

# NGOA network deployments: improving the business case for existing and new actors

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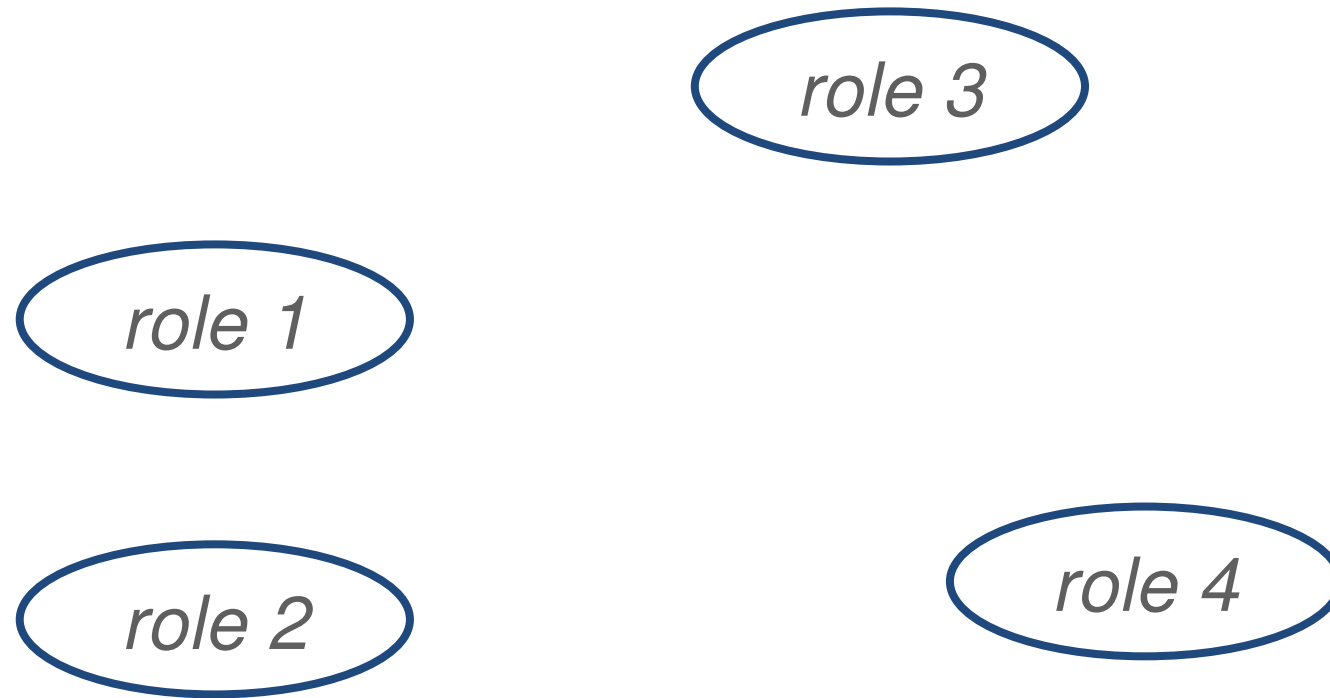
**Koen Casier, Sofie Verbrugge, Jan Van Ooteghem**

