

Business aspects related to NGOA

Bart Lannoo, IBBT

Sofie Verbrugge, Koen Casier, Jan Van Ooteghem

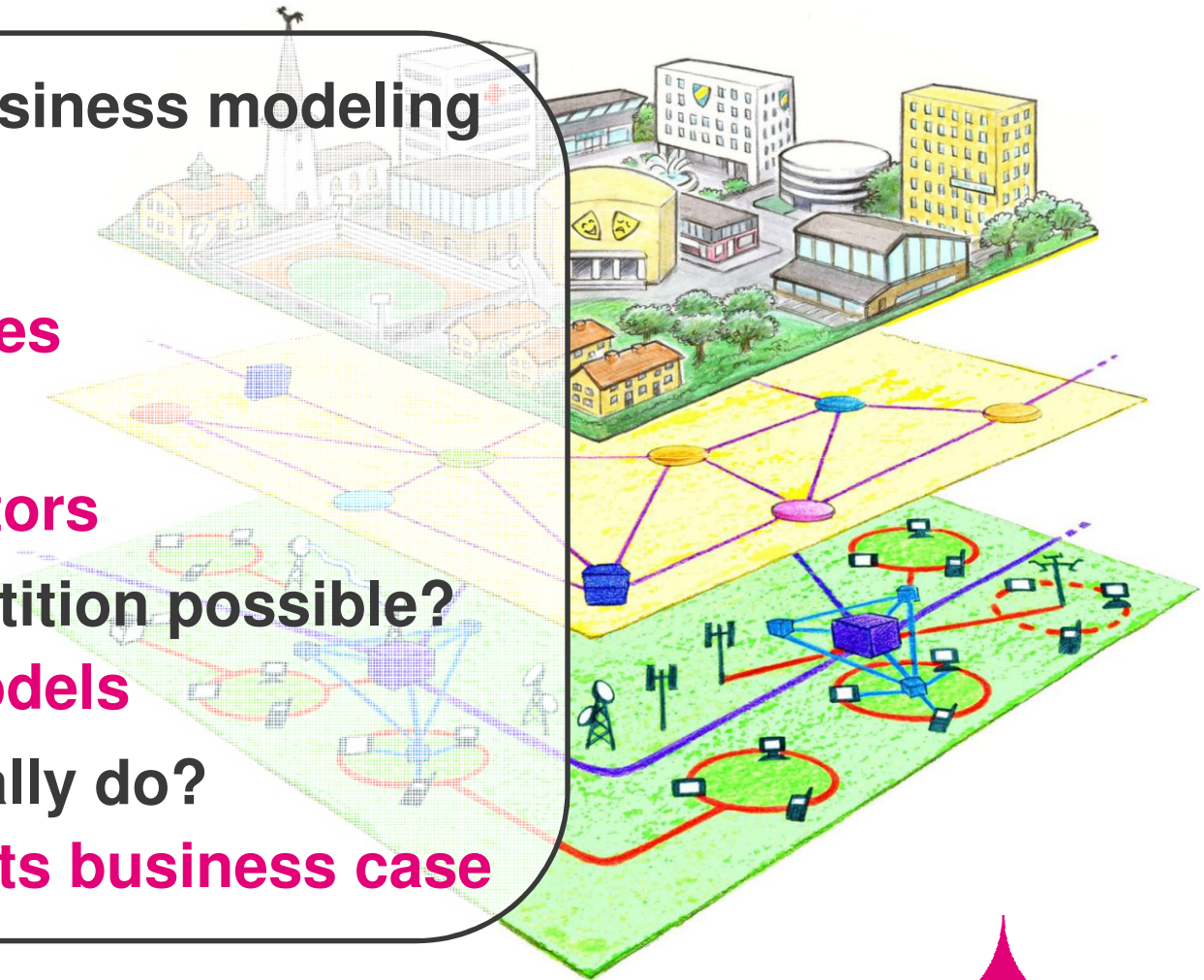
ACP 2010 workshop, Shanghai, China, December 8th, 2010



Improving the NGOA business case..

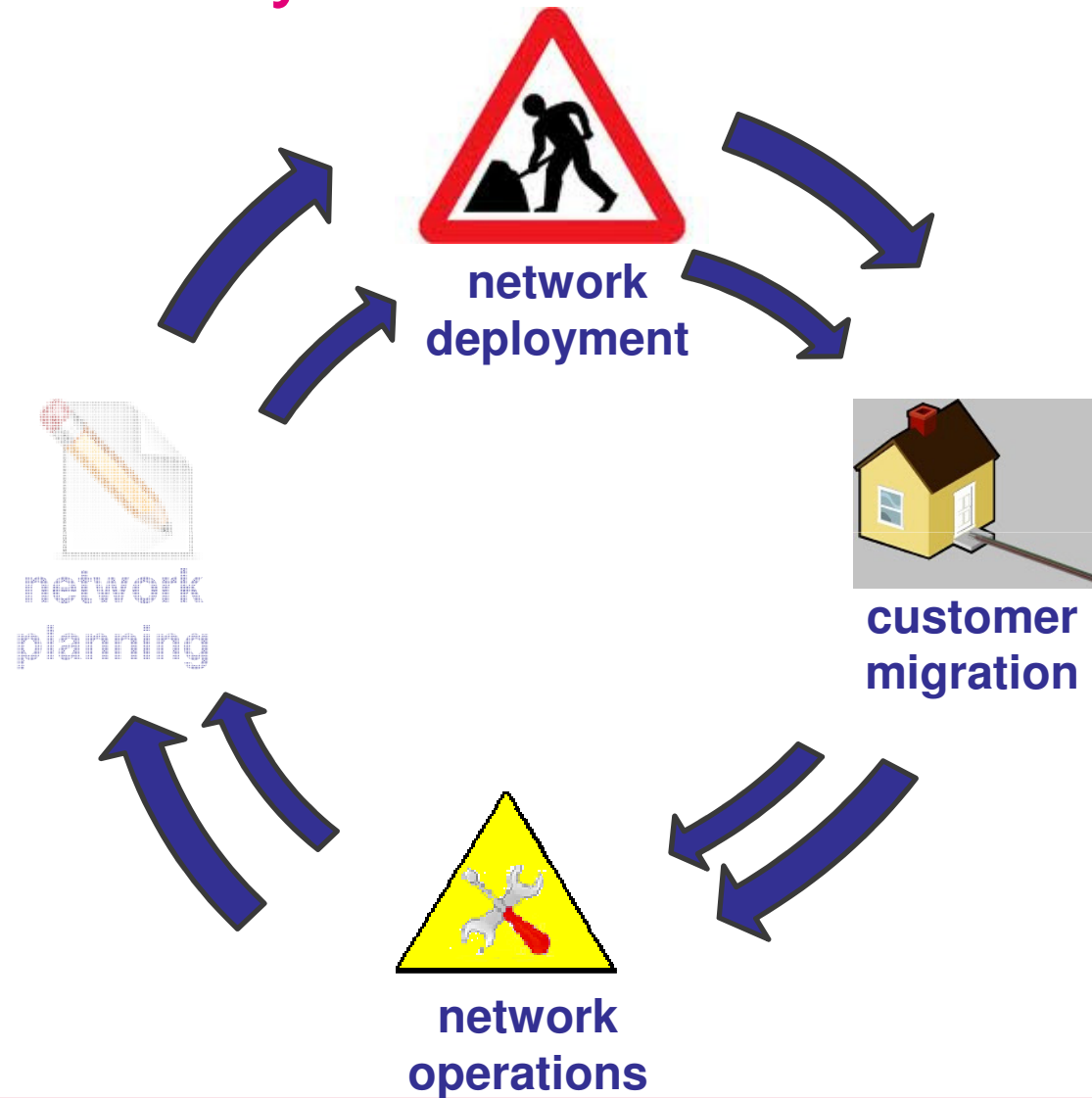
..requires solid business modeling

- what is done?
business roles
- by whom?
business actors
- where is competition possible?
business models
- what can we really do?
improvements business case

