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VSAT 2011

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Space for Global Growth

14-16 September 2011
Waldorf Hilton Hotel
London, England

- Ka-band & next generation spacecraft for VSAT*
- Adding value beyond fixed networking*
- Military technology & service specialisation*
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- Global oil & gas networking*
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- Enabling mobility*



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The 13th Annual Conference



VSAT Market & Technology Workshop for Non-Technical Professionals

Tuesday 13th
September
2011

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

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.

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

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 multiclient 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 second 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

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.

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 / LTE

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

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 8.00 am. The sessions will commence at 9.00 am and close at 5.30 pm. Morning coffee, lunch and afternoon tea will be served during intervals.

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Technology & Solutions

Wednesday 14th
September
2011
HUGHES

8.00 Registration, Tea & Coffee

8.55 Opening Remarks from the Chairman
Jeremy Rose, Senior Consultant, **COMSYS**, UK

9.00 **Upside-down and Inside-out**

Simon Bull, Senior Consultant, **COMSYS**, UK

The world as we know it is on the verge of change for VSAT operators. New Ka-band systems - both high throughput spot-beam and conventional - will transform the VSAT bandwidth in terms of capacity and access.

9.40 **Keynote: Ka-ptivating Ka-pabilities**

Adrian Morris, CTO, **Hughes**, USA

In the early 90s Hughes pushed satellite's frontiers forward with it's revolutionary SPACEWAY development and has since gone on to establish the largest satellite consumer internet service in the world. After more than twenty years of leadership, the company continues to challenge conventional thinking and step over established boundaries. Now we will hear what is to come, what needs to be done and what the potential impact on today's VSAT market might be.

10.20 **Morning Tea & Coffee Sponsored by **Intellian****

10.50 **Cutting the Bits Down to Size**

Mary Cotton, CEO, **iDirect**, USA

Ka-band is not all about mass market, it's mostly about levelling the bandwidth playing field with competitive technologies. Both satellite and VSAT operators will have to play smart as well as hard with exploding Ka-band assets and this will require innovative and adaptive technology platforms in a world where tomorrow's demand is always different.

11.30 **The Case for Trunks**

Serge Van Herck, CEO, **Newtec**, Belgium

Whilst the tidal wave of fibre down the coasts of Africa has washed away a good deal of satellite trunking business in many markets, demand remains in many other locations in Africa and elsewhere. Nevertheless, the rapidity of deployment has served as a wake-up call for both satellite system manufacturers and operators to raise their game. Newtec is leading the charge towards competitive satellite backhaul and is in a position to clarify the realities of the market and where the opportunities lie.

12.10 **Spotting the Trend**

Mark Dankberg, CEO, **ViaSat**, USA

Now that high throughput spot-beam satellites are proven in North America and are now being launched in Europe, the Middle East and Africa, will worldwide coverage soon be a reality? With projects mooted for almost all regions of the world, this could be the case - and ViaSat is working hard to both enable and participate in this trend.

12.50 **Lunch Sponsored by **ViaSat****

2.10 **The 80 Gbps Gorilla**

Andrew Wallace, Chief Commercial Officer, **Eutelsat**, France

At a stroke, Eutelsat's KA-SAT brings the capacity of almost twenty satellites into service across Europe - opening up markets and enabling huge opportunities. However, such a bold move is not without its challenges and the sheer size of the resource requires an operator to innovate to encourage new, inventive, uses. Will consumer broadband demand be enough and what other applications might be at the cutting edge of the demand for bandwidth?

2.50 **Expanding Horizons**

Matthew O'Connor, Chief Operating Officer, **Avanti Communications**, UK

Not content with coming out from left field to drop a Ka-band hand grenade amongst the satellite operator establishment, Avanti has already begun work on a platform for the Middle East and is planning a third satellite. With a low-cost, business-ready approach and a passionate belief in its strategy, the company aims to change the game and empower operators with a twist on capacity delivery.