ECOC 2010 workshop

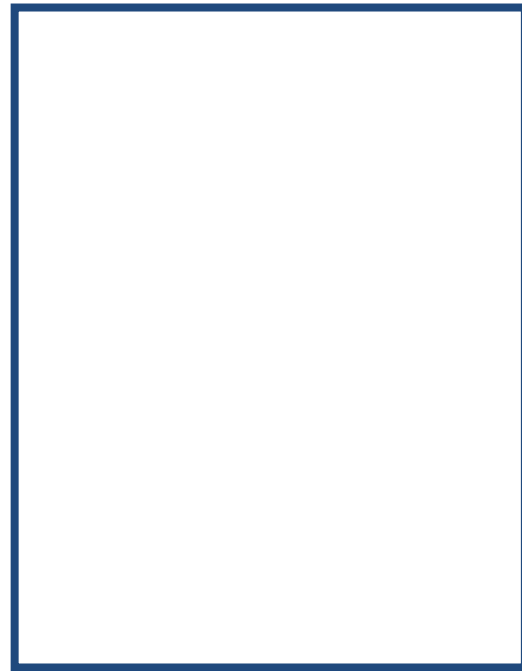
September 19, 2010



# Business roles: “what is done?”



# Business actors: “by whom”



actor A

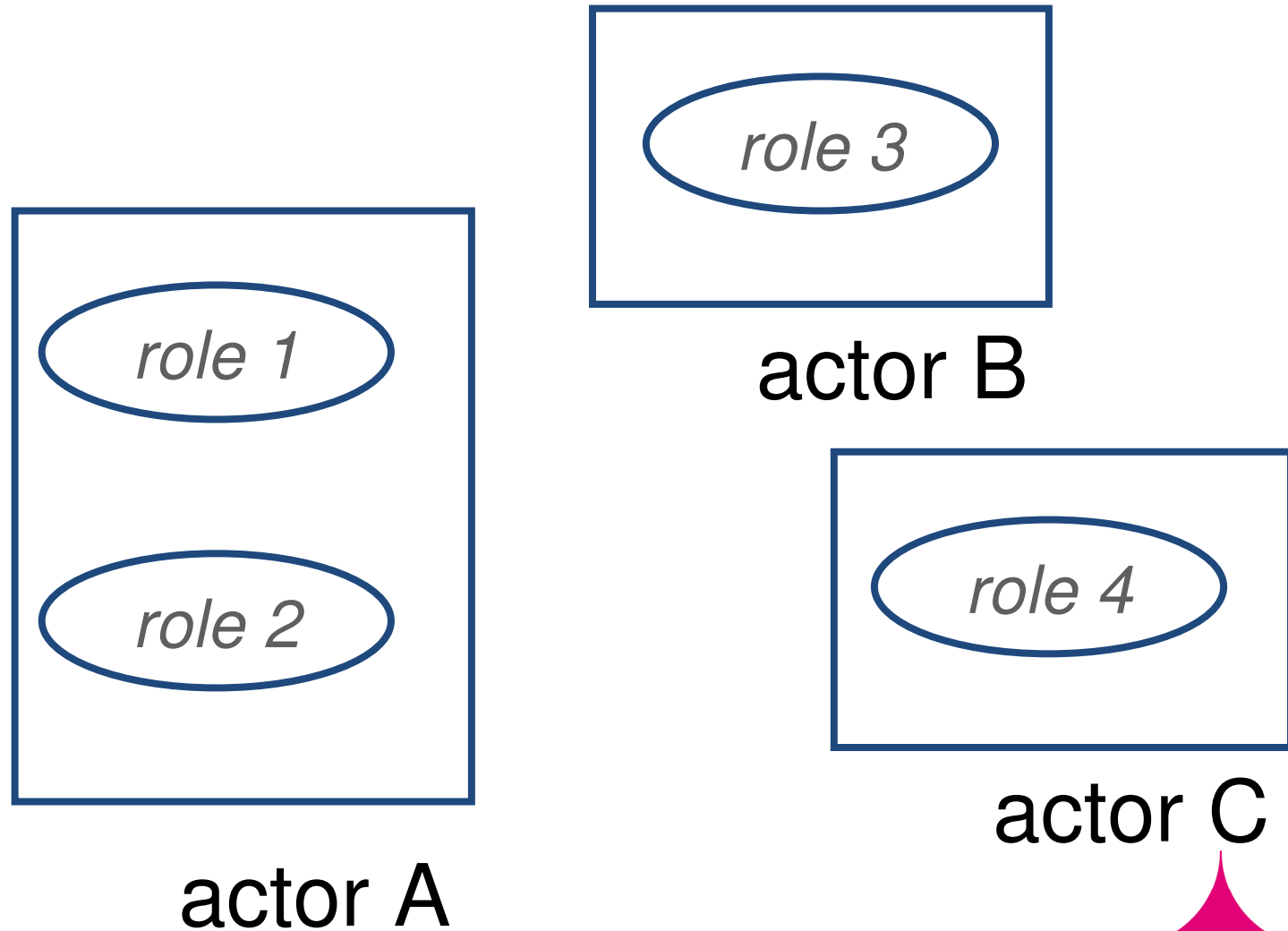


actor B

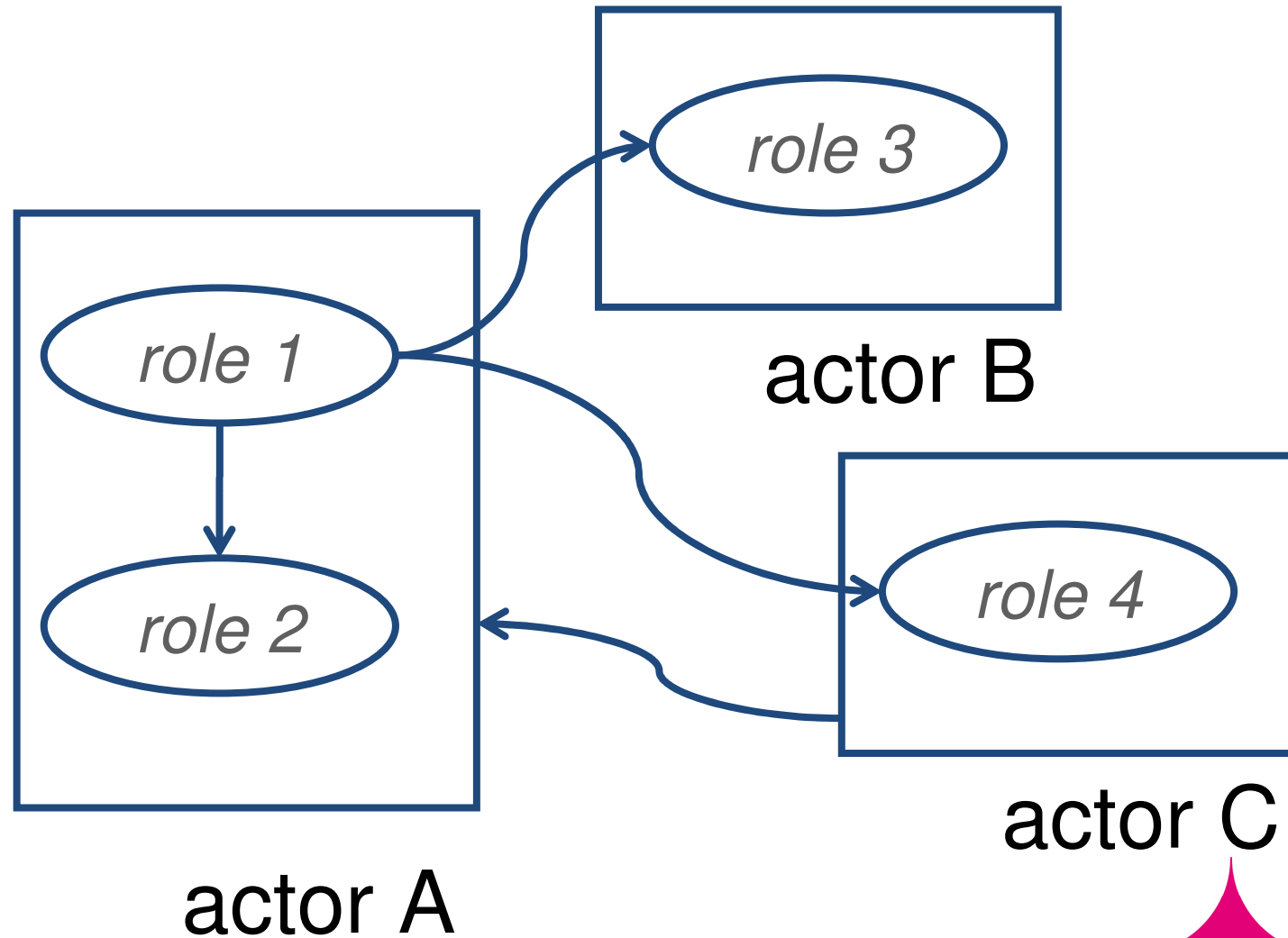


actor C

# Value network: “mapping actors to roles”

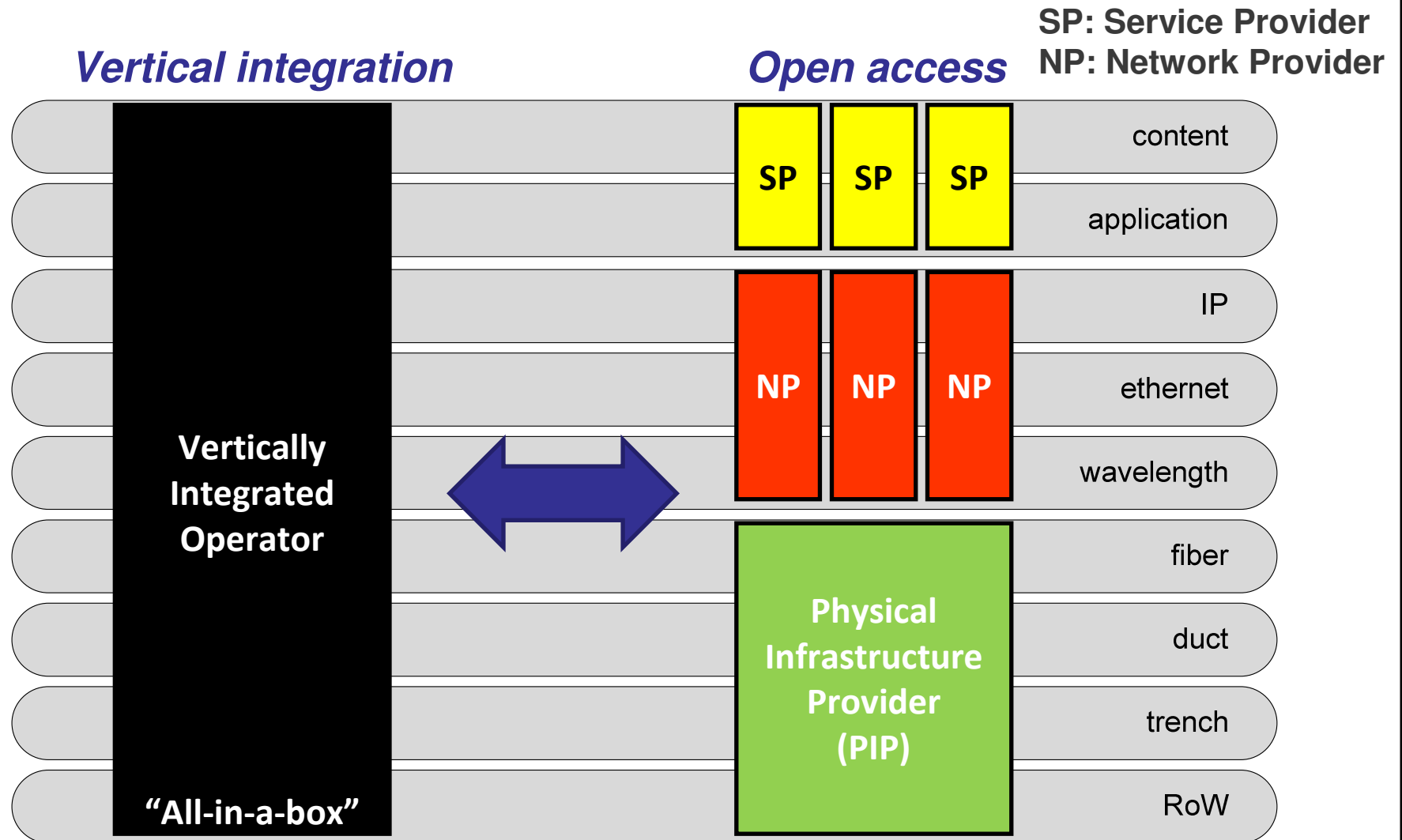


# Value network: “indicating value streams”

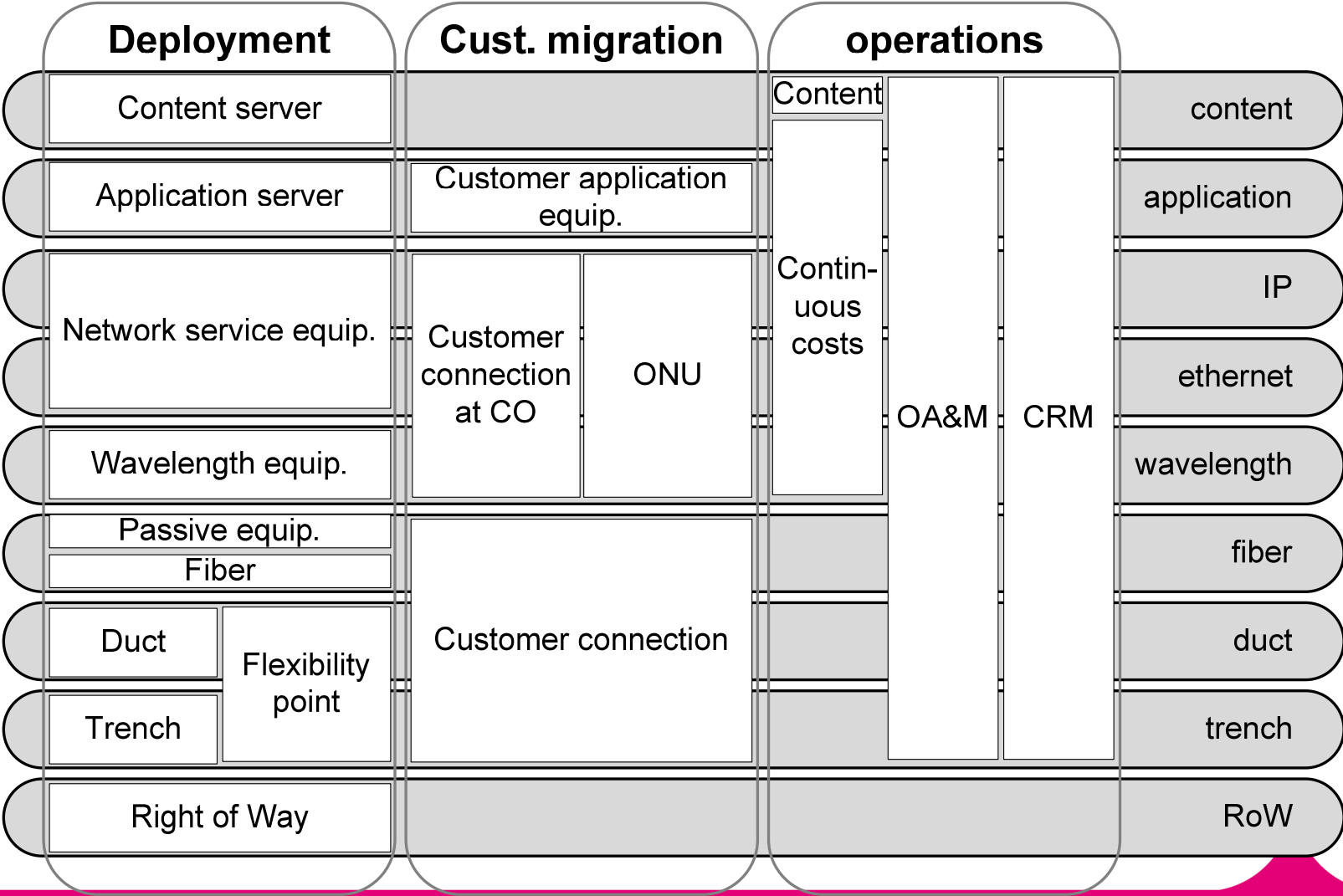


