



INTRODUCING THE
ASP PROGRAMME
FOR APPLICATION AND SOLUTION PROVIDERS



THE ASP PROGRAMME

Is reliable connectivity a barrier to scaling your products and services across commercial land markets?

Are you hoping to scale your offering, either regionally or globally or break into new sectors?

Would you benefit from expert sales and marketing support from Inmarsat and our distribution partners?

Here's why our Application and Solution Provider (ASP) Programme is a great opportunity for your organisation.

WHY INMARSAT?

Inmarsat owns and operates the world's most diverse global portfolio of mobile telecommunications satellite networks covering L-band, Ka-band and S-band.

Our ultra-reliable geostationary L-band network is trusted by governments and organisations to connect mission-critical applications globally – even in the most remote areas and most extreme weather conditions.

We can offer you a flexible and reliable connectivity platform to help you connect anything to anything, anywhere.



WHAT IS THE ASP PROGRAMME?

We collaborate with Application and Solution Providers (ASPs) around the world that would benefit from Inmarsat's always-on satellite connectivity, global reach and technical and commercial expertise. The ASP Programme will accelerate the availability of IoT solutions across commercial land markets by providing connectivity and a support framework to innovators.

Whether you provide digital solutions for crop monitoring, irrigation management, rail telemetry or other remote communication needs, this programme helps you to

future-proof your products and services, accelerate your time to market and, potentially, reduce your development costs.

It's a flexible programme and we endeavour to nurture relationships that fit each organisation's specific needs – either directly or through one of our distribution partners.

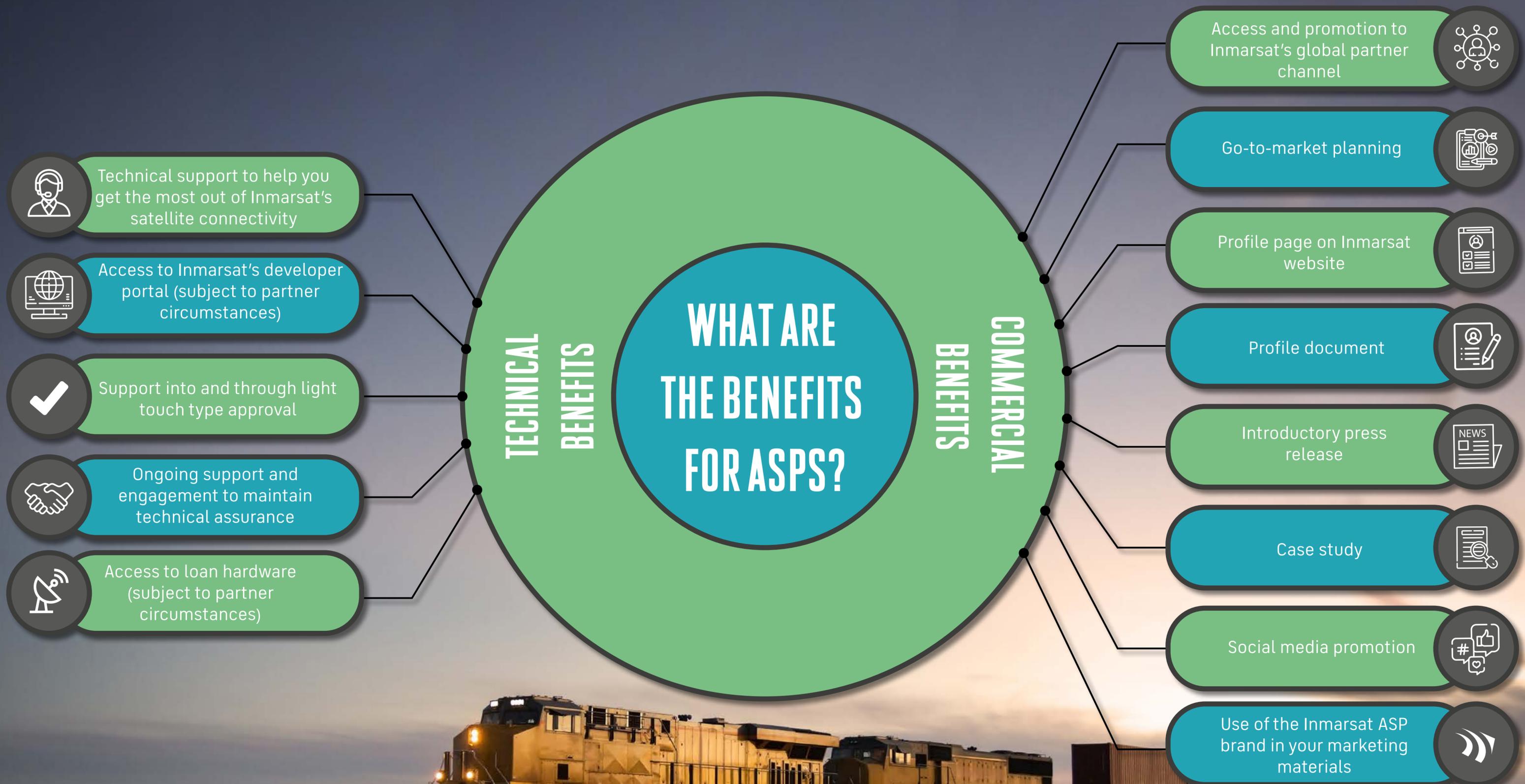
You might simply need satellite connectivity and no additional support or you might benefit from our deeper involvement (e.g. access to loan hardware or our help to expand your business globally).