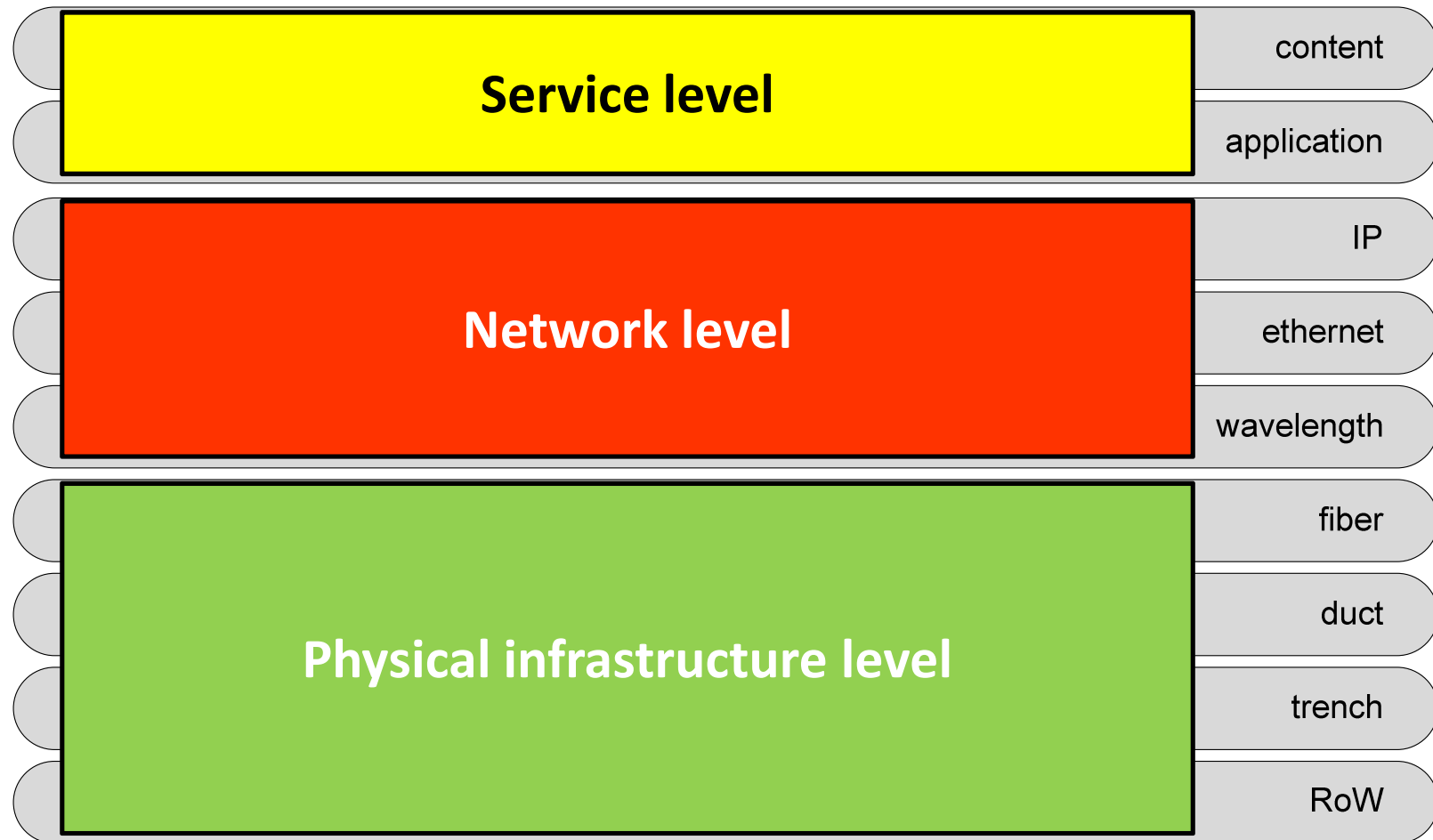


NGOA business roles

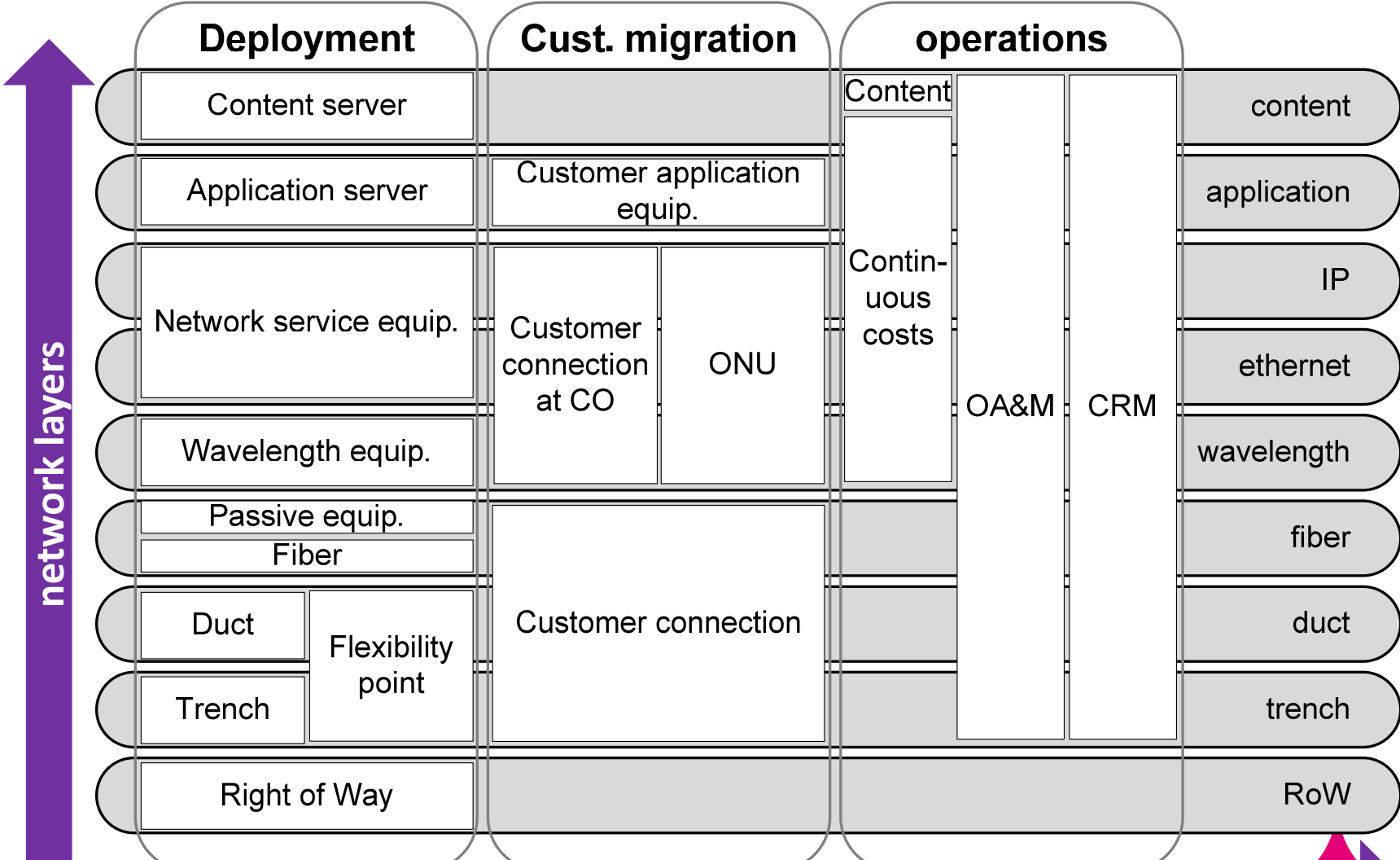
1. "Network lifecycle" business roles



2. “Network layered” business roles



Defined NGOA business roles



network lifecycle phases

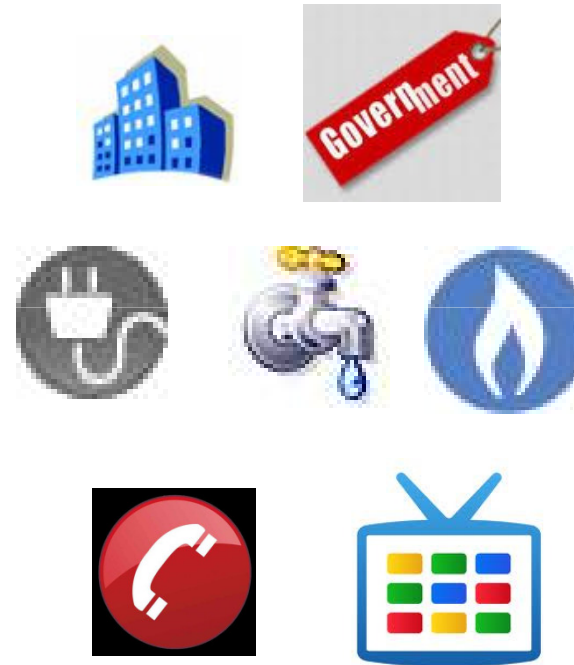
NGOA business actors

Different types of business actors

Traditional players

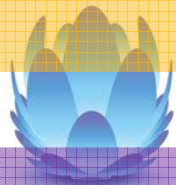
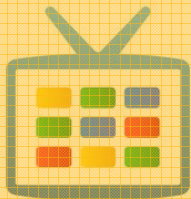
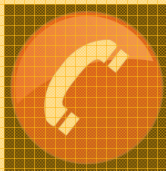


New players



Different types of business actors

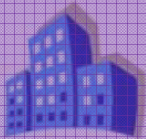
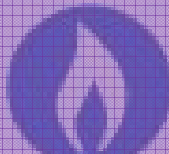
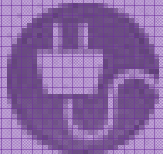
Application service oriented actors



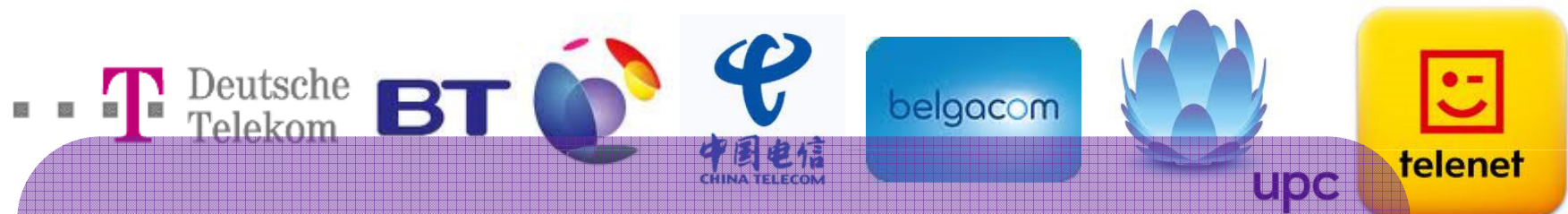
upc



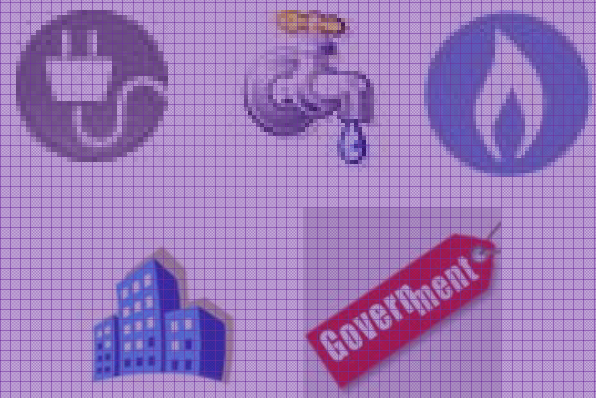
Network oriented actors



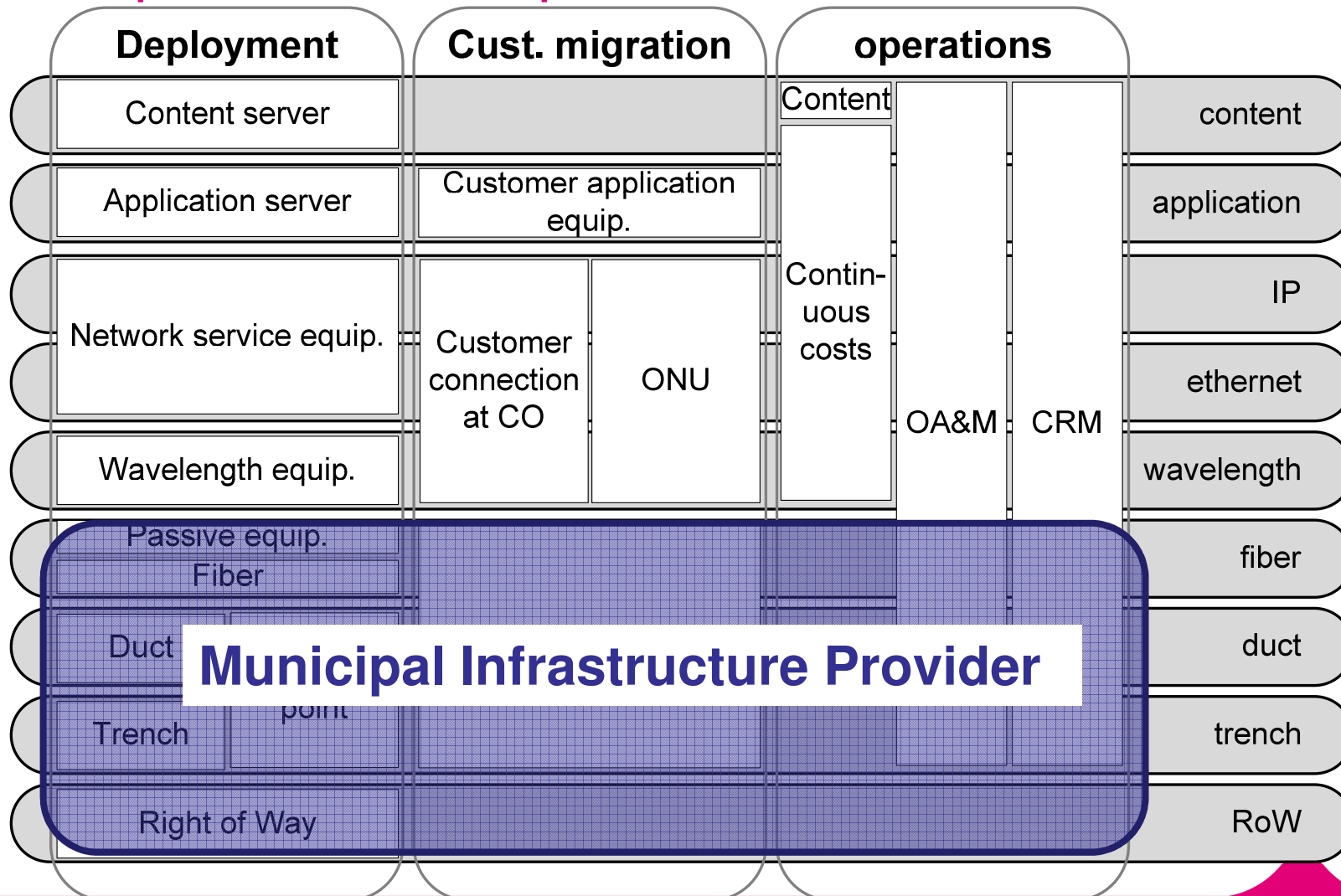
NGOA business actors @ physical infrastructure and network level