# FTTH Business Roles and Actors

# “Network layered” business roles



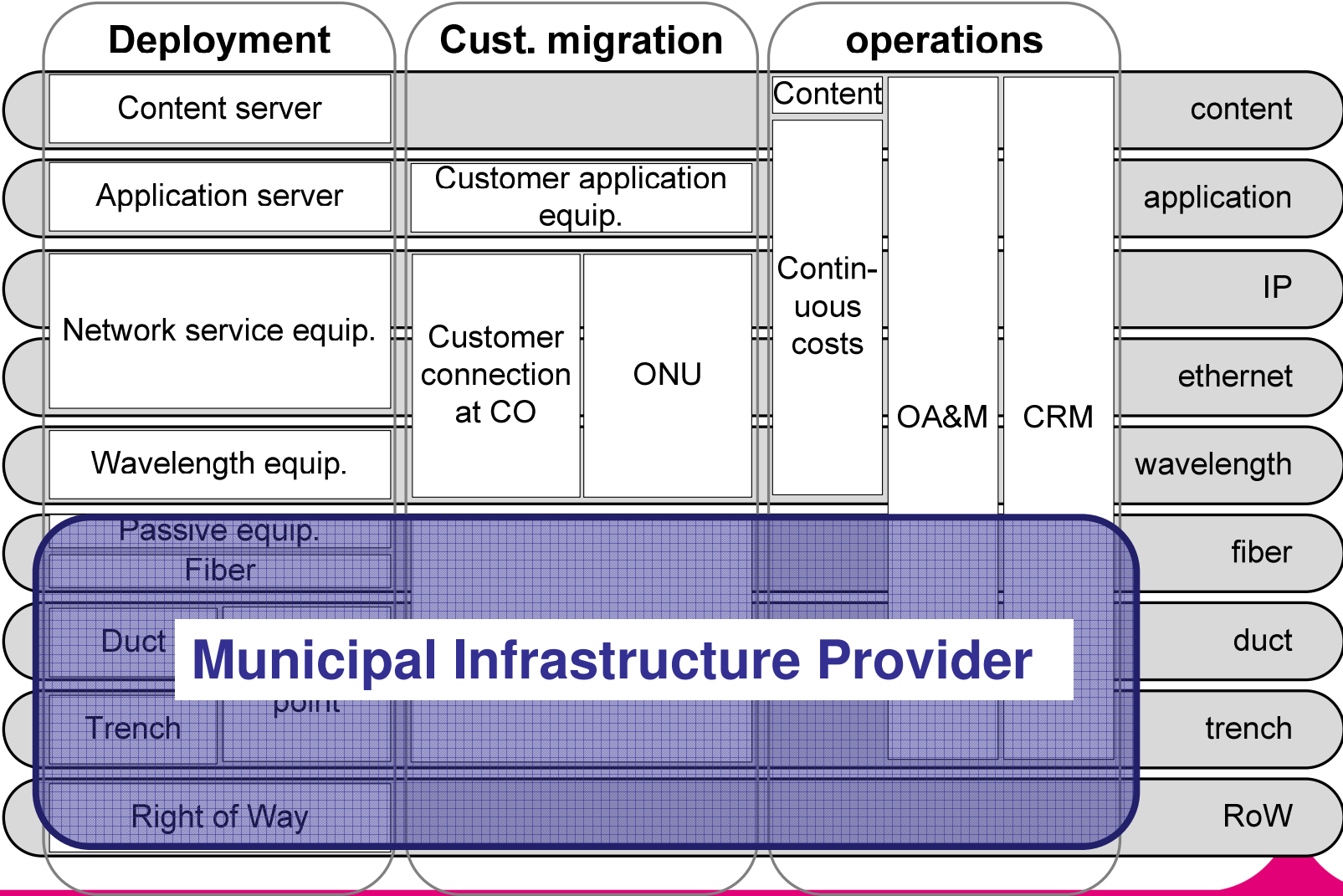
# Lifecycle business roles



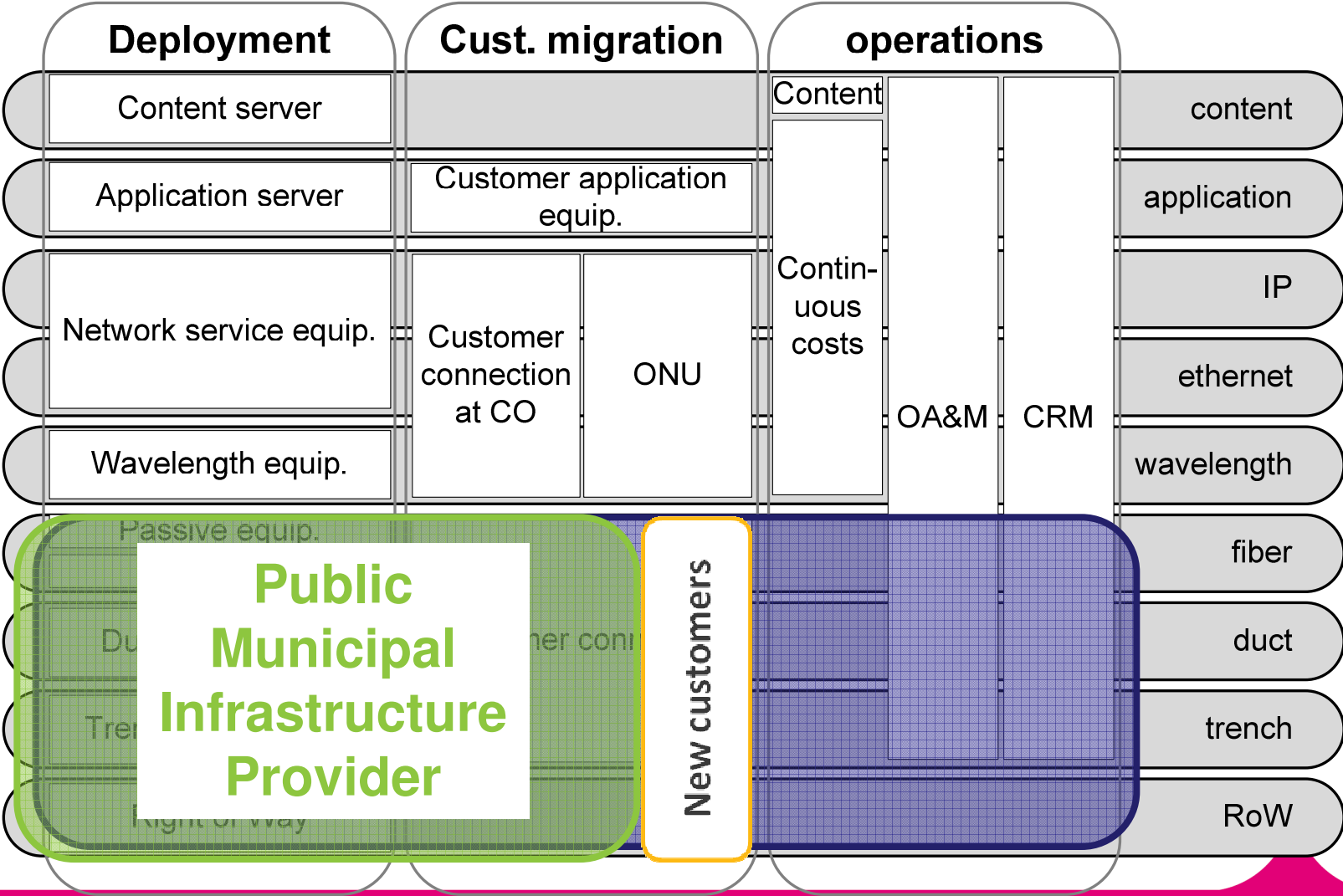
# Actors mapped to the roles

- Existing business actors for broadband access networks
  - Incumbents
  - Cable operators
  - Network providers
- New business actors for broadband access networks
  - Municipalities
  - Service providers
  - Housing companies
  - Vendors

