to create an innovative and sustainable business that provides affordable, high-speed satellite broadband to underserved regions in Asia-Pacific. In these remote areas, internet penetration is low, and the cost of broadband, as a percentage of GDI per capita, remains high. Telcos and ISPs had overlooked these markets due to the uneconomical nature of servicing them with terrestrial technologies and the outdated, and expensive nature of existing satellite technologies.

Aligned with the ESG imperative of eliminating digital darkness, Kacific embarked on a mission to bring about life-changing differences by connecting underserved communities to today's digital world.

Learn more - https://youtu.be/DOnR5kY_SrA?si=g1M7BXzDCag1G1PA

Innovative Connectivity:

Kacific1, our high-throughput (HTS) geostationary satellite, was launched in Dec 2019, and service delivery was initiated in Mar 2020. Strategically utilizing powerful Ka-band satellite technologies, Kacific1 employs an HTS design, reusing the same spectrum in 56 powerful spot beams. This approach ensures greater spectral efficiency and a lower cost per MBPS compared to traditional Fixed Satellite Service (FSS) satellites, which lack spectrum reuse in wide-area beams.

A pivotal decision involved adopting cutting-edge technology for our hub systems, the central intelligence of our broadband service. In response to the challenges posed by COVID-19 in 2020, Kacific swiftly adapted its business model, creating a franchise retail business model. The introduction of Gigstarter, a flexible, prepaid, pre-packaged broadband plan, set a new benchmark for satellite internet in the Asia-Pacific. This appealed to small businesses, and entrepreneurs, offering unlimited data and a fully managed service without heavy infrastructure investments or wholesale contracts.

Kacific collaborated with local partners, including telcos, ISPs, and distributors, fostering local penetration and creating opportunities for economic development in remote and rural areas.

Transformative Impact made:

Today, Kacific1 orbits above the Asia-Pacific region, connecting 25 countries, and Kacific2 is in development to expand coverage and efficiency. Kacific is committed to narrowing the digital gap and catalyzing digital transformation with affordable universal internet access. Notable Customer Testimonials include:

- Papua New Guinea's E-Government Vision: The ADB-Kacific partnership is revolutionizing remote communities, particularly in Papua New Guinea, with Kacific1's affordable high-speed internet. Enhanced connectivity has bolstered judicial services and technological advancement, benefiting small Pacific islands, Indonesia, and the Philippines. <https://youtu.be/afzCrb5tYDE>

- DICT 438 Sites Deployment: Kacific in partnership with our partner, Stellarsat Solutions, deployed 438 sites through 15 installation teams across 6 North Luzon provinces. This initiative provides reliable connectivity for educators, government employees, and the entire community for diverse purposes. <https://youtu.be/9Qy72kQL9r0?si=U1XHqhxHbA93D9g>

- Teleglobal & Kacific Partnership in Indonesia: PT Indo Pratama Teleglobal partnered with Kacific to facilitate a widespread deployment of mobile backhaul services throughout Indonesia. This initiative enables seamless online learning experiences for students and teachers, removing barriers to education. <https://youtu.be/qtqekFt89Ds?si=npJkcti9NqXIC5Op>

Achievement and Success:

Kacific has established a sustainable business model by providing affordable, fast satellite broadband to previously underserved regions in Asia-Pacific. The company's unwavering dedication to pioneering solutions has positioned it as the leading Ka-band satellite operator in the region. Proudly serving 25 countries across the Asia-Pacific, Kacific has made a profound impact on more than 500,000 lives of people, connecting 3,379 schools, 378 healthcare facilities and more through its innovative connectivity solutions, [REDACTED] with continuous expansion.

[REDACTED FOR PUBLICATION]

Kacific has also been recognized for its innovative approach and leadership in the satellite industry with 57 awards to date - <https://kacific.com/about/#awards>.

For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

No

Do You Have Website URLs you would like to link to

Yes

URL 1

https://youtu.be/DOnR5kY_SrA?si=g1M7BXzDCag1G1PA (https://youtu.be/DOnR5kY_SrA?si=g1M7BXzDCag1G1PA)

URL 2

<https://youtube.com/playlist?list=PLPFFJtKhNY1EMZJuW3tl-mLlghJPE6wiU&si=pFIlCOJdHqIcTCV5> (<https://youtube.com/playlist?list=PLPFFJtKhNY1EMZJuW3tl-mLlghJPE6wiU&si=pFIlCOJdHqIcTCV5>)

URL 3

<https://kacific.com/> (<https://kacific.com/>)

URL 4**URL 5****URL 6****URL 7****URL 8****URL 9****URL 10**

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

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