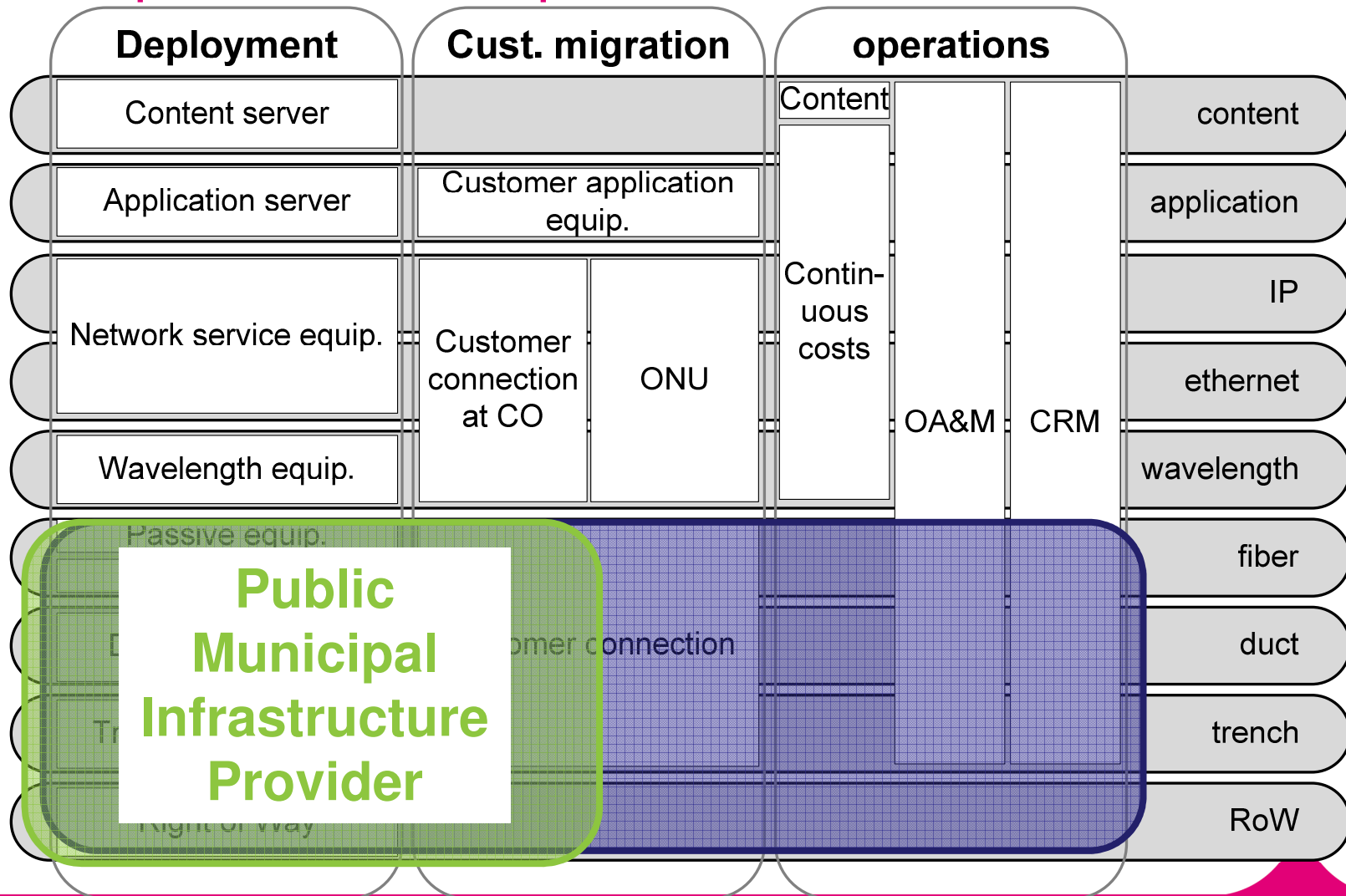
Network oriented actors



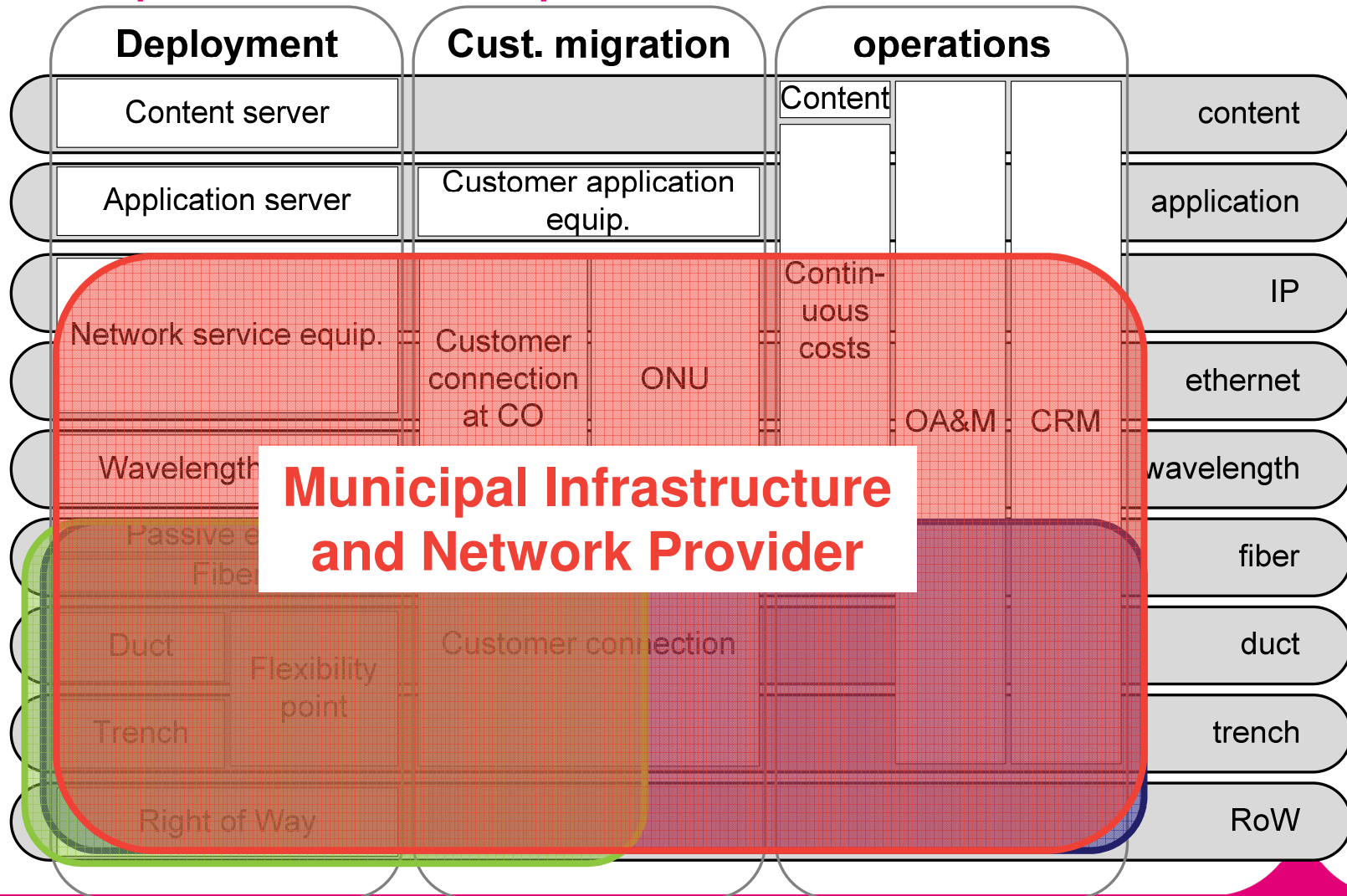
NGOA business actors mapped to roles examples for municipalities



NGOA business actors mapped to roles examples for municipalities

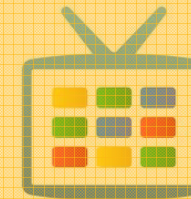
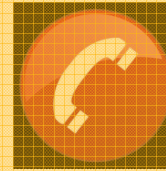