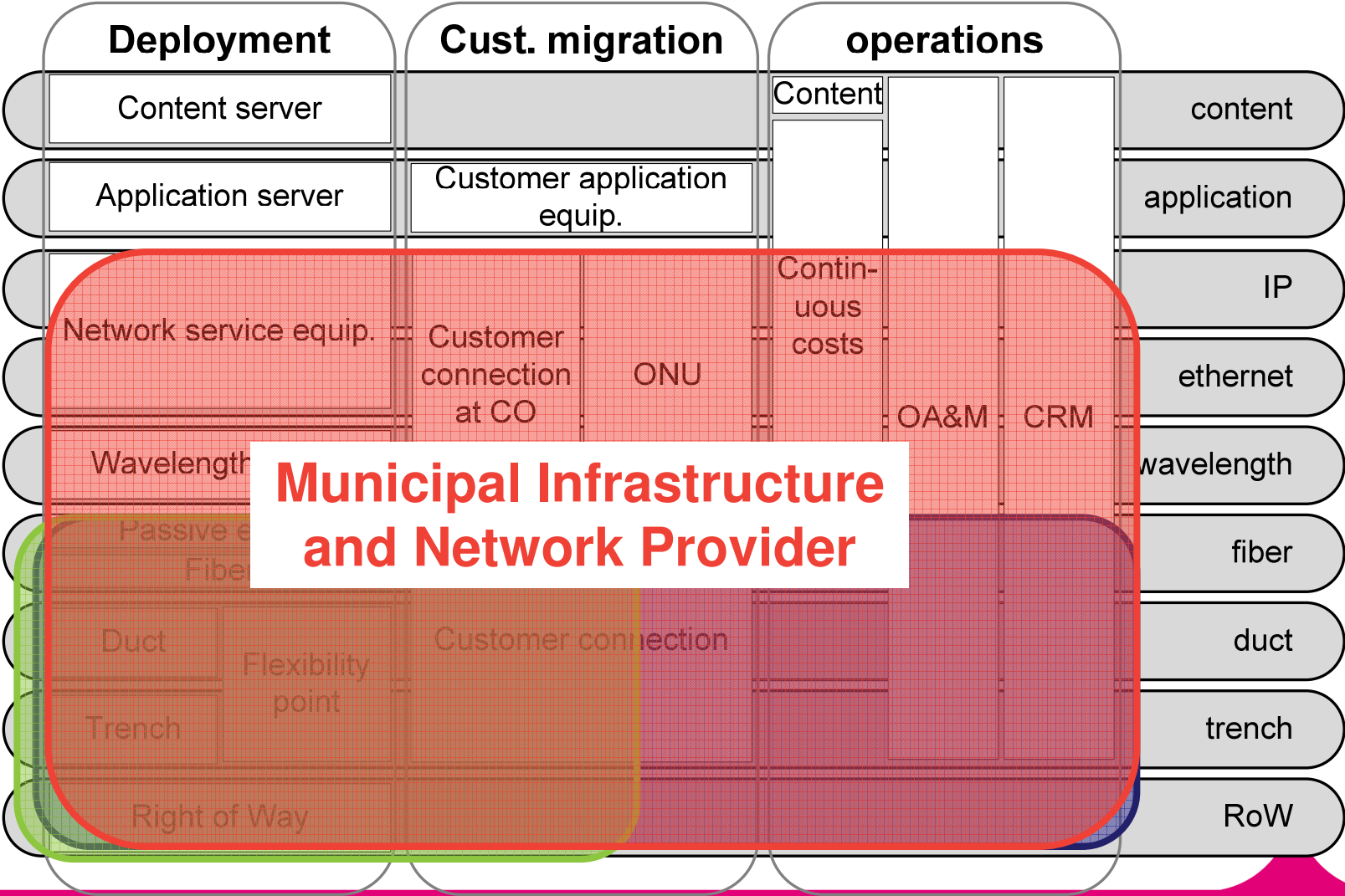
# Lifecycle business roles: municipalities



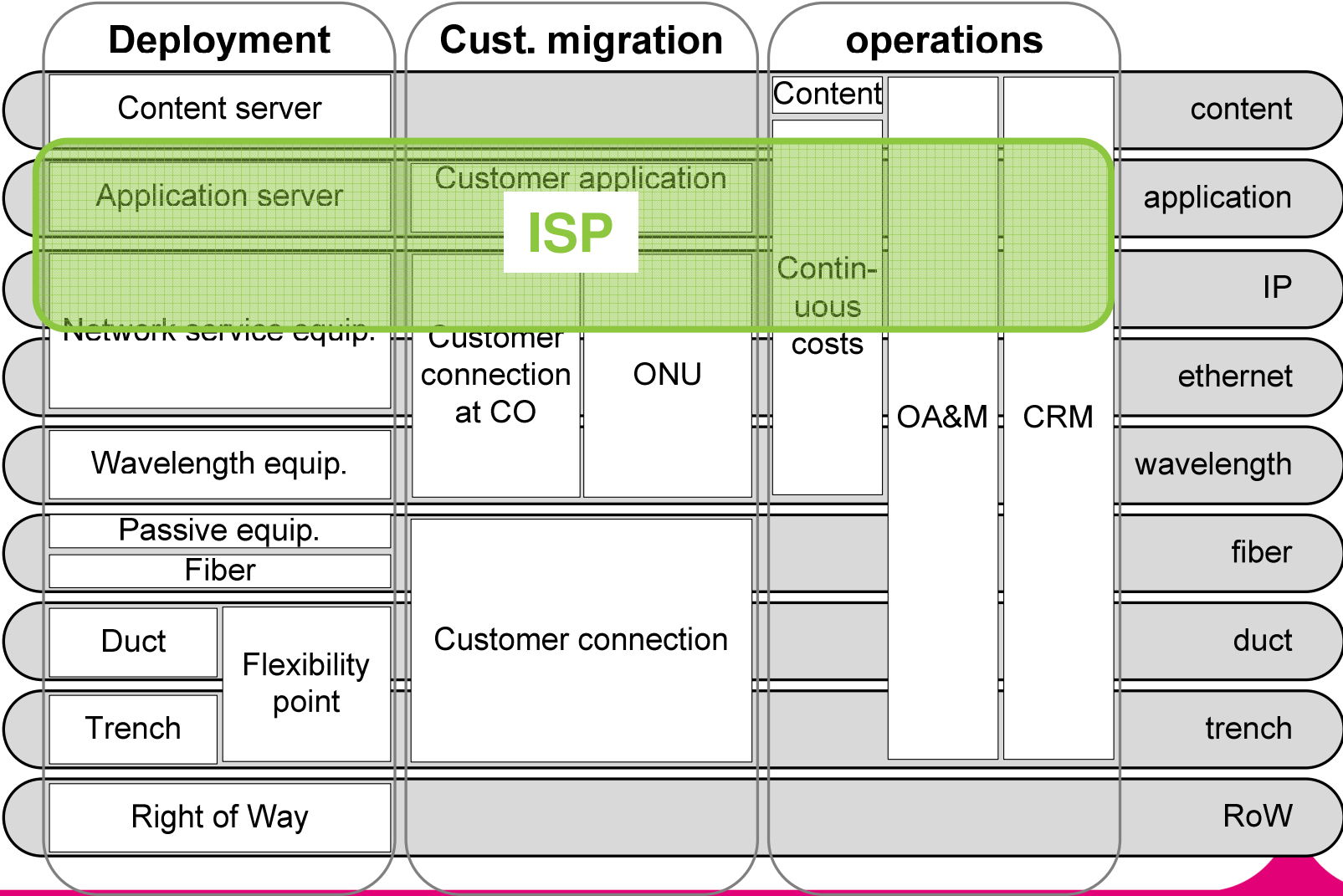
# Lifecycle business roles: municipalities



