

For Seaborn, this phrase isn't just a lesson learned, it's a rally cry for solutions that impact the world's ability to communicate now and in the future.

Capacity

Amidst a landscape of worldwide disruptions, some businesses have focused on maintaining and protecting their pre-pandemic revenue lines, while others have explored and expanded emerging market opportunities. Over the past year, Seaborn has taken decisive action and has proven its agility by forging ahead with a proactive and highly collaborative approach to problem-solving.

"Our ability to scale differentiates us in today's marketplace. Real-time provisioning gives our customers the ability to grow their business on demand," notes Seaborn CEO, Steve Orlando. "And that's what this is all about—agility and scale with this unprecedented market demand. It all starts with our subsea architecture, high performance network and quality of service."

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Connectivity is one of the most valuable global resources fueling the very existence of the entire digital landscape, and, fortunately, companies within the subsea industry are known for their ability to work together. With nearly all international voice and Internet traffic traveling via their fiber-optic cables, the need for collaboration in establishing, managing, and expanding digital information routes is paramount. Seaborn honed in on the element of combined contribution as the key ingredient to success and then applied those concepts into their evolving corporate culture, customer relationships, and overall strategy.

- "In those first few weeks of the pandemic, customers needed additional capacity and they needed it immediately," says Andy Bax, Seaborn's Co-founder and COO.
- "We were able to deliver that in 24 hours, in some cases for hundreds of gigs. Our combination of speed and delivery made a big difference for them. In the first half of the year, we turned up customer traffic of just over one and a half terabits."

Those group-sourced solutions have, thus far, translated into stories of success for Seaborn and their clients, enabling accelerated growth in capacity and development while ensuring the quality and integrity of services through expert-driven project design, engineering, and execution. When asked about Seaborn's plans for 2021, Andy notes, "We'll continue to develop network inventory when it comes to capacity planning with a solid commitment to maintain a 24- to 48-hour delivery window. We are a company that defines our accomplishments by the success of our clients."



Through another element of sustainable innovation, Seaborn has pioneered change for their partners and the industry by focusing on diversity and inclusion. As one of the driving forces within Seaborn, Naaz Bax, Head of Marketing, puts it, "Systematic change requires us to plant the seeds now and nourish them as they grow with future generations—and everyone needs to be on board. Going forward, it's imperative that we realize this: Diversity and inclusion is not a flavor of the month. Ongoing exploration of the ways this pandemic has shifted intersectionality, inclusion, and belonging is absolutely vital

or we risk backslide." Core to this concept is the known success that comes from employing best practices to recognize everyone's voice at the table. Seaborn sees it as the keystone to all problem-solving, from an internal team dynamic to their customer-centric approach to service delivery. "Whether you're a company that we partner with or a member of our team, we know that ultimately, the best solutions will come about by creating an environment where everyone feels like they have a stake, that they belong," Naaz notes.



There's a shared vision across Seaborn's leadership team: To pioneer change through connectivity and technology innovation that enables communities to realize their fullest potential and improve the world. Steve Orlando sees that potential and vision manifesting through transparent and trusting relationships. "I think the people, the expertise, and our commitment to this consistent execution allows our clients just to focus on their core business and allows us to focus on the connectivity, which is really important in our partnership."

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Seaborn addresses global communication needs across the Americas including subsea connectivity on Seabras-1 and AMX-1 between Brazil and the United States.

Seabras-1 is the only direct POP to POP system between São Paulo and New York metro, offering low latency between the B3 exchange in São Paulo and the trading exchanges of New Jersey. Seaborn's industry leading service delivery and performance combined with our IP and Ethernet service offerings broadens our solutions driven approach and commitment to always exceeding the service expectations of our customers. For more information please visit **SeabornNetworks.com** and follow us on LinkedIn.

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