NGOA business actors mapped to roles examples for municipalities



NGOA business actors @ service level

Application service
oriented actors



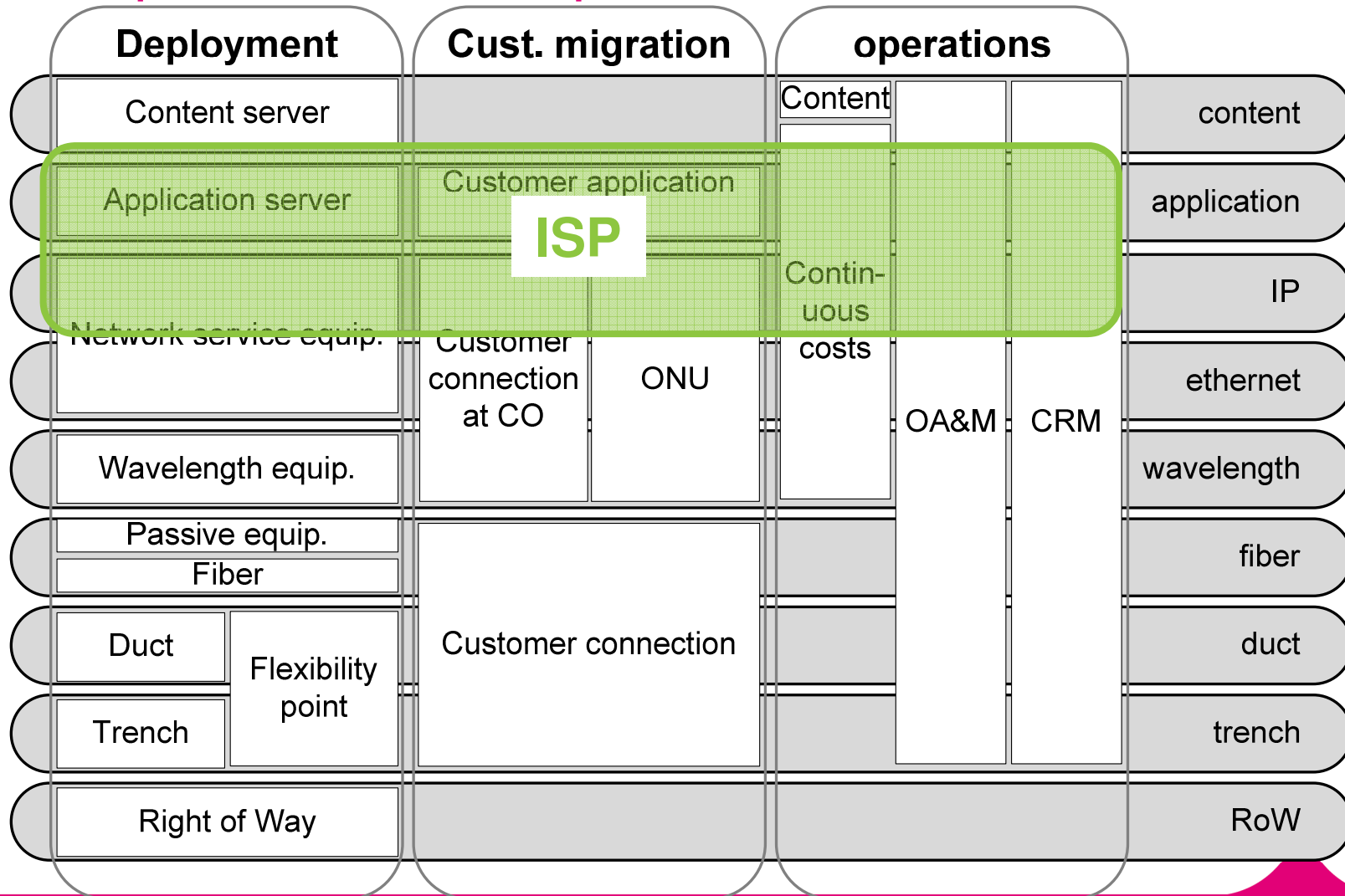
BT



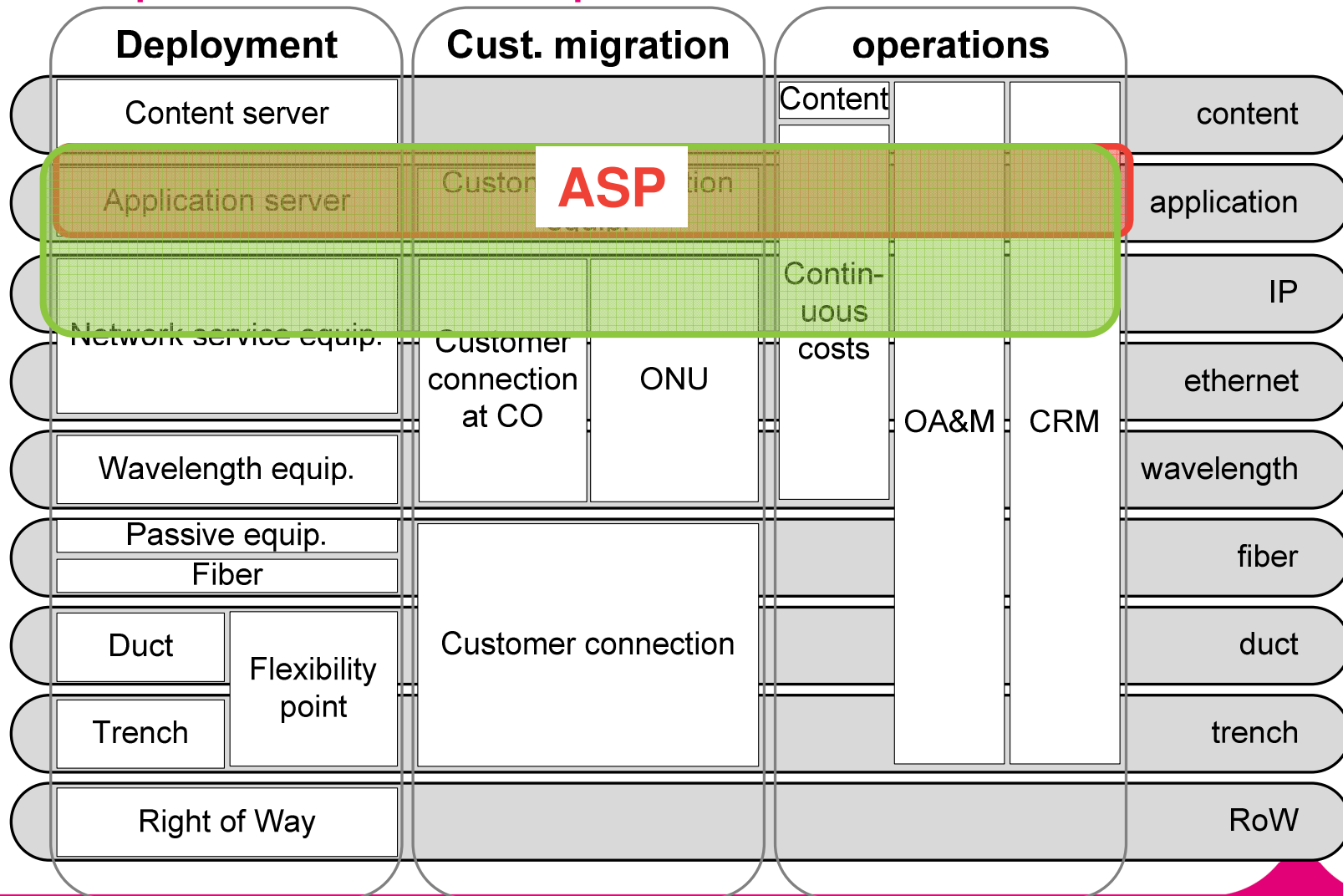
upc



NGOA business actors mapped to roles examples for service providers

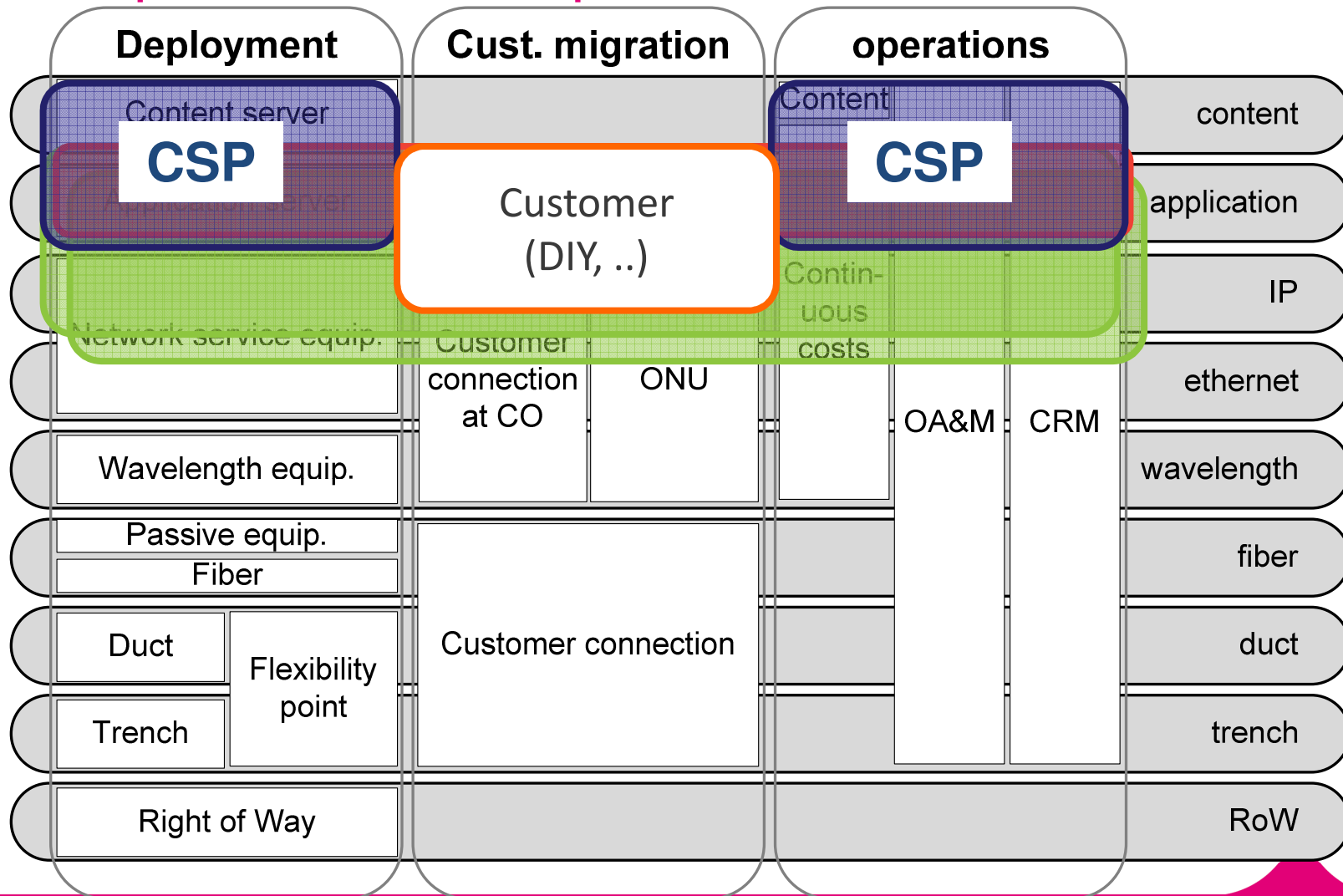


NGOA business actors mapped to roles examples for service providers



NGOA business actors mapped to roles

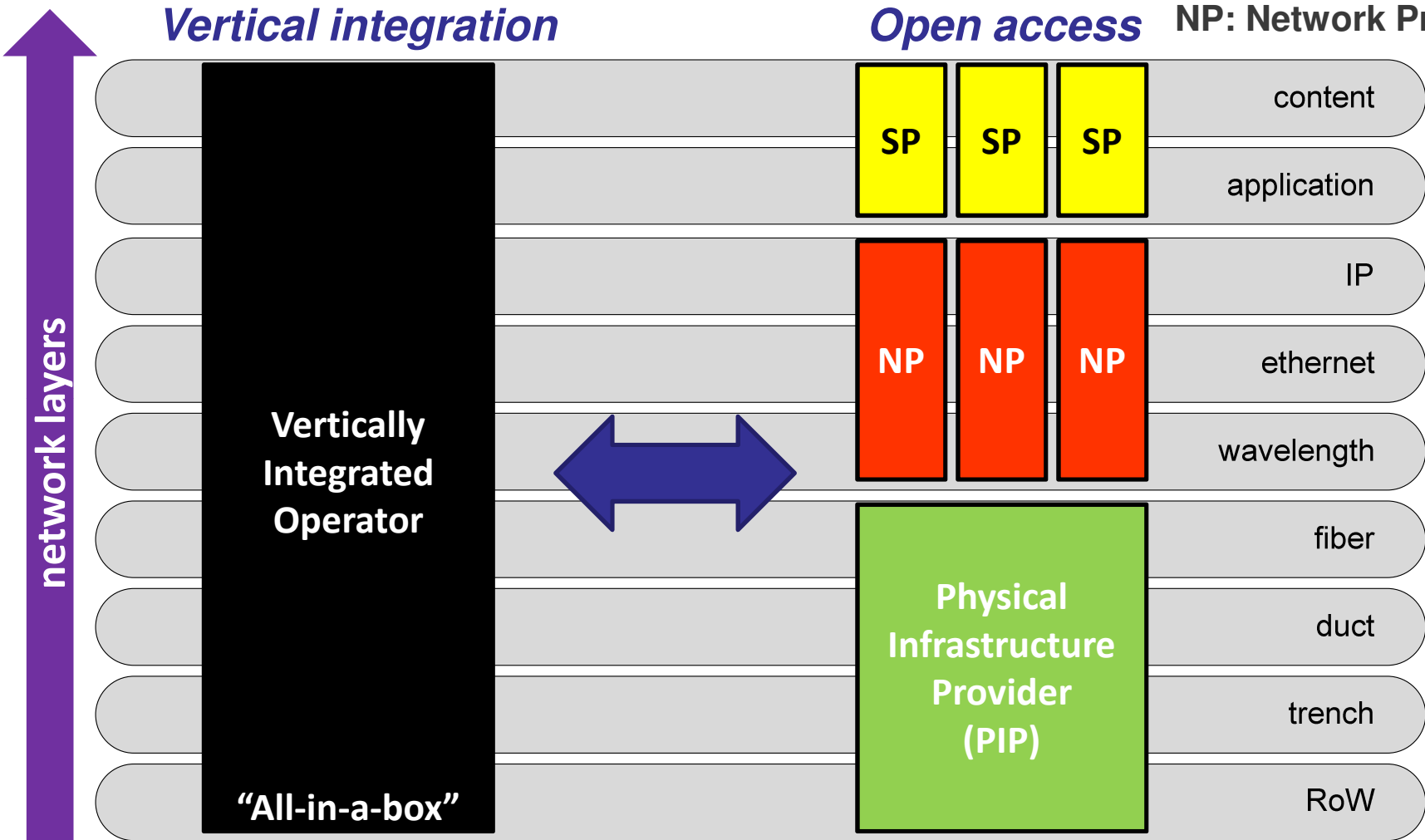