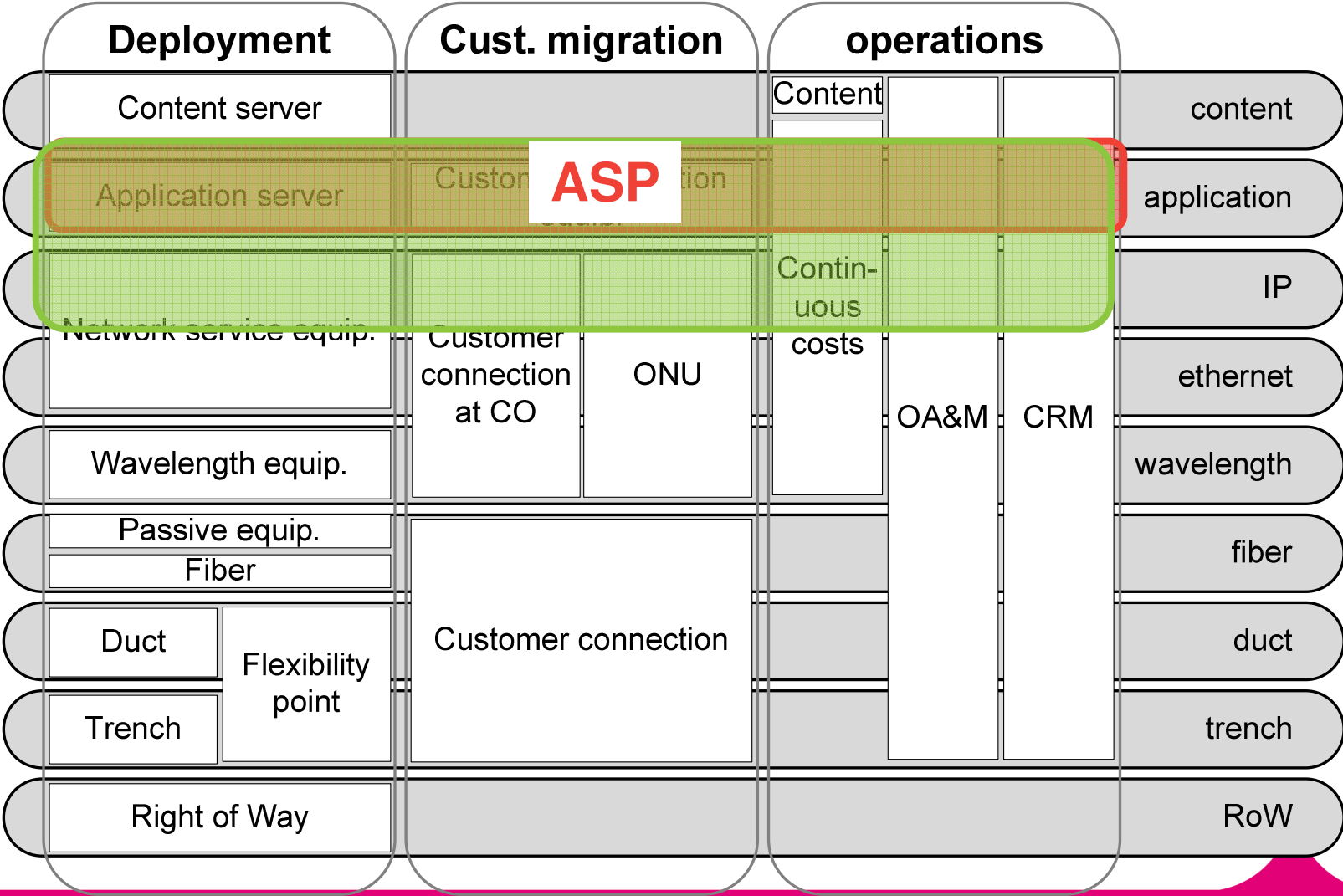
# Lifecycle business roles: municipalities



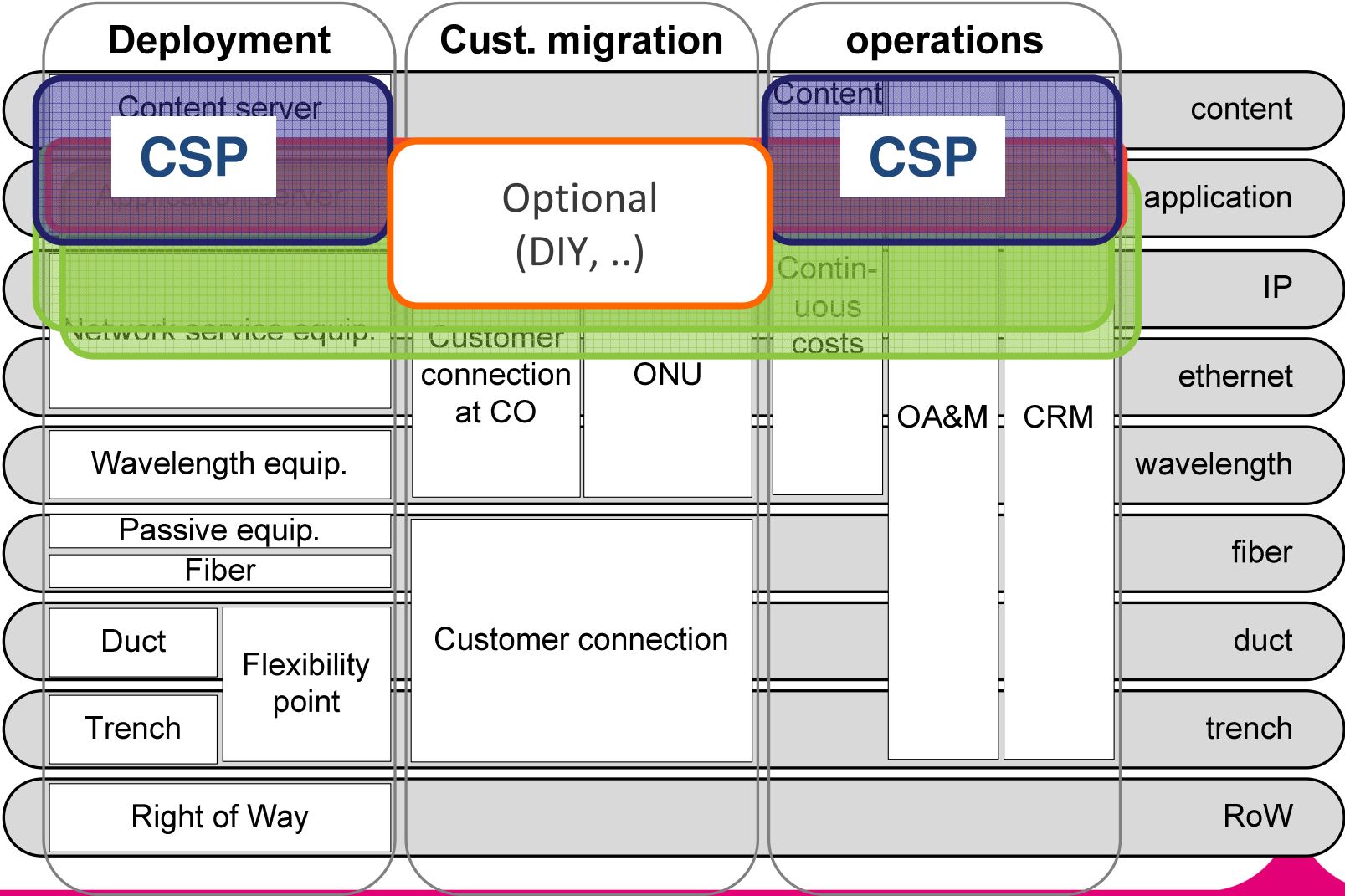
# Lifecycle business roles: service providers



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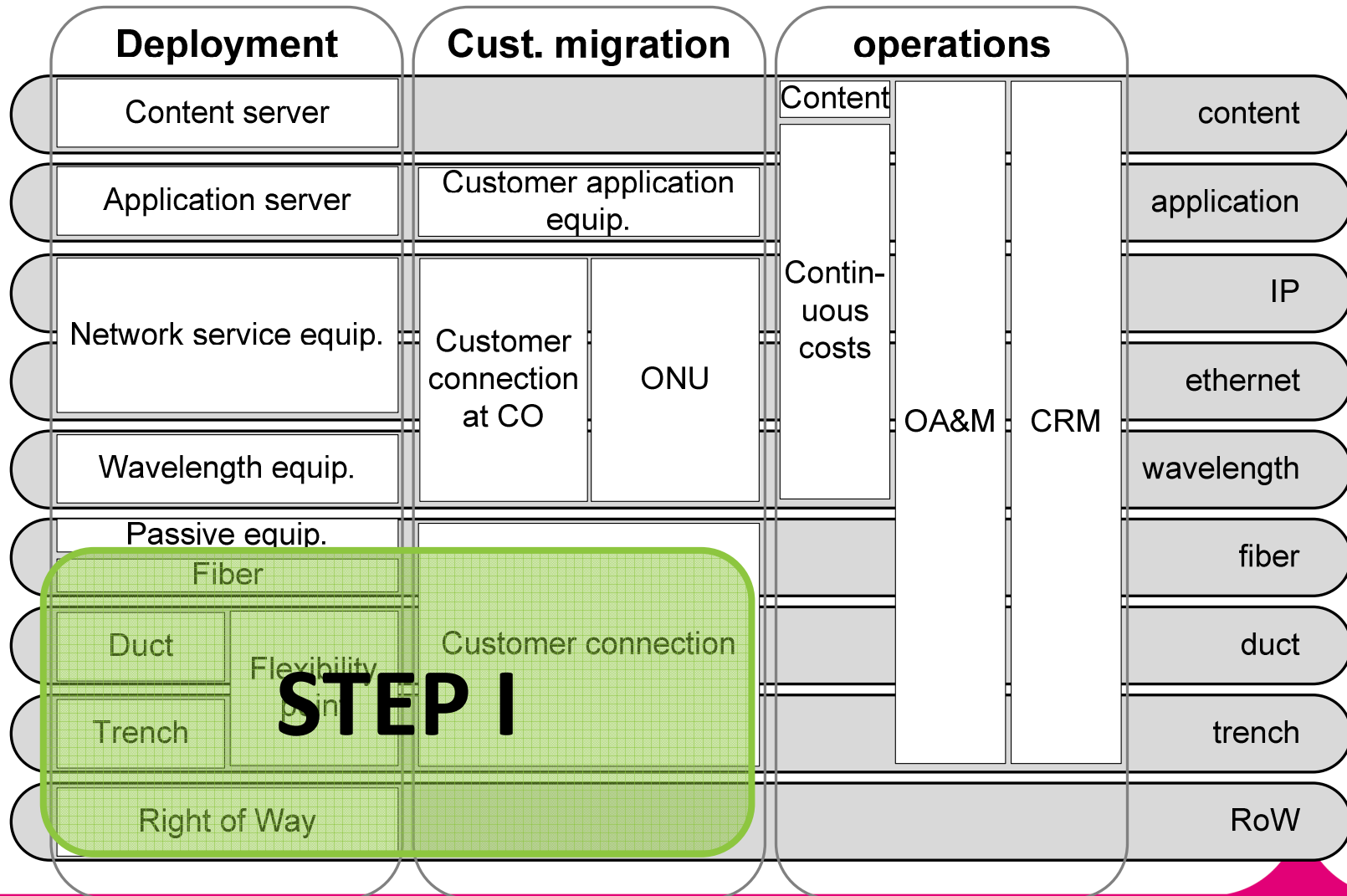
# Optimize the FTTH Business Case in a holistic way