3.30 **Afternoon Tea & Coffee Sponsored by **Intellian****

4.00 **Playing the Party Organiser**

Amiram Levinberg, CEO, **Gilat**, Israel

Whether you are a party animal or not, as a VSAT service provider you have both the experience and the need to join technologies, media and applications to enable opportunities and create value. The ingredients and approach to be successful are elements that Gilat has been working on through both its hardware and service businesses for some time - and you are all invited!

4.40 **Mobility: The Road Ahead**

Jay Yass, Vice President, Global and Strategic Accounts, **Intelsat**, USA

Whilst spot-beam Ka platforms tout advantages, they come with their share of trade-offs as well. But users want it all; high throughput with Ka economics and high availability. Intelsat discusses its path for making the dream a reality.

5.20 **A Softer Crunch**

Aslan Tricha, Vice President Sales Engineering, **SES WORLD SKIES**, Netherlands

Capacity management can make or break a VSAT business and with many markets in a state of flux as Ka-band is either planned or arriving, IP trunking services decline and demand for VSAT bandwidth grows, SES offers its perspective of regional futures, what will drive demand and how the FSS providers will meet the changing needs and market conditions.

6.00 **Close of Day One**

Cocktail Reception Sponsored by



eutelsat
COMMUNICATIONS



- 8.00 Registration, Tea & Coffee
8.55 Opening Remarks from the Chairman

9.00 **Life Begins After Fibre**



Delio Morais, President, Hughes do Brasil, Brazil

Ten years ago many wrote Brazil off as a VSAT market following a tidal wave of fibre deployment similar to that recently seen in Africa. However, Hughes do Brasil has opened and exploited opportunity after opportunity - agri-business, SME broadband, banking, education and, most recently, retail - growing its business by more than a third last year. In some ways, fibre has been the catalyst for new applications, so beyond the booming Brazilian economy, what makes for success in a highly wired market?

9.40 **Capacity for Change**



Shawkat Ahmed, Chief Commercial Officer, Yahsat, UAE

Alongside the explosive growth in bandwidth, another of the major changes which will bring both disruption and opportunity to the VSAT market is the fact that Ka-band coverage will become global over the next few years. YahClick is scheduled to be the first to open up the Middle East and Africa and who knows where else, and exhaustive preparation is the name of the game.

10.20 **Morning Tea & Coffee Sponsored by Intellian®**

10.50 **Between a Rock and a High Place**



Chris Hill / Joe Spytek, CTO / CEO, ITC Global, Australia / USA

Whilst the communications requirements of mining companies are, like the oil & gas industry, known to be demanding and locations are often equally inhospitable, applications, expertise, terminology and operational issues are all very different. Worse, perhaps, the vertical is also smaller in scale and more dispersed. Within all this, ITC Global has carved its niche as the leader in the field through a combination of satellite and resource extraction expertise.

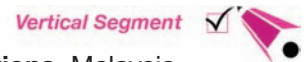
11.30 **Packing the Trunk**



Steve Collar, CEO, O3b Networks, Jersey

With fibre now becoming prevalent in most areas of the world, the future for high capacity satellite links will depend on adaptation and flexibility. O3b offers a unique platform to achieve this and enable operators the ability to defend and extend existing services as well as exploit new business models. This presentation explains the value proposition, examines the cost drivers and shows how a VSAT operator can incorporate the O3b system into its business model.

12.10 **Nano Cells, but Big Reproduction**



Koh Leng Hong, Head of Broadband Business Unit, Maxis Communications, Malaysia

As mobile operators in many parts of the world resist the substitution of SCPC for TDMA GSM backhaul services, others have just got on and done it. In Malaysia the need to reach small, isolated rural populations has seen TDMA backhaul used extensively for Nano IP-based base stations and Maxis has been in the vanguard of the development, showing the way it's done.

12.50 **Lunch Sponsored by SES WORLD SKIES**

2.10 **To the Moon and More**

Pierre-Jean Beylier, CEO, SpeedCast, Hong Kong

The landmass of Asia is greater than that of the moon and is home to 60 per cent of the world's population. SpeedCast has operations in eight countries from China to Afghanistan and sites in many more. Mastering the diverse business, regulatory and cultural demands is no mean feat and gives the company an almost unique view on the world's largest potential VSAT market.