examples for service providers



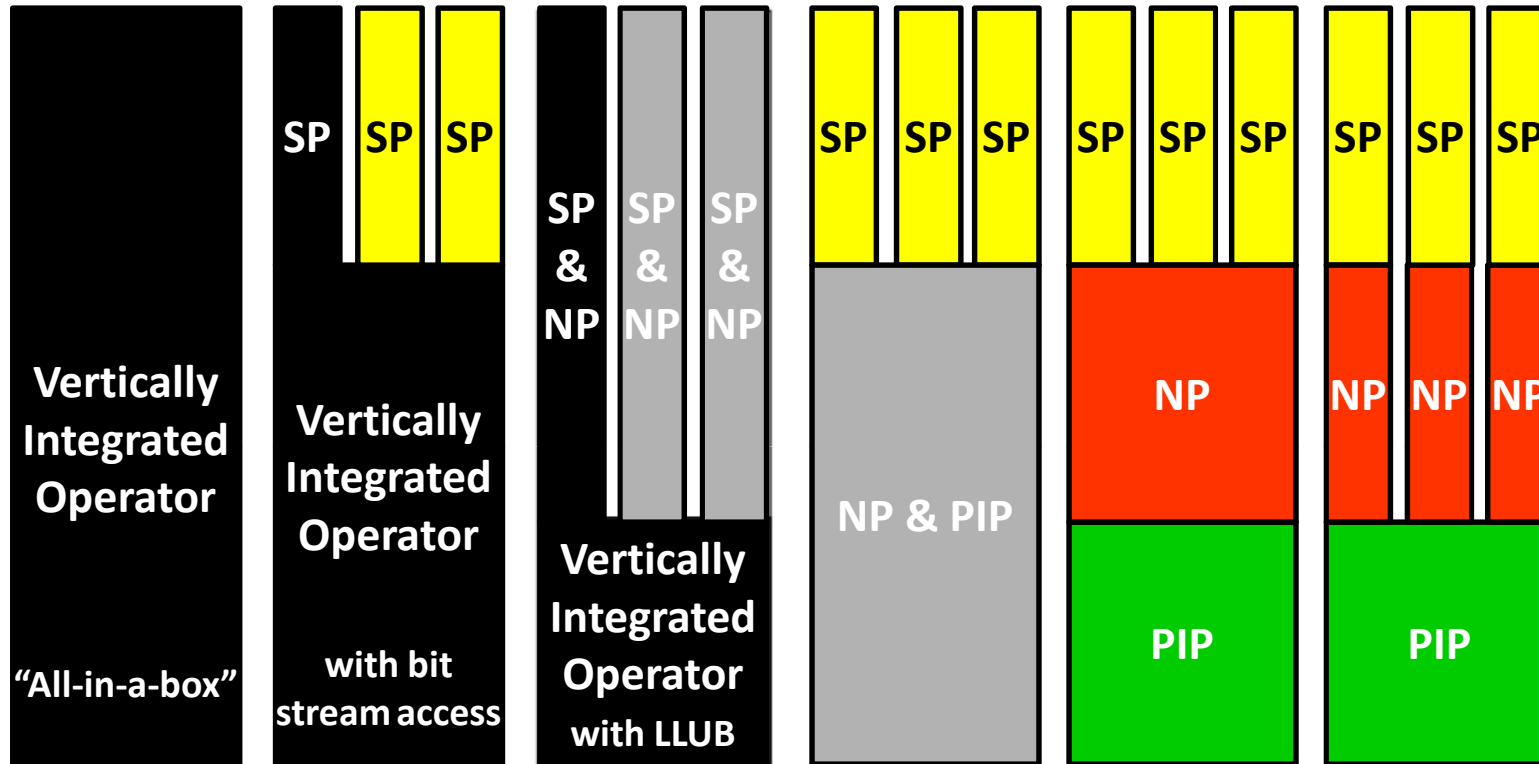
NGOA business models

NGOA business models

SP: Service Provider
NP: Network Provider



Other NGOA business models



Source: M. Forzati et al. (Acreo), Proc. ICTON 2010, paper We.A4.5

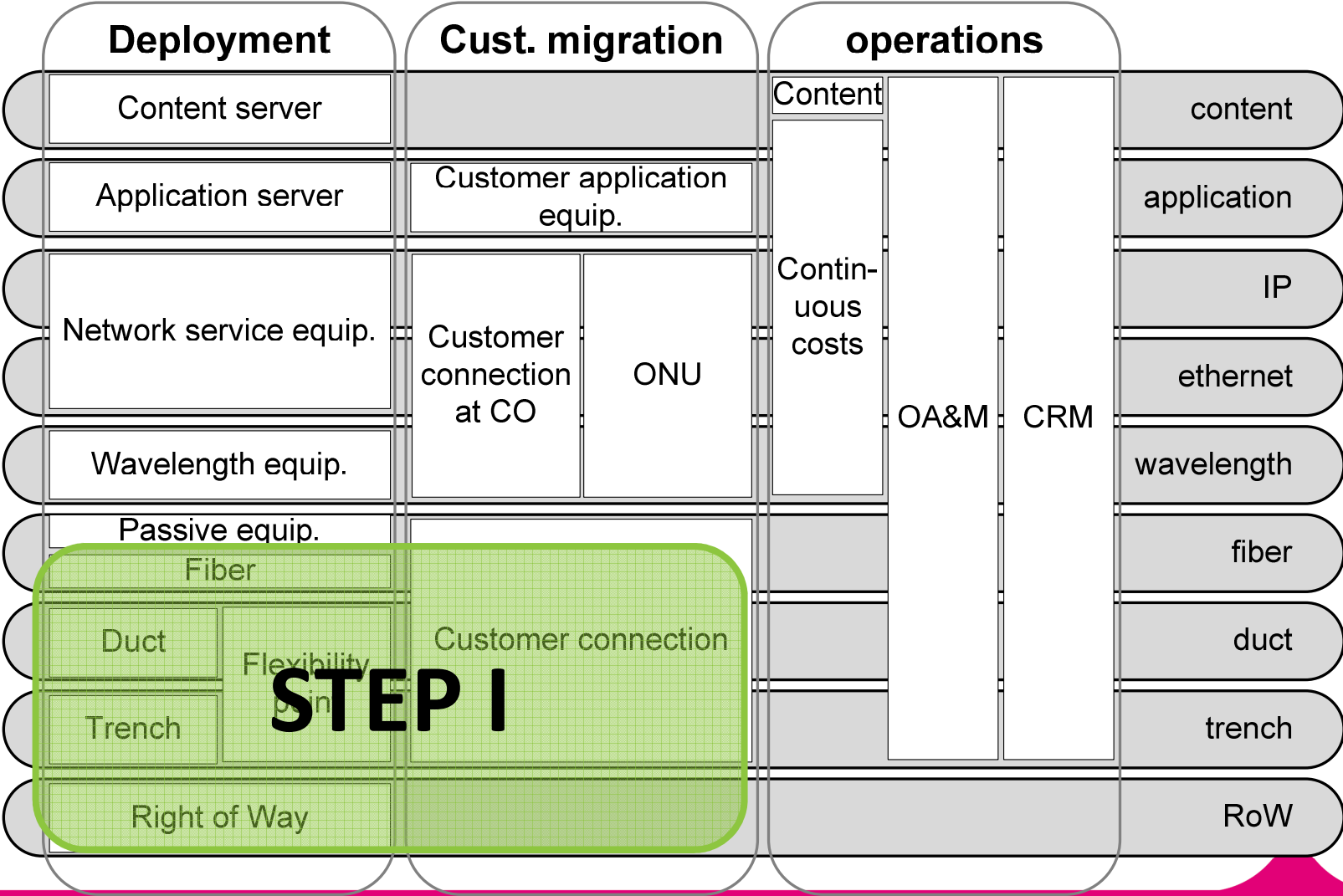
Improving the NGOA business case

Step 1 – Connect the Best Customers

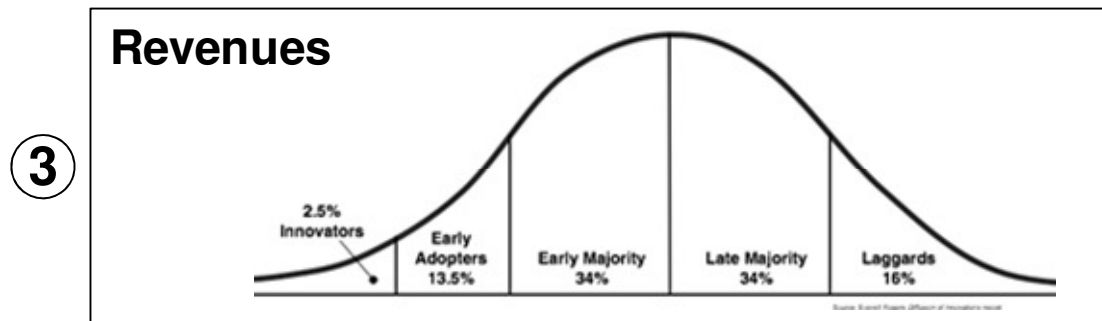
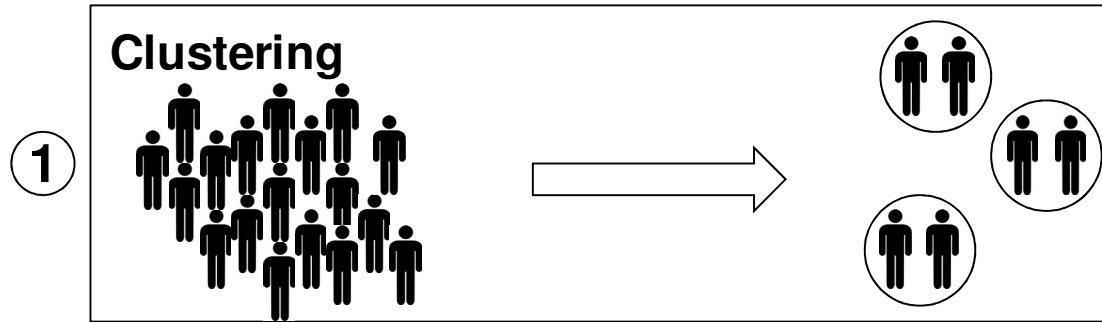
Step 2 – Reduce the Installation Costs