Step 1 – Connect the Best Customers

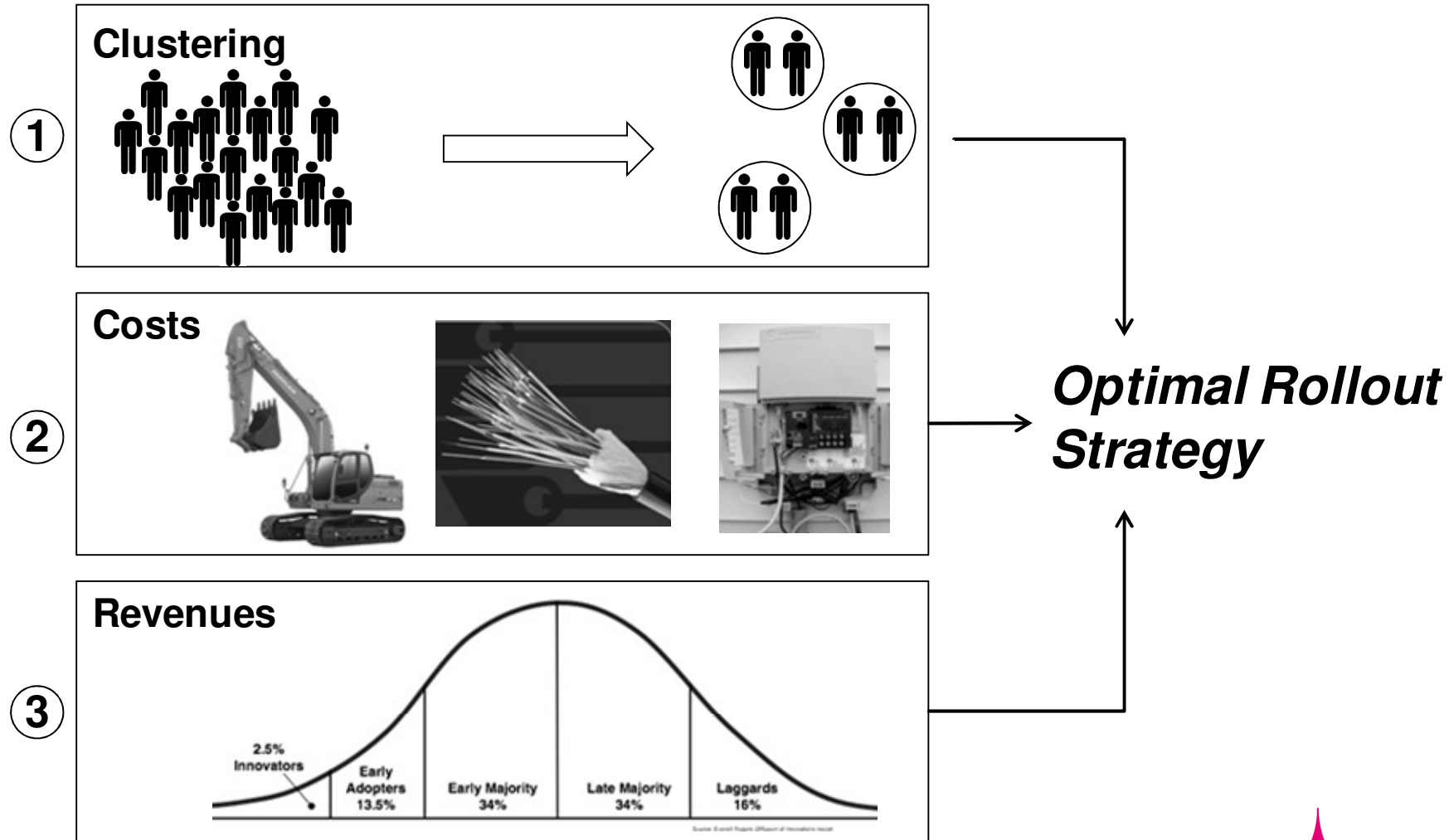
Step 2 – Reduce the Installation Costs

Step 3 – Control the Operational Costs

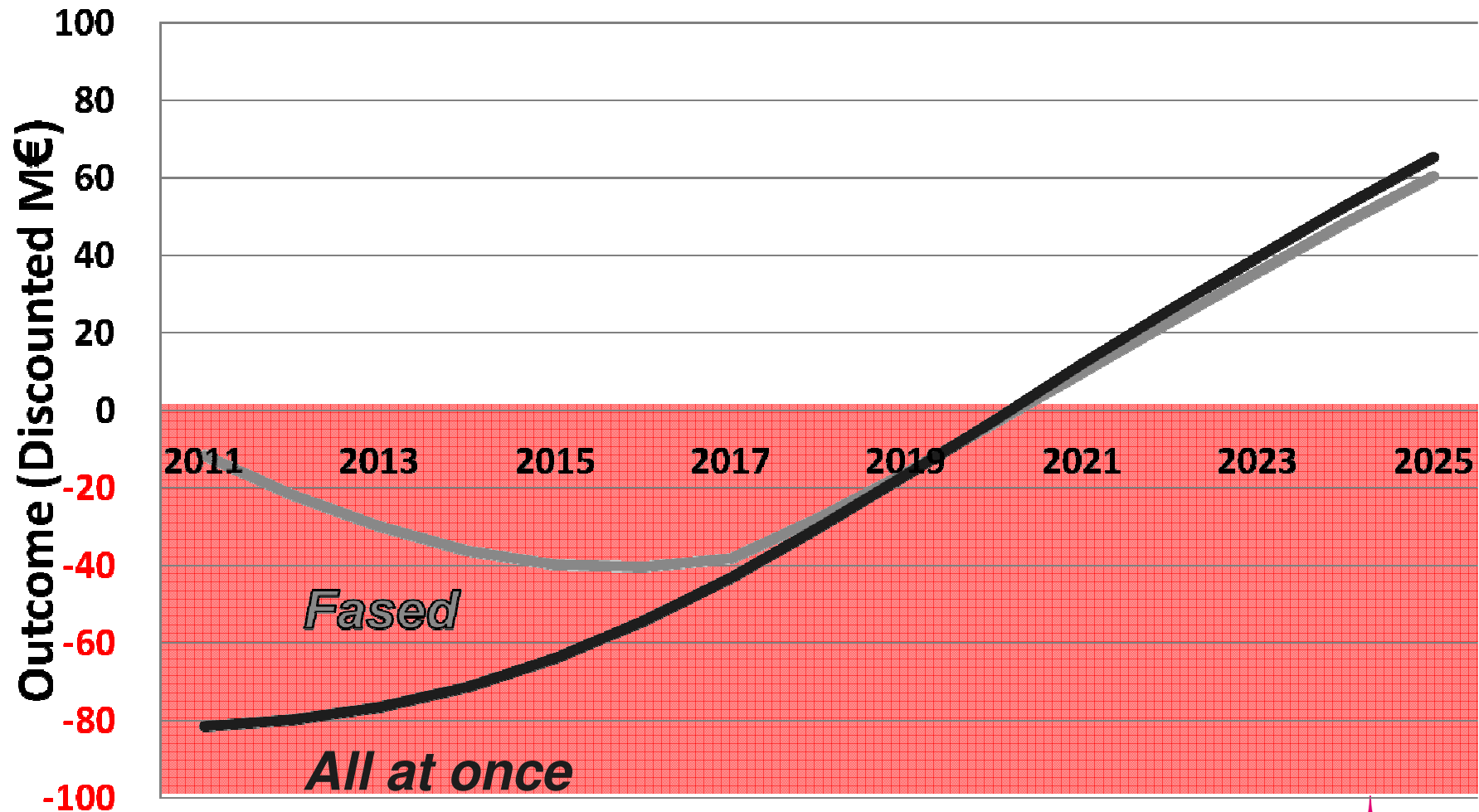
