DIGITAL SERVICES FOR AFRICAN OPERATORS

Sparkle is reshaping Africa's digital landscape with innovative infrastructure, seamless global connectivity, and advanced telecom services.

Sparkle powers Africa's digital future with fast, reliable connectivity solutions.

Many studies demonstrate a clear and strong correlation between investment in digital infrastructure and the subsequent economic and social development of regions and continents. This paradigm holds true for Africa as well, where modernising digital networks can sub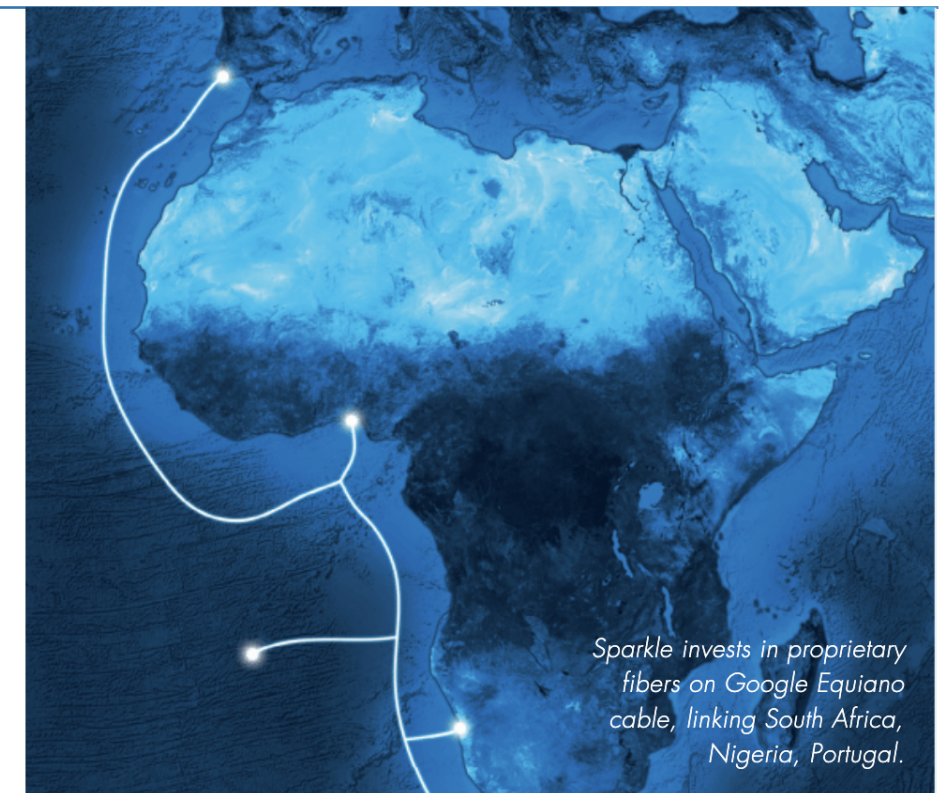stantially accelerate growth and development. In this context, global telecommunication providers play an essential role, offering reliable and high-speed international connections between corporate and residential infrastructures and major cloud service providers that operate on a global scale. These providers ensure that the continent stays connected to the wider digital

Image Credit: Sparkle

Sparkle invests in proprietary fibers on Google Equiano cable, linking South Africa, Nigeria, Portugal.

ecosystem, which in turn facilitates economic activity, enhances social welfare, and promotes access to critical services such as education, healthcare, and government services.

One such prominent player is Sparkle, a company that has made significant contributions to Africa's digital transformation through the provision of cutting-edge infrastructure, ultra-fast connectivity, and a comprehensive range of advanced services. Ranked among the top global service providers in the telecommunications industry and as the second-largest operator in Africa in terms of managed internet traffic, Sparkle has become a key enabler of Africa's digital future. With its extensive international connectivity and digital services, Sparkle leverages its Tier-1 'Seabone' IP transit backbone network, which is known for its high reliability and broad coverage across the African continent. The network's widespread reach, along with its numerous points of presence (PoPs) in North Africa, Nigeria, South Africa, and Djibouti, make Sparkle a vital partner in enabling high-speed internet access and seamless digital communication throughout Africa.

One of Sparkle's most significant infrastructure investments is its use of proprietary fibers on the Google Equiano submarine cable, a groundbreaking project that links South Africa, Namibia, Nigeria, and Portugal. This cable

Image Credit: Sparkle

system not only facilitates high-speed, low-latency data transmission between Africa and Europe, but also provides a secure and diverse route for data traffic. The Equiano cable has been particularly important in ensuring continuous and reliable service during periods of disruption. Earlier this year, when the cable systems on Africa's Western seaboard faced outages, Sparkle's infrastructure enabled the company to effectively mitigate the impact, ensuring business

"Sparkle connects Africa to global digital networks, unlocking new opportunities."

continuity and minimal service disruption for its customers. This is just one example of how Sparkle's strategic investments in advanced digital infrastructure are helping to protect critical services and support business resilience on the continent.

At the heart of Sparkle's global network lies the Sicily Hub in Palermo, a neutral data centre located at the crossroads of Europe, Africa, and the Middle East. This facility serves as a major international exchange point for internet traffic and is a crucial connection point for cables linking Africa to Europe, Asia, and the Middle East. From here, Sparkle efficiently routes traffic across its vast network, supporting a wide range of digital services. The Sicily Hub is not just an operational hub; it represents a central part of Sparkle's global

infrastructure strategy, one that is designed to support the growing demand for high-speed, reliable connectivity as businesses, governments, and individuals continue to digitise across Africa.

What makes Sparkle key to Africa's digital growth?

Sparkle's portfolio of services is comprehensive and includes IP Transit, capacity solutions, Multicloud, networking, colocation, Internet of Things (IoT) connectivity, roaming services, and voice communication. These services are all delivered via Sparkle's proprietary fiber backbone, which spans over 600,000 kilometers across the globe. Through these offerings, Sparkle enables national and regional telecommunication operators, as well as Internet Service Providers (ISPs), to deliver high-speed internet access, cloud services, roaming capabilities, and other international telecommunications services to their end users. By connecting these regional players to the world's leading cloud providers, Sparkle plays a vital role in ensuring that African businesses and consumers are able to access the global digital economy.

For multinational enterprises looking to expand their operations in Africa or modernise their digital infrastructure, Sparkle provides a robust partnership. The company offers end-to-end solutions that support the entire digital transformation journey,

Sparkle's global network is centered around the Sicily Hub, connecting Europe, Africa, and the Middle East.

from secure and reliable connectivity to cloud services and advanced IoT solutions. For instance, Sparkle's Multicloud services assist companies in adopting cloud platforms that best meet their specific needs, while its IoT solutions enable businesses to track and manage assets, optimise operations, and gain valuable insights from their data. Additionally, Sparkle offers secure, high-performance connectivity that connects businesses' offices

"Through its ongoing investments and innovations, Sparkle plays a pivotal role in keeping Africa digitally connected to the rest of the world."

and operations in multiple regions, enabling seamless communication and data exchange across borders.

To remain at the forefront of Africa's digital revolution, Sparkle continues to invest heavily in expanding its infrastructure. The company is opening new points of presence (PoPs) in key locations across the continent and has also been involved in the development of large-scale projects such as the Blue & Raman Submarine Cable Systems. Built in collaboration with Google and other global partners, this new intercontinental infrastructure stretches from Italy to India, with key branches in the Mediterranean. It aims to significantly enhance communications between Africa, Europe, the Middle East, and South Asia, further improving the continent's connectivity and global reach. ∎

Image Credit: Sparkle