Step 3 – Control the Operational Costs

STEP I: Connect the best customers

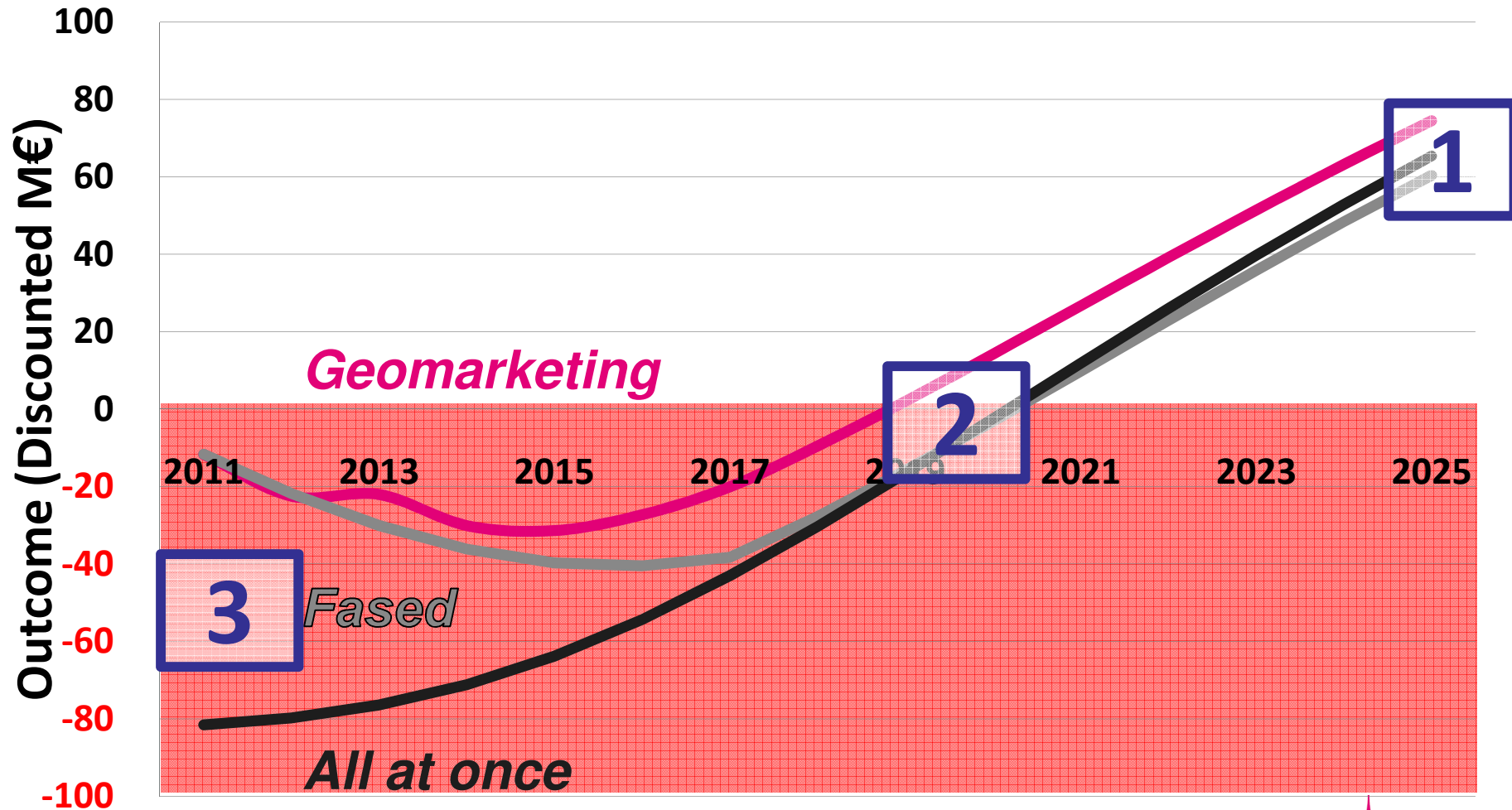


Optimize the FTTH Rollout Strategy

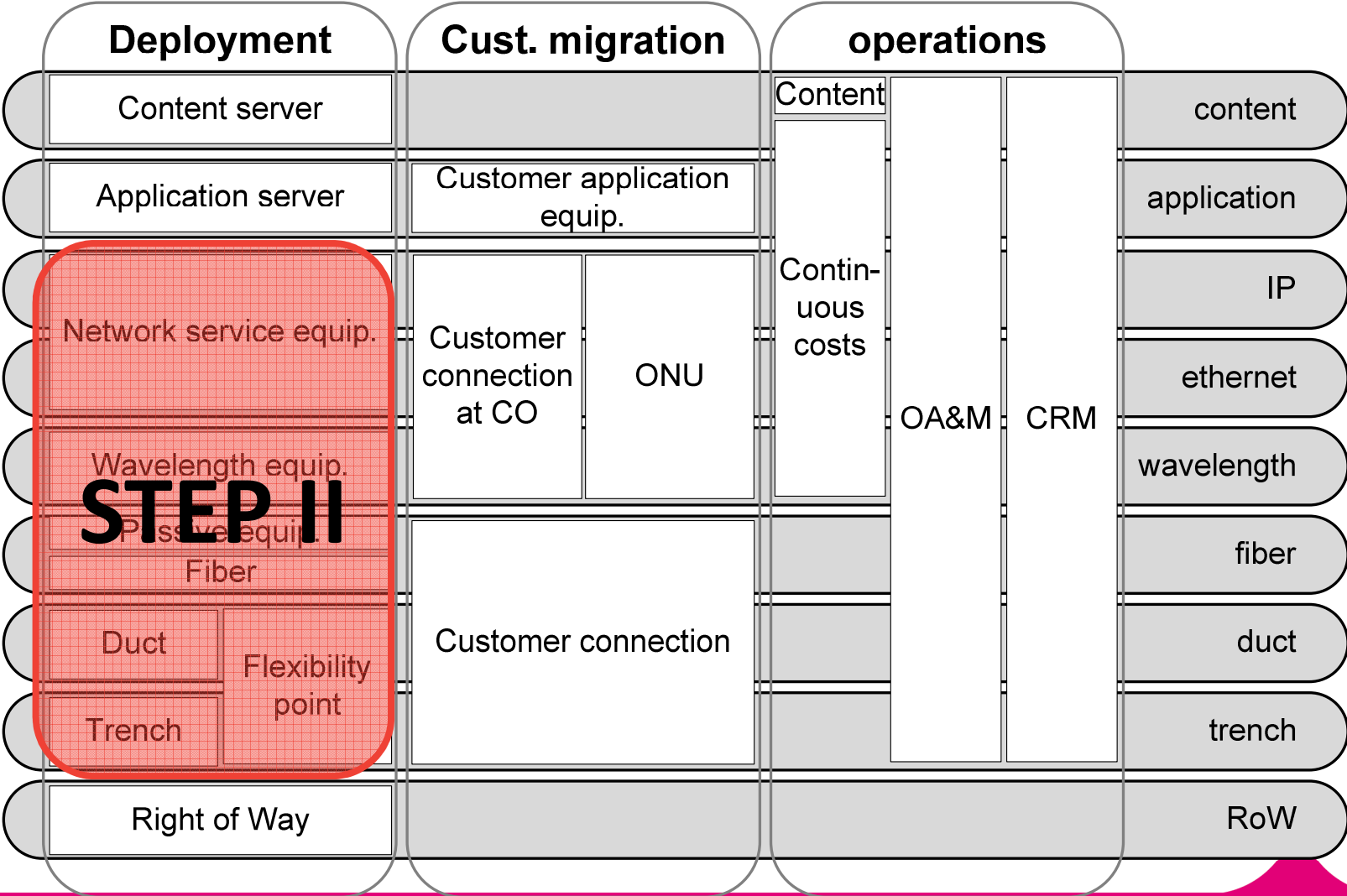


Optimal Rollout Strategy

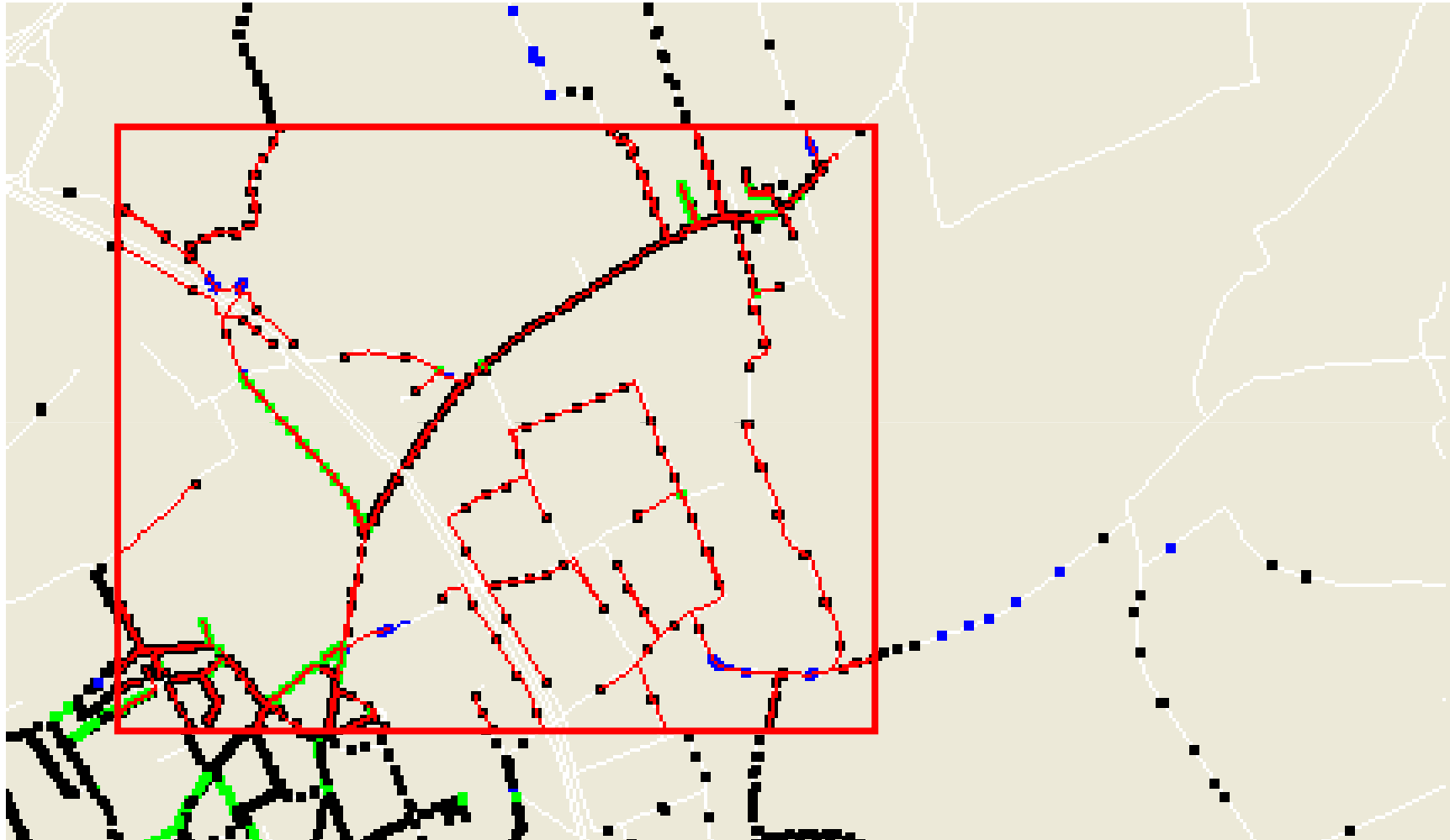
Large Benefits When Using Geomarketing