2.50 **Innovation, Investment, Indefatigability and Invention in Iran**



Mehran Mahramian, R&D Manager, ISC, Iran

Iran is widely acknowledged to be the largest potential VSAT market in the Middle Eastern region. Despite some severe handicaps, ISC has led use of the technology in the country, growing to become the dominant service provider in the financial sector. Not only has the company developed enormous experience in the operation and maintenance of widespread banking applications, it has embarked on a new ambitious project - development of its own VSAT system.

3.30 **Afternoon Tea & Coffee Sponsored by Intellian®**

4.00 **Enduring Frontiers**



Paul Shaw, CEO, Neda Telecommunications, Afghanistan

At the sharp end of any harsh and unforgiving environment, there will always be the frontiersmen, pushing boundaries and seeking to create opportunities by providing essential services in what might seem to be impossible conditions. VSAT is often an essential tool and, as one of the first ISPs established in Afghanistan, Neda has used the technology and its own innovation to grow and adapt its business over almost ten years.

4.40 **Hacking the VSAT Ecosystem**



Andreas Buxbaum, Managing Director, Nynex, Germany

Operator sells to end user - nice in theory, but not real world. Operators often sell to and through resellers and distributors as well as to end users - all of whom would like more visibility and control. VSAT hub operators often also seek to enhance their service reach by leveraging existing platforms from others. All this creates a potential ecosystem of co-operation that Nynex is enabling through its integrated software solutions.

5.20 **Refining the Connection**



Ahmed J. AIGHamdi, Process & Control Systems, Saudi Aramco, Saudi Arabia

Saudi Aramco has been discovering new and better ways to deliver petroleum energy since 1933. Recently, to further improve the connectivity's reliability and availability between rigs and ECC, VSAT and WiMAX links were operated in redundant mode to achieve higher availability. Saudi Aramco will present a case study on SCADA application over offshore VSAT links in which it tested the performance of a VSAT network in extremely harsh environments and benchmarked its performance against existing wired networks.

6.00 **Close of Day Two**

Belgian Beer Reception Hosted by



Customer Applications

Friday 16th
September
2011

HUGHES

8.00 Registration, Tea & Coffee

8.55 Opening Remarks from the Chairman

David Hartshorn, Secretary General, **Global VSAT Forum**, UK

9.00 **Where the Rubber Meets the Road**

Customer Case Study  

Dirk Zabel, Network Manager, **Goodyear**, USA

The trend towards multi-fuel vehicles isn't the only hybrid technology that Goodyear embraces. The company has been one of the most active of Spacenet's customers in the adoption of a terrestrial/VSAT enterprise network in order to provide truly diverse route business continuity and ensure the highest availability service for its thousands of retail locations across the United States... and this is only where the commitment and innovation starts.

9.40 **Crude and Crucial**

Customer Case Study  

Martin Okulaja, Communications Supervisor, **Addax Petroleum**, Nigeria

Addax Petroleum has driven its growth in Nigeria by acquiring oil properties deemed by others to have limited remaining production potential and using its strong in-house technical and operational expertise to grow reserves and production in a cost effective manner. Within this strategy, VSAT has to perform and support some demanding application needs.

10.20 **Morning Tea & Coffee Sponsored by **Intellian****

10.50 **Message From the Captain**

Customer Case Study  

Capt. Kuba Szymanski, Secretary General, **InterManager**, Isle of Man

InterManager - the International Ship Manager Association - represents ship managers worldwide controlling a fleet of over 4,000 ships and, as such, knows a thing or two about what is required from communications at sea. This presentation will focus on what is required of a maritime VSAT operator, the demands of present applications, the welfare needs of the crew as well as explaining the pressures and difficulties that a ship manager experiences in running a global maritime fleet.

11.30 **Convincing Yourself and Influencing People**

Application Innovation  

José Antonio Guerra Expósito, Director of Satellite Business, **Telefónica**, Spain / Brazil

SCPC has long reigned supreme as the preferred GSM backhaul solution, but slowly, painfully, this is beginning to change. As carrier, mobile operator and VSAT service provider, Telefónica is in the strange position of trying to persuade itself of the need for change - only in this instance its other personality is named Vivo and it is one of the largest GSM operators in Brazil.