WHO IS THE PROGRAMME FOR?

We welcome proposals from new entrants, disruptors and established players anywhere in the world. So, if you offer an innovative digital product or service to any of the sectors listed below but you need help exploiting satellite communications, this is the programme for you.

We team up with providers of varying sizes and across multiple industries. Our ASP partners are found in, but not limited to: Agriculture, Aid and NGO, Energy, Exploration and Leisure, Media, Mining, Transport and Utilities. This includes software providers, hardware providers and OEMs (original equipment manufacturers).





HOW DO YOU SELECT THE ASPs?

We know there is lots of innovation in the Enterprise sector so we can't wait to hear about what you're doing and how always-on satellite connectivity could help to take your business to the next level.

If you'd like to be considered for our ASP Programme, please complete and submit the application form at [inmarsat.com/ASP-Programme](https://www.inmarsat.com/ASP-Programme). We'll assess your organisation's potential and contact you for more information if we decide to further validate the concept you've proposed.

We'd be happy to answer any questions you might have about the ASP Programme (please email enterprisesales@inmarsat.com) and you can find more information about our Enterprise solutions at www.inmarsat.com/enterprise.

CHECKLIST

IS INMARSAT'S ASP PROGRAMME RIGHT FOR MY ORGANISATION?

- ✓ Do we operate in one of Inmarsat's Enterprise markets and have a strong track record / market share? Please note, not operating in one of these markets does not preclude joining the programme but may reduce chances of success.
- ✓ Would our IoT application/solution benefit from satellite connectivity in a significant proportion of deployments? What would the benefits be (e.g. better end user experience)?
- ✓ What level of demand for the 'satellite version' of our application/solution might we expect?
- ✓ Do our competitors already use satellite connectivity? Why should Inmarsat choose to work with us over them?
- ✓ What are our plans for expanding into new markets (regional and/or global) and what kind of support do we need to do this?
- ✓ What resources do we currently have (e.g. engineering and customer support) and how could these be used for satellite optimisation?
- ✓ What are our current routes to market? Are we comfortable operating a sales channel through a partner ecosystem?

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Being involved with Inmarsat's ASP Programme is an exciting step forward in the development of Farmbot solutions. It has the potential to significantly improve the management of critical water resources for farmers worldwide, resulting in tangible productivity gains, carbon reduction and ultimately more sustainable outcomes. We look forward to announcing the development of on-demand cameras for farmers over the coming months.”

Andrew Coppin,
Managing Director, Farmbot Monitoring Solutions

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Joining Inmarsat's ASP Programme has given us access to their global channel which has been key in gaining access to new markets. MinFarm Tech is dedicated to enabling LoRaWAN™ to work seamlessly over satellite networks. We are very excited to partner with Inmarsat and CPN to deliver the MF 400 IoT Satellite Bridge product which enables LoRaWAN to be used over IDP for the first time. This product will enable customers to pick a truly global and trusted satellite service provider in Inmarsat.”

Stephen Lynam,
CEO, MinFarm Tech



CONTACT

E: enterprisesales@inmarsat.com

W: www.inmarsat.com/enterprise

inmarsat.com/enterprise

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