

SYMPOSIUM ON INTEGRATED APPLICATIONS (B5)  
Integrated Applications End-to-End Solutions (1)

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TRACKING AND SITUATION AWARENESS SERVICES FOR PUBLIC SAFETY : A COMPLEX  
MARKET

**Abstract**

Integrated Applications Services are more a domain, a concept than a very structured market. The users and associated business segments are very different, in terms of size, in terms of customer typology, in terms of funding sources, and in terms of commercialization approaches.

It is absolutely necessary to start from the user demand in order to better understand the mechanisms of this demand, and to evaluate which kind of offer should be put in front of this demand, and by which actors.

The domain of public safety is a large field ranging from personal security, people search and rescue, to infrastructure surveillance and disaster management. Space systems can offer solutions for tracking people, or enabling situation awareness for crisis management, using navigation, telecommunications, imagery and mapping. But the potential users are very different (government organisations, NGO's, private security companies, ...) and face a large spectrum of operational situations. The paper will explain how the potential market could be segmented, and what are the real demands from the various users. The characteristics of these segments will be described, thus leading to very different solutions and business approaches for the actors addressing these segments.