12.10 **High Touch - High Value**

Application Innovation  

Guido Neumann, Managing Director, **CETel**, Germany

Demanding customers often require exceptional levels of personal attention in wild places at the drop of a hat. VSAT is well suited as the technology platform to support this, but what exactly does it require of an operator and how do the roles of teleport operator, satellite service provider and systems integrator combine to provide the solution?





12.50 Closing Remarks & Questions

1.00 **Close of VSAT2011 Sessions**

Complimentary Invitation: Meeting of the GVF Maritime Satcom Forum

COMSYS and the GVF are pleased to invite industry participation in the next face-to-face meeting of the Maritime Satcom Forum (MSF), a continuing initiative that addresses the growing need for satellite programmes in this increasingly important area of global broadband operations.

The meeting will be held immediately following the last conference session of VSAT2011 between 13.00 and 15.00 on Friday 16th September in the COMSYS conference room. The agenda for discussion during the meeting will include:

-  Heightening awareness of satellite solutions in the maritime sector.
-  Strengthening advocacy efforts in the international regulatory arena.
-  Expanding delivery of satcom training for the maritime user community.
-  Facilitating new maritime satcom projects, and more.

Based on the plans and priorities addressed during the meeting, the GVF MSF will continue to serve as a unified voice for engagement with the maritime sector to promote the development of satellite networks around the globe. Membership in the MSF is open to all GVF Members; it is guided by an advisory board with oversight from the GVF Board of Directors and GVF Secretariat. Simon Bull of COMSYS serves as Chairman, aided by Martin Jarrod, GVF Chief of International Programme Development.

The potential appointment of additional officers of the MSF will also be discussed during the meeting.

During the meeting a buffet lunch will be provided to pre-registered participants. Please confirm your participation in advance to david.hartshorn@gvf.org

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VSAT2011

Day Three

VSAT2011

13-16 September 2011
Waldorf Hilton Hotel, London

13th Annual
Global Industry
Conference

- I would like to attend all four days - Workshop & Conference
(Please select Workshop)
 VSAT Essentials, or
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conference fee

4 days - Workshop & Conference..... £2000.00 + VAT@20.0% (£400.00) - £2400.00
VSAT Conference only..... £1500.00 + VAT@20.0% (£300.00) - £1800.00
VSAT Market & Technology Essentials
Workshop only.....£625.00 + VAT@20.0% (£125.00) - £750.00
Satellite Communications Fundamentals
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The registration fee includes entry to the conference, lunches, refreshments and conference documentation. The fee does not include hotel accommodation. Payment must be received prior to the event to guarantee your place. COMSYS reserves the right to refuse admission if payment has not been received in advance.

special discounts

Global VSAT Forum - 10 per cent discount for GVF members.

Group Bookings Discount - If three or more delegates from the same organisation register and pay at the same time a discount of 10 per cent will apply. Maximum cumulative discount is 15 per cent.

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Fees are payable in advance. Only paid registrations will be confirmed and full payment must be received prior to the conference.

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hotel accommodation

The conference fee does not include hotel accommodation. For special rates please contact Rose Murphy at COMSYS: Tel: +44-1727-832288 Email: rose@comsys.co.uk stating that you are a delegate at a COMSYS event. Please note that VSAT2011 discounted room rate offers end on 30 August 2011.

enquiries

If you have any questions about registration or payment, please call Rose Murphy on +44-1727-832288 or e-mail us at rose@comsys.co.uk

cancellations & substitutions

If you are unable to attend, a replacement is welcome to take your place. Cancellations received in writing up to 20 working days before the conference date will receive a refund less a service charge of 30 per cent (plus VAT). Should your cancellation be received after this date, regrettably no refund can be made, but a complete set of documentation will be sent to you. Registrants who fail to attend and do not cancel will be liable for the full registration fee. We would appreciate final confirmation of substitute names at least one week in advance of the event if possible.

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documentation

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