# STEP I: Connect the best customers



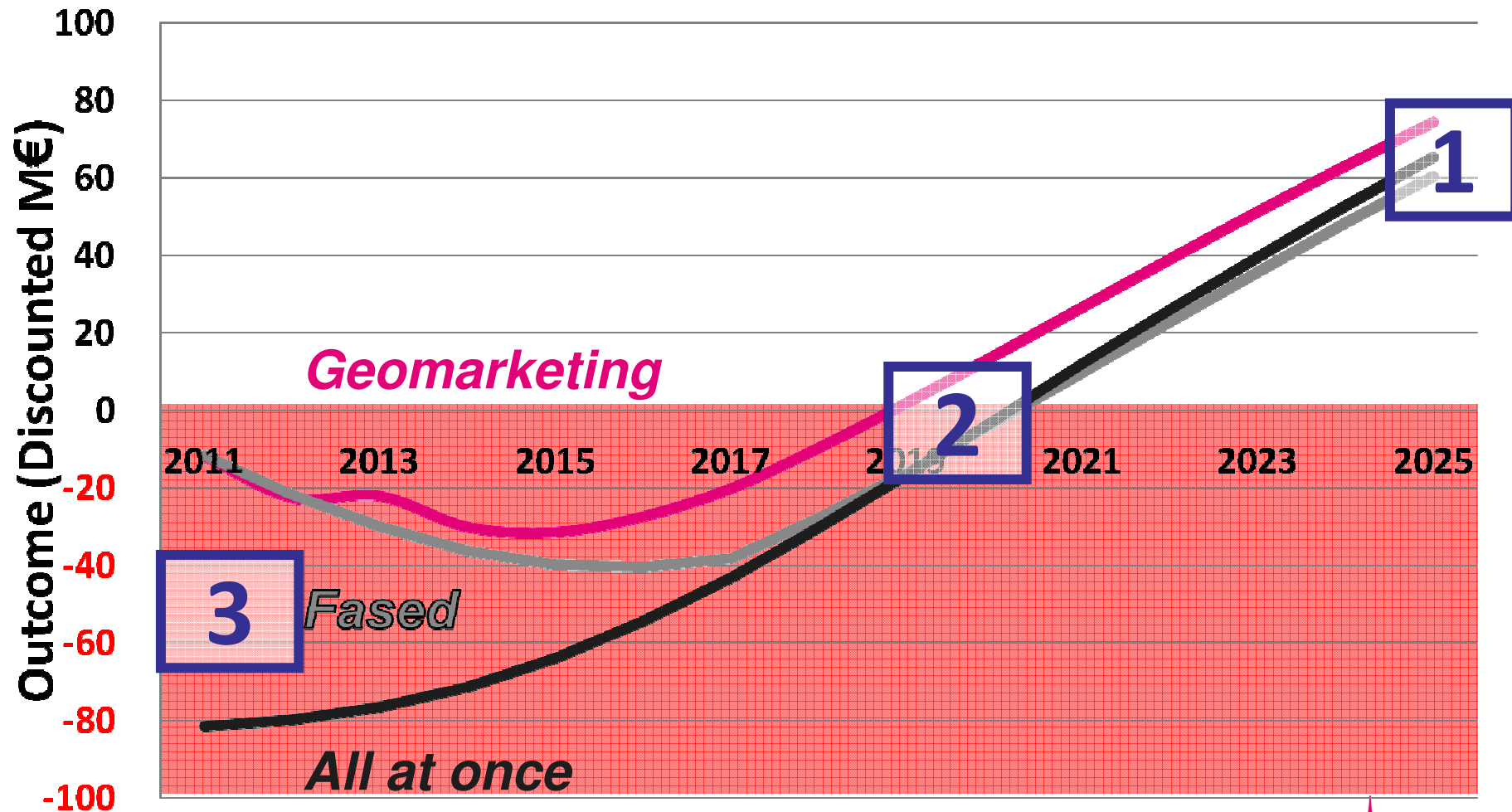
# Optimize the FTTH Rollout Strategy



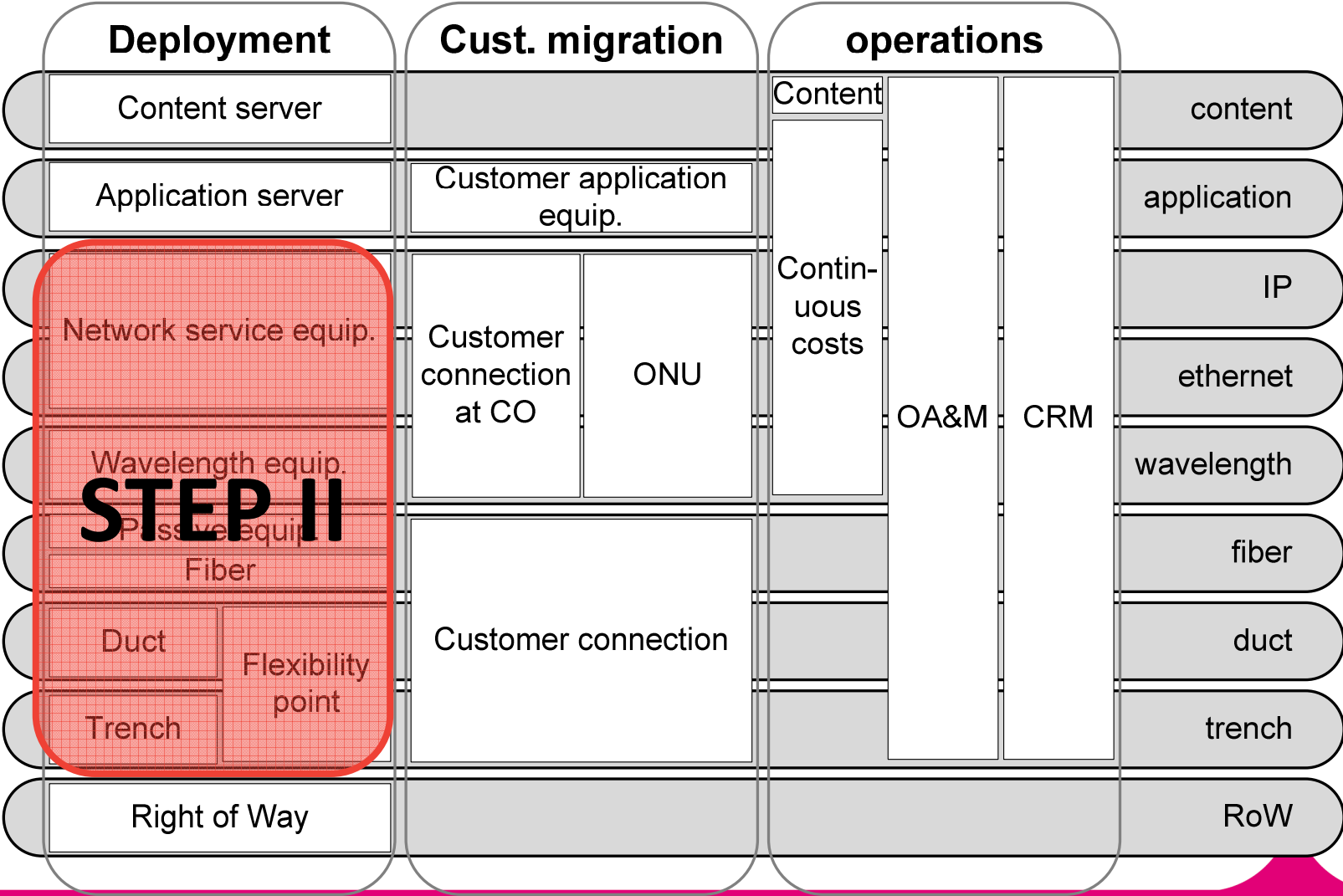
# Large Benefits When Using Geomarketing



