



Maximising the Potential of Commercial Applications & the Communications Environment: Are Developers on the Satellite “Wavelength”?

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Who are we talking about?

- Satellite Equipment Manufacturers e.g. iDirect, Comtech, ViaSat, Gilat



- Other vendors

- Satellite Specific Applications e.g. can't think of any – maybe some home grown



- Non-satellite Specific Applications e.g. Email, Citrix, HTTP, just about everything

- Satellite Specific Support Applications e.g. SatManage

- Non-satellite Specific Support Applications e.g. HP OpenView, Expand, UpLogix, Riverbed etc



Non-satellite apps

- Are developers in Oracle, Microsoft, Sun, Citrix, Cisco, IBM..... on the Satellite “Wavelength”
 - Basic considerations:
 - Do they consider and allow for 600ms+ latency
 - Do they consider high cost of bandwidth and minimise for this
 - Do they consider and allow for higher jitter
- Generally No. Why?
 - What percentage of their users are Satellite based?
 - Are those users prepared to pay 2-3 times as much for a special revision?



Non-satellite apps

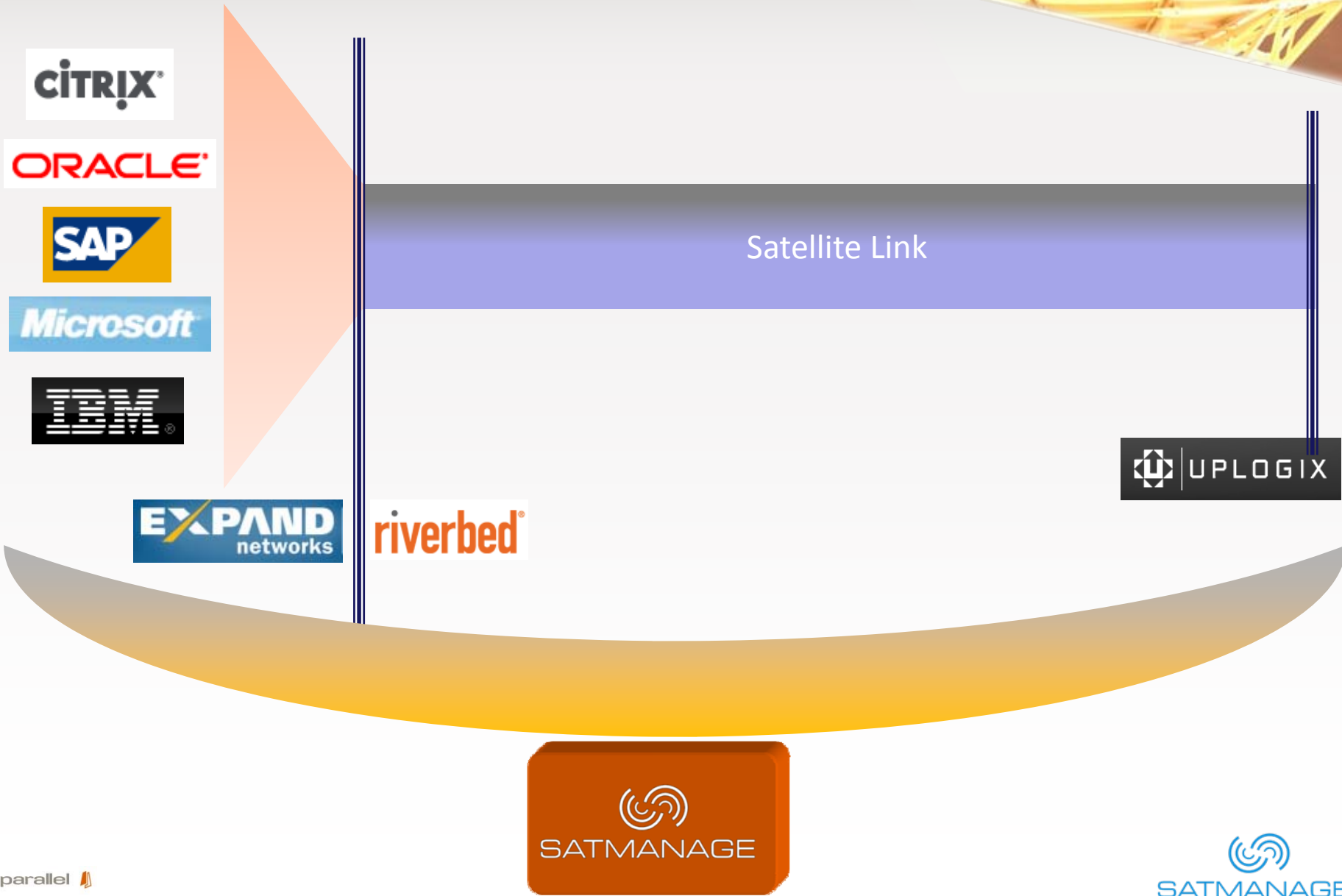
- Extend the question: Are said developers on the 'networking' wavelength?
 - Historically enterprise apps ran poorly over even terrestrial WANs
 - Resolved primarily down to increase in WAN speeds rather than 'network-centric' development
 - Since WAN bandwidths growing rapidly, developers actually getting lazier, 'what is an extra 10 or 20kbps these days'?
 - Therefore problem is growing

Support Applications

- Are developers in HP, Expand, Riverbed, UpLogix on the Satellite "Wavelength"
- Mixed. Why?
 - Like of HP, no, for reasons before
 - For other organisations like UpLogix, Expand there is a business case to understand Satellite, why?
 - Often to make up for the deficiencies in general apps, or because their terrestrial USPs map to satellite
- Are developers in Parallel satellite aware?
- Absolutely. Why?
 - Designed specifically for satellite networks
 - Staff a mix of satellite and software backgrounds

Very limited resource

Conclusion



CITRIX

ORACLE

SAP

Microsoft

IBM

EXPAND networks

riverbed

Satellite Link

UPLOGIX


SATMANAGE


SATMANAGE



Thank you

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