

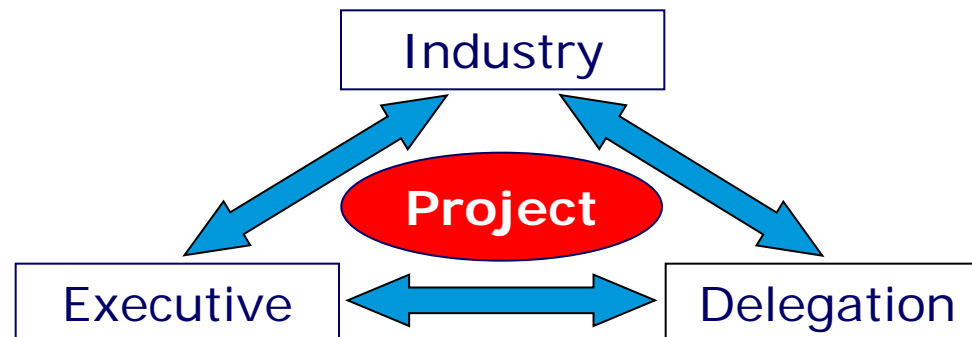
ARTES 3-4 Satcom Applications: Enhanced Process for the Open Call

ARTES Applications Workshop 2012
Harwell, 19-20 April 2012

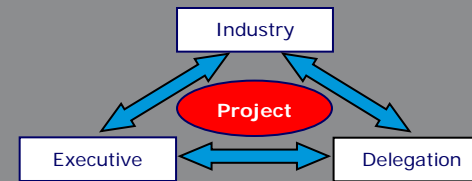
Francesco Feliciani – TIA-APC

Part of the ARTES Applications Workshop held in ESTEC on April 2011 has been dedicated to perform a systematic evaluation of the ARTES 3-4 Satcom Applications element.

The evaluation was carried out using inputs gathered in preparation of the workshop provided by Industry, National Delegation and ESA Executive, which have been presented and discussed at the workshop.



ARTES 3-4 Applications: Considerations from Fact Finding



- Cumbersome and long **lasting preparation process**, both for industry and ESA
 - » NEED TO SPEED UP
- Industry perceives the overall ESA **process heavy** and intimidating
 - » NEED TO SIMPLIFY AND STREAMLINE
- Over exposure of company internal **funding** for preparation phase
 - » NEED TO PROVIDE FINANCIAL SUPPORT IN THE PREPARATION PHASE
- **Limited** possibilities for ESA to engage in project preparation phase, as no contract exists
 - » NEED TO INTRODUCE A FORMAL PREPARATORY PHASE (STUDY ACTIVITY)
- Projects preparation stage risks to miss the **market dynamics** to which Applications project are deeply correlated
 - » NEED TO BE MORE FLEXIBLE

The measures introduced



1. ARTES 3-4 Satcom Applications can now have access to Study Activities, supporting the team in the preparation of the full project set up. 50% funded, up to 250k ESA price
2. Outline Proposal is mandatory. This allows ESA to start talking with the bidder in a very early stage of the project preparation, and proceed with internal approval pipeline (AC/IPC) in a faster and more effective way
3. The Open Call documents have been simplified and streamlined (contraction of some parts, e.g. Business Plan, and expansion of other, e.g. Requirement Document)
4. Technical part has been revisited and a suggested Requirement Engineering approach has been provided as an example (useful in particular for new entrants)
5. The Open Call allows now the possibility for industry to propose its own approach (in terms of deliverable docs and milestones) in case this is more suitable for the proposed project compare to the one suggested by ESA. *The alternative approach has to be described and justified in the proposal.*
6. The opportunity to access Satcom Capacity at preferential conditions is now part of the Special Conditions of Tender - iap.esa.int/satcom_capacity
7. A proposal checklist has been added to assist tenderers in the preparation of their full proposals

Just published (17Apr2012) on EMITS (ESA electronic tendering system)



The screenshot shows a web browser window titled "EMITS Invitation To Tender System - Windows Internet Explorer provided by European Space Agency". The address bar shows the URL "http://emits.esa.int/emits/owa/emits.main". The browser has several tabs open, including "EMITS Invitation To Tend...", "Dapiv PPM Login", and "ESA Login". The page header features the ESA logo and a navigation menu with items like "ENTITIES", "ESA Home Page", "Industry Information", "Your Entity Details", "User Preferences", "Service Desk", "Help", and "Quit".

The main content area displays the following information:

- User:** felicia - Normal User
- Navigation Menu:** News, Open Invitations, Ordered by Op, Ordered by Cl, By Keyword, Global List, Intended Invitatio, Reference Docur, Software Packag, Search Invitation
- Section Header:** **ESA Open Invitation To Tender** [\[FR\]](#)
- AO5891**
- Title:** ARTES 3-4: TELECOM - PRODUCTS PROGRAMME - CALL FOR PROPOSALS
- Open Date:** 05/09/2008
- Closing Date:** 31/12/2014
- Status:** ISSUED
- Reference Nr.:** 08.153.70
- Prog. Ref.:** A34 Telecom Products
- Budget Ref.:** E/0534-01A A34 Telecom Products
- Special Prov.:** B+DK+F+D+I+NL+E+S+CH+GB+IRL+A+N+FIN+POR+GR+LUX+CZ+CDN
- Proc. Prop:** NO
- Tender Type:** C
- Price Range:** > 500 KEURO
- Establishment:** ESTEC
- Directorate:** Directorate Telecom & Integrated Applica
- Department:** Telecom Technologies,Product&Systems Dep
- Division:** Technologies and Product Division
- Contract Officer:** Ulrich Sterzl
- Last Update Date:** 17/04/2012 (circled in red)
- Update Reason:** Loaded a new Clarification(English version)

At the bottom of the page, it states: "ARTES 3-4 is the ESA-Industry Programme for satellite telecommunication product developments. ARTES 3-4".

The following additional measures will be activated in the coming months to further enhance the process of the ARTES 3-4 Satcom Applications Open Call:

1. A version of the [Outline Proposal web based toolkit](#) dedicated to Satcom Applications will be realised; aimed at helping bidders to prepare a successful submission to ESA will be realised
2. A [Satcom Applications Market Opportunity Call](#)
Target: user communities with specific needs and satcom operators; aimed at identifying untapped applications areas with good growth potentials.
The outcomes of the call will be published to stimulate solution providers and industry to respond with their own ideas and facilitate consortia set up. ESA will assist in the early stage of project definition and subsequently via the ARTES 3-4 Satcom Applications Open Call