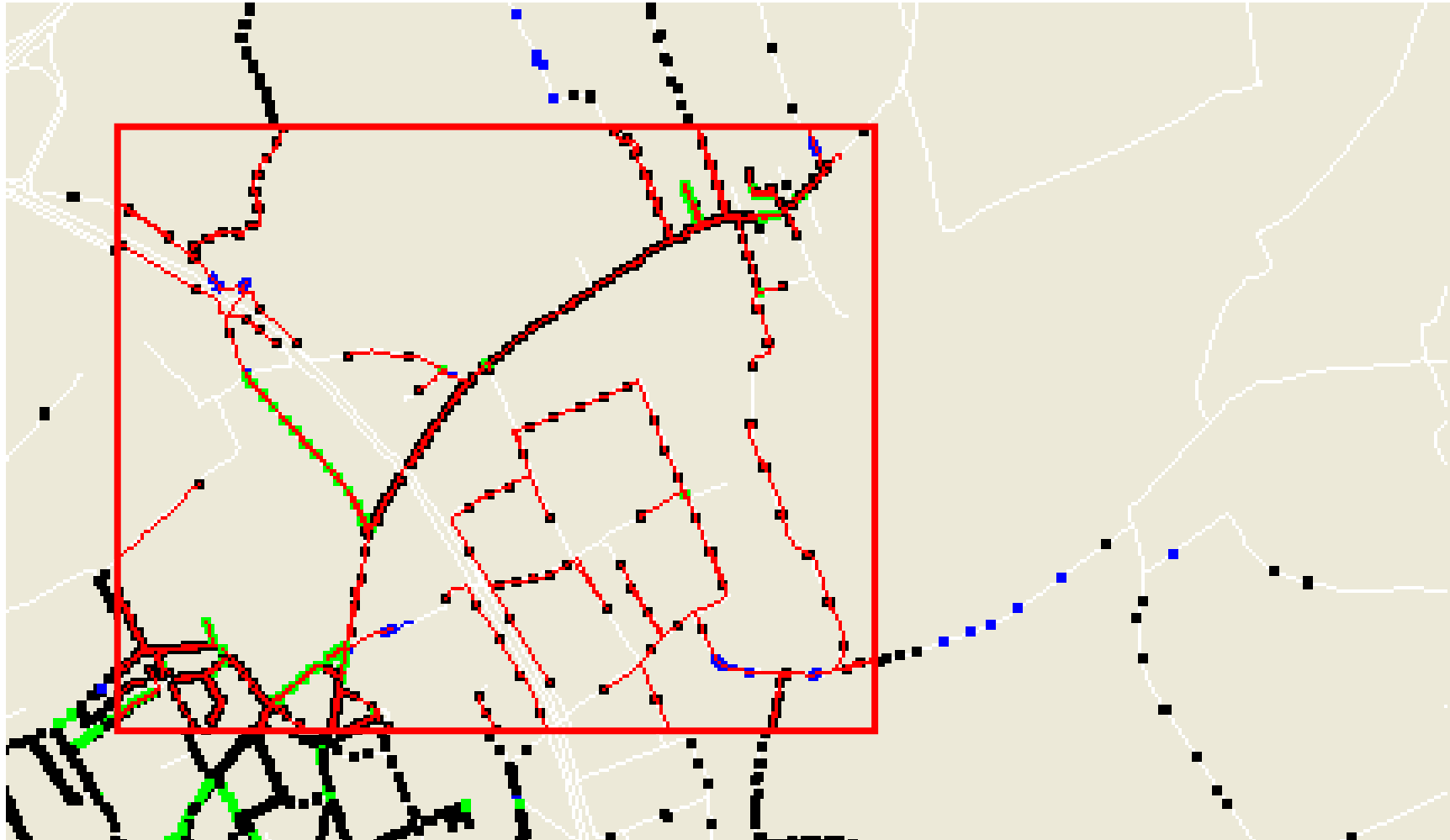
# Large Benefits When Using Geomarketing



# STEP II: Reduce the installation costs



# Optimize the Installation Path



# Optimize the Installation Method

## Fully-buried



- + Robust invisible
- Expensive road works



## Fiber blowing/pulling



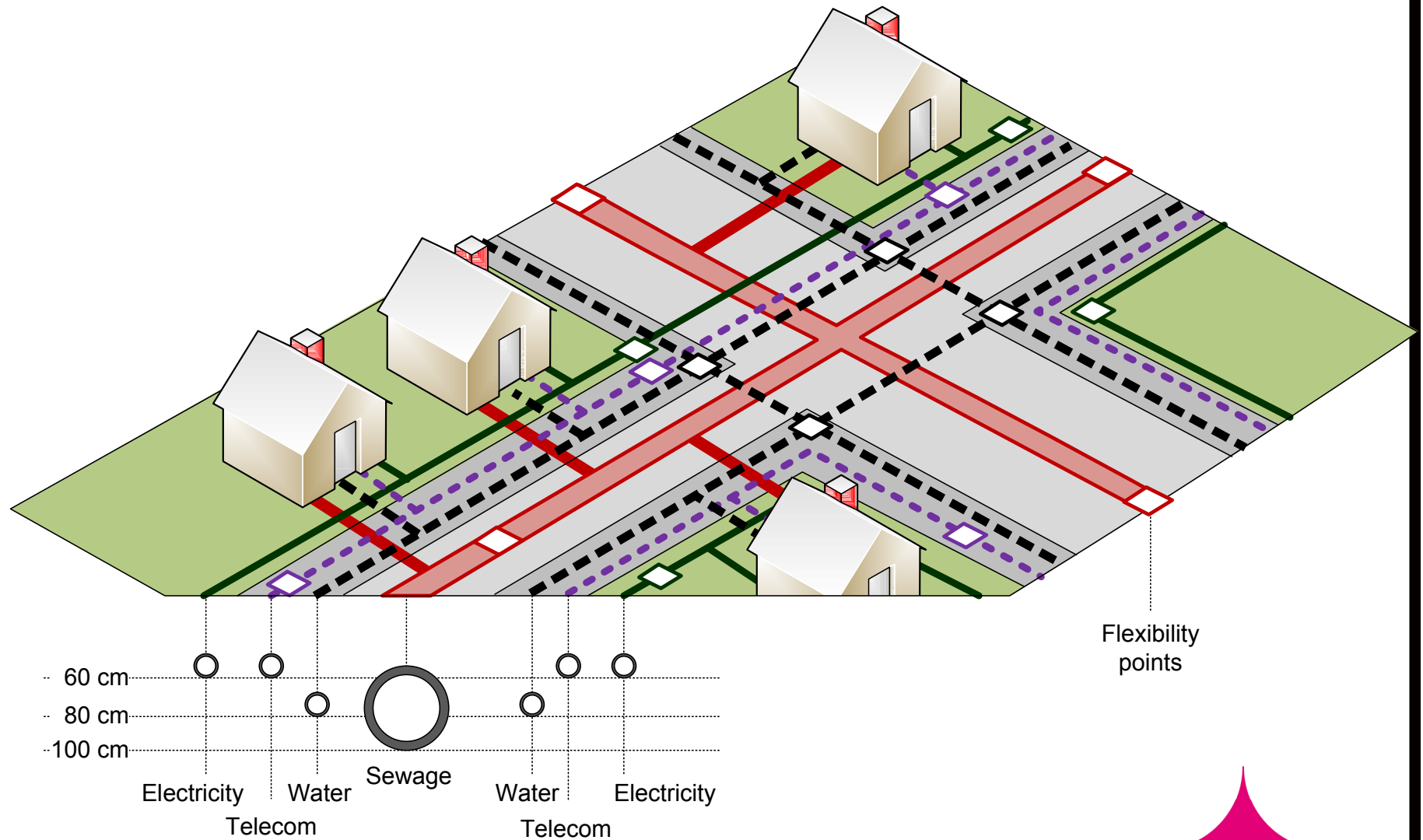
- + Cheap & Install if used
- Ducts available

## Aboveground



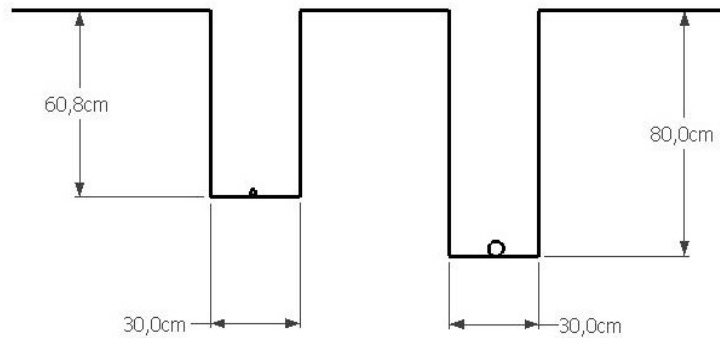
- + Fast Cheap
- Vulnerable Regulations

# Cooperating with other Infrastructures

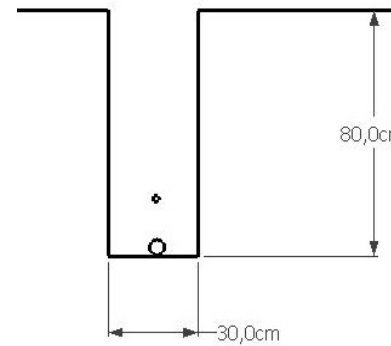


# Cooperating with other Infrastructures

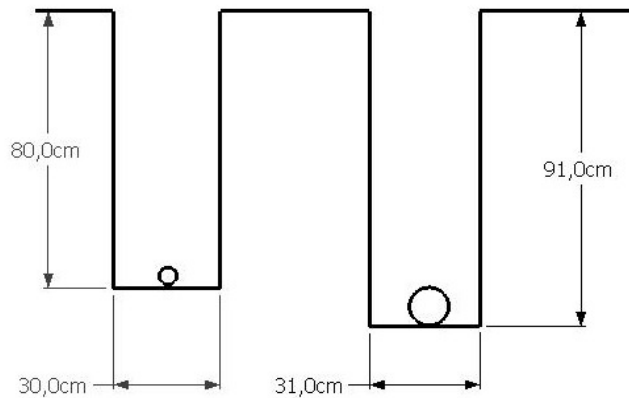
Electricity Fiber



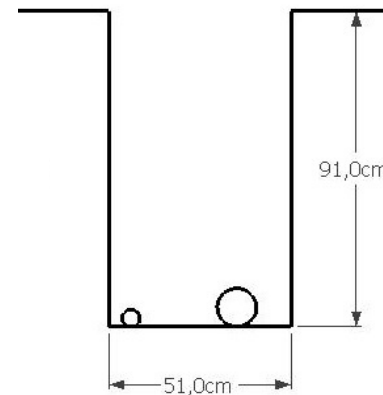
Cooperate



