

# Why did ATCA win?

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# The most successful telecom building practice standard in history

- Approaching \$1B/year
- Widely adopted with hundreds of customers
- Successful technology *and* business evolution
  - 1G → 10G → 40G
  - Vibrant Ecosystem: HW, SW, MW, Integration, Service
- Extends beyond telecom
  - MIL AERO, Satellite, Cable, Embedded, IT, Semiconductor Equipment, etc.

# Why was ATCA successful?

- Good Technology that ‘fixed’ cPCI
  - Manageability, IPMI, Thermals
- Strong Standards leadership (PICMG)
- Early Product implementations

*....but good technology and standards  
are not enough*

## Why was ATCA successful?

- ATCA benefits were sold early to key decision makers
  - Carriers/operators, influencers in China, Japan, Europe, NA
  - Industry influencers, analysts, press
  - TEM decision makers
- IT bladed servers failed to go 'open'
- Intel was behind ATCA 100% as a vehicle to 'horizontalize' telecom and sell CPUs/NPUs

*Business factors are at least as important  
as technical factors*

## Ecosystems and Strategy Matter!

- Required: a credible standards body
- Required: a large *SPONSOR* company with a vested interest in the initiatives' success
- Required: 3-5 smaller companies willing to bet on success
- Required: Influential Early Adopters

## Opportunities and Threats: Expansion, Segmentation, Commoditization

- The market will continue to expand as more industries adopt ATCA.
- Large customers will pressure suppliers for custom products at lower margins
- Powerful new entrants will be attracted to the market
- ATCA business models will continue to evolve *dramatically* and current ecosystem relationships will be tested

*How does your strategic plan comprehend this continuous change?*

## Predictions for the future

- ATCA business model will continue to change *dramatically*
- ATCA supply chain will look more like the embedded and server supply chain in 3-5 years
  - Low cost standard blades
  - Systems integrators and solutions companies
  - Fewer companies choose to 'make' vs. buy
- ATCA will outsell uTCA, and co-exist with IT servers for the next decade

# Thank You!