STEP II: Reduce the installation costs



Optimize the Installation Path



Optimize the Installation Method

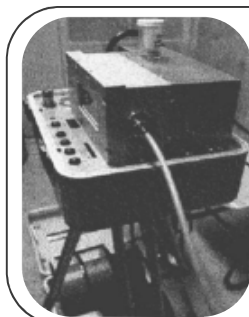
Fully-buried



- + Robust invisible
- Expensive road works



Fiber blowing/pulling



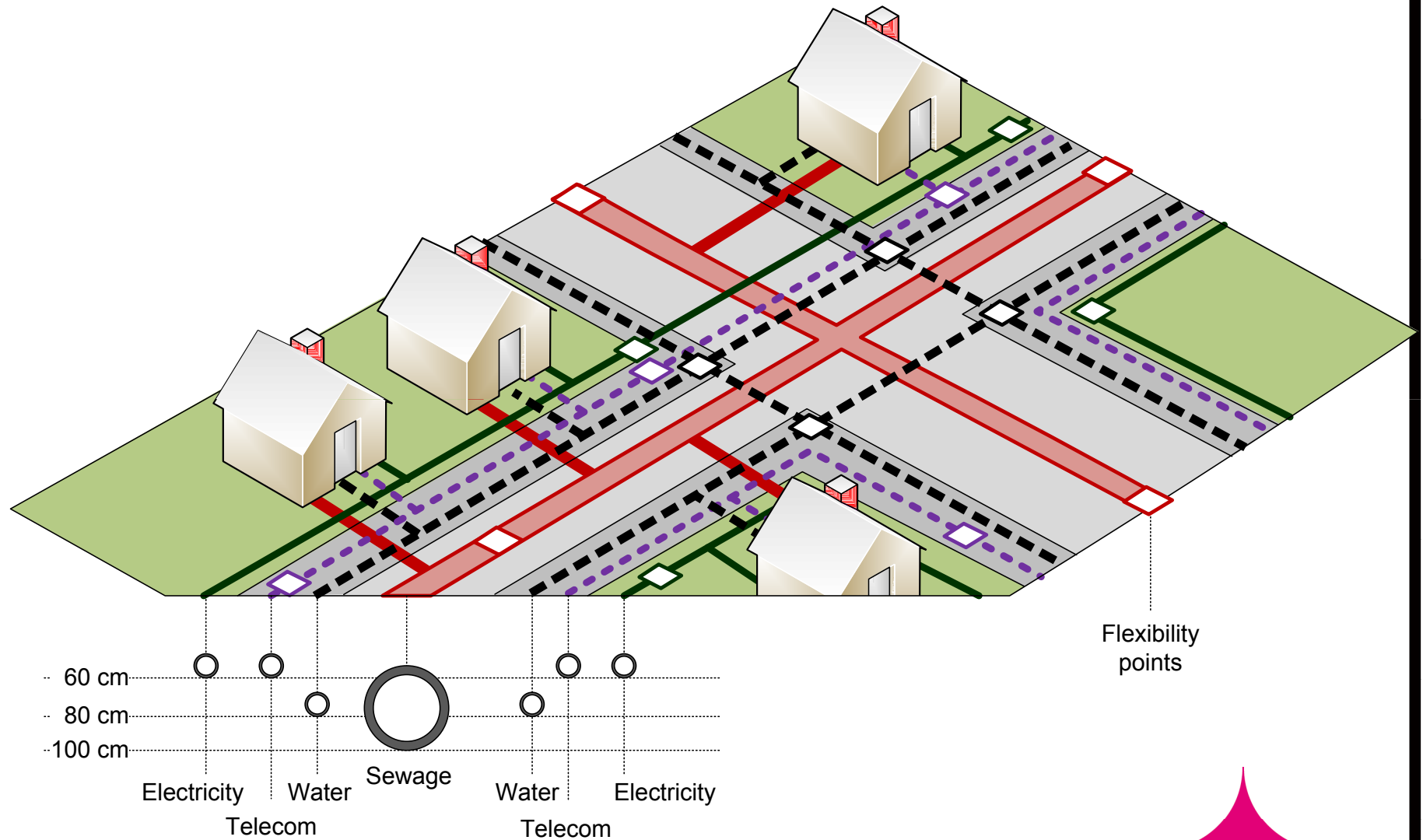
- + Cheap & Install if used
- Ducts available

