



VSAT Market & Technology Workshop for Non-Technical Professionals

Tuesday 11th
September
2012
HUGHES

Session One - Delivering the Latest VSAT Market and Technology Issues

1. Market overview and users

Global overview, market size & manufacturer shares
Growth patterns by region & industry sector
Decision making processes

2. VSAT and Satellite fundamentals

Acronyms, basic system structures, network topologies & access schemes
The broadcasting and multicasting fit

3. Economics of VSATs

Basic costs, mesh, star and hybrid
Product solutions, TCO, service, maintenance, repair & upgrades
Software maintenance and enhancement, long term implications

4. The Sales Process

Value propositions, customer loyalty, access & transport, fragmented markets and customers
Long term considerations when building a business
Pilot networks, timescales

Session Two - Overview of New Technology Demands: IP and VSATs

5. Applications and technology fit

Applications, IP/Internet/Intranet and LANs, voice/fax, transactional, high capacity
Value based applications, streaming media, content and application hosting

6. How to procure services and products

Sourcing a service provider, requirements, supplier due diligence
Integrators, procurement, shared versus dedicated networks
Writing an RFP, network roll-outs

7. New and emerging technologies

Broadband platforms, Ku/Ka or hybrid, timescales
Target markets, bandwidth efficiencies
IP networking enhancements, optimisation techniques, bandwidth re-use
The scale of the opportunity, users and usage, sales strategies and channels, SAC

Workshop Objectives: To assist new and potential telecoms users, managers and operators in further developing their knowledge of the VSAT industry. The aim is to provide both a business and a technology focus with an overall understanding of the latest in the VSAT marketplace, including what elements to consider when specifying a network and how to procure a service or product. The workshop provides a fast track of information essential in enabling today's operator and user make better informed purchasing decisions.

Presented by Simon Bull. Simon is a Senior Consultant at COMSYS and specialises in corporate networking technologies, particularly direct to business satellite systems (VSATs). He has been primarily responsible for the multi-client VSAT studies undertaken by the company during the last twenty five years, including the company's 11th Edition of the VSAT Industry Status Report and 2nd Edition Maritime VSAT report. His work at COMSYS also involves him in advising clients on the regulatory, strategic and business planning, administrative and operational aspects of satcoms systems and products. Simon also founded the Global VSAT Forum, which he Chaired for the first two years.



Satellite Communications Fundamentals for Non-Technical Managers

Session One

1. Introduction: What is satellite communications?

Types of spacecraft, history and acronyms

2. What is a Satellite?

Spacecraft, payload, antennas, footprints & control

3. Satellite Orbits

Basic orbital mechanics, GSO, inclined orbit operation, non-GSO

4. The Technical Bits

Link budgets, EIRP & G/T, bandwidth, propagation, analogue/digital transmission, frequency bands, modulation, access schemes, error correction

5. The Global Marketplace

Satellite operators & manufacturers
Broadcasters, content providers, services
Legal and regulatory, insurance, market research, financing

6. Broadband Applications

Internet/IP, latency issues, the IP revolution

7. Financial Aspects

Satellites, launchers, insurance. Transponder lease rates, earth stations & services. Financial services & due diligence

Session Two

8. The Developing World

Teledensity levels, definitions of universal service, affordability and payment methods, service requirements

9. Regulatory Issues

ITU, regional and national service regulators
Service and frequency regulation. Earth station type approvals, Export controls, security issues, safety and radiation hazards

10. Terrestrial Competition

Submarine cables, complementarity, WiMAX

11. Forecasting Future Trends

Fibre penetration, cost and pricing trends, content delivery via IP. Higher frequencies (Q/V/W bands)
Globalisation of satellite operators
The role of satellites in 10, 20 and 50 years

Objectives of the Workshop:

Whether you are new to the industry or simply looking for a thorough easy-to-understand overview of satellite communications, then this workshop is for you. This workshop will examine the core principles and dynamics of satellite communications and provide a fast track of information essential in enabling today's non-technical executive keep abreast of the current and changing marketplace.

Presented by Jeremy Rose, Senior Consultant responsible for space segment consultancy at COMSYS. He specialises in strategic planning, financial and marketing due diligence, training and regulatory work and legal expert testimony and reports. His clients are mostly satellite manufacturers and operators, legal firms/attorneys, financial institutions and governments. Mr Rose founded COMSYS in 1982 and is a member of the SSPI and the American Institute of Aeronautics. He has written more than one hundred journal and conference papers on satellite communications issues.

Registration for the workshops, which will run concurrently, will start at 8.00am. The sessions will commence at 9.00am and close at 5.30pm. Morning coffee, lunch and afternoon tea will be served during intervals.