Aboveground

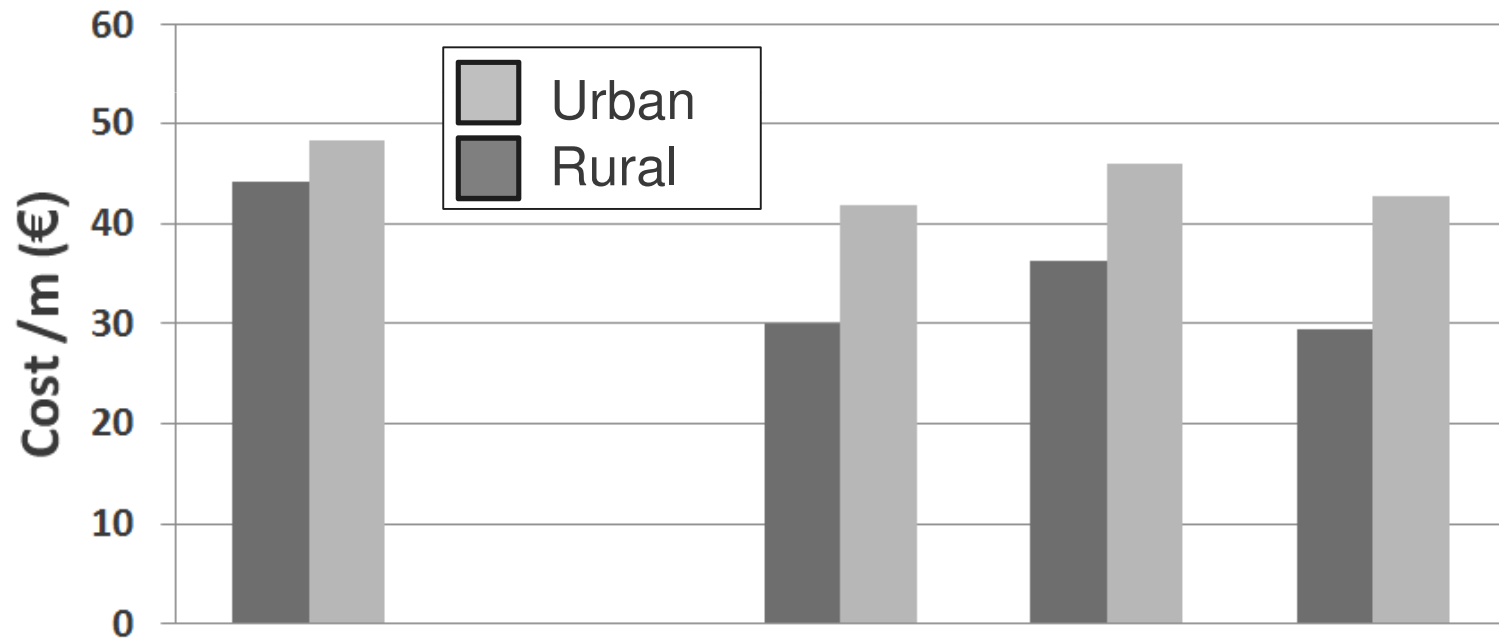


- + Fast Cheap
- Vulnerable Regulations

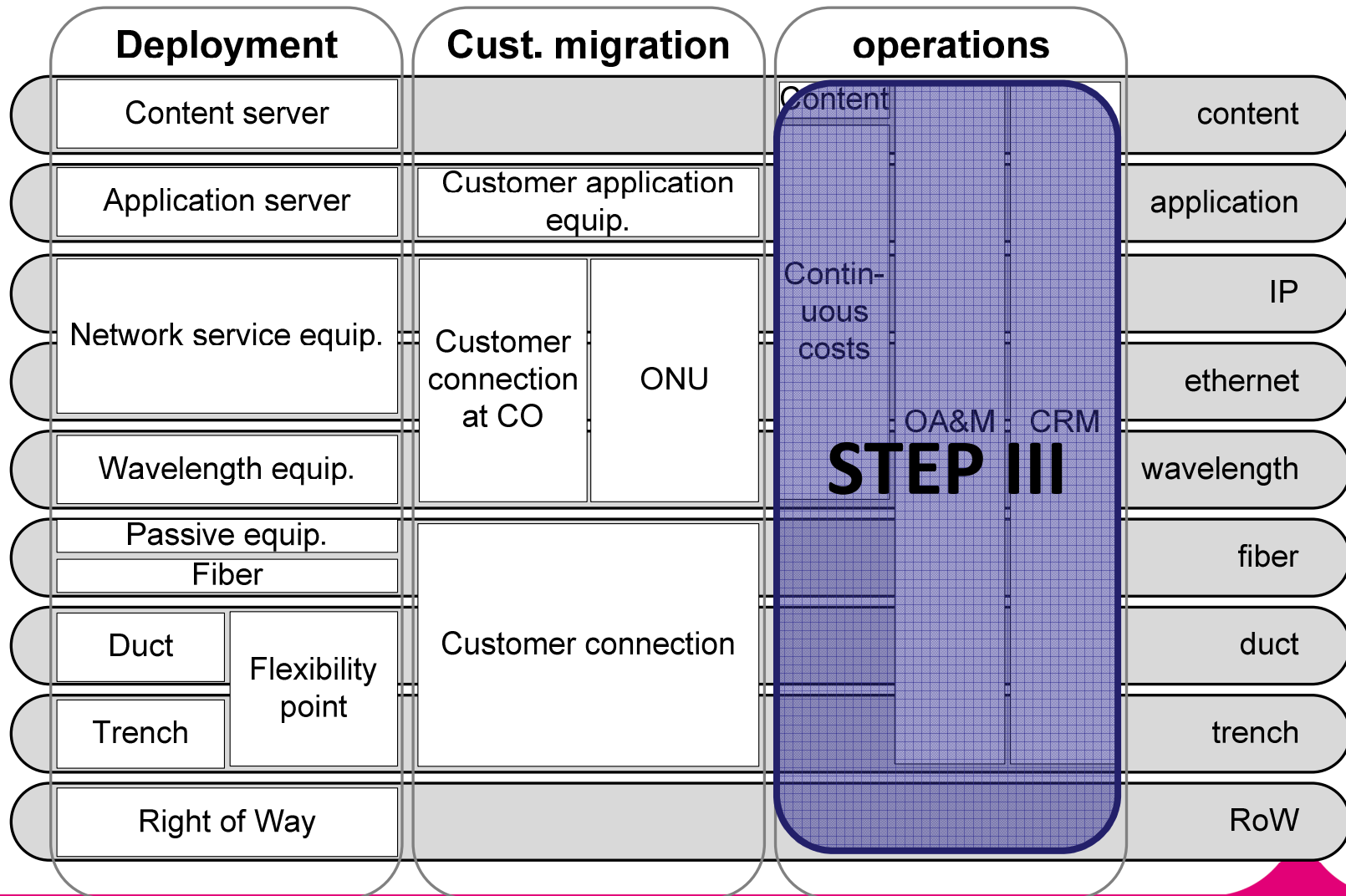
Cooperating with other Infrastructures



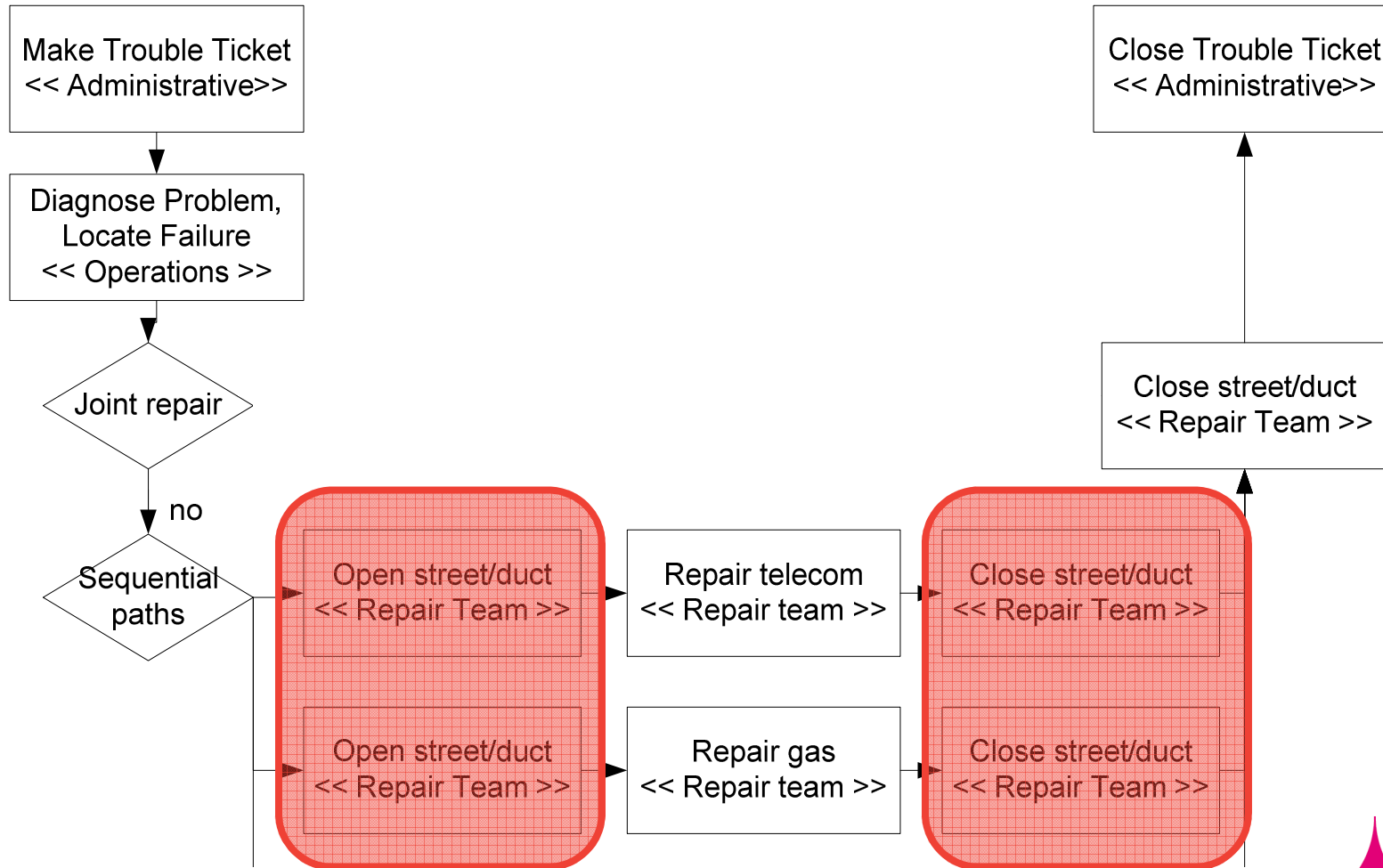
The Gain in Cooperating



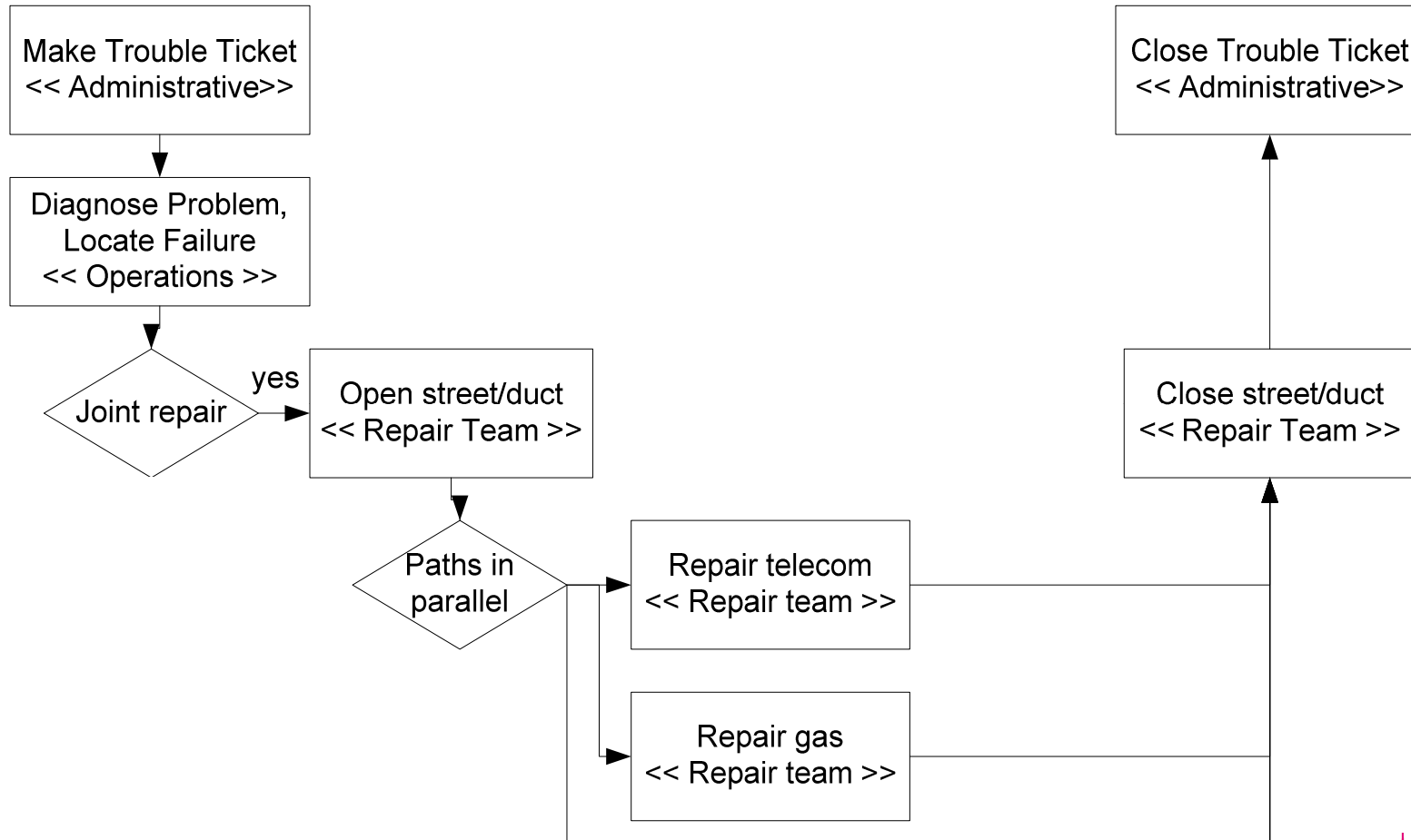
STEP III: Control the operational costs



Operating the Infrastructures Independently



Operating the Infrastructures Jointly



Improving the NGOA business case..

..requires solid business modeling

- **Business roles**
- **Business actors**
- **Business models**
- **Improvements business case**

Step I – Connect the Best Customers

Step II – Reduce the Installation Costs

Step III – Control the Operational Costs



*Thanks for the Attention..
Any Questions?*



Bart Lannoo
bart.lannoo@intec.ugent.be
Tel.: (+32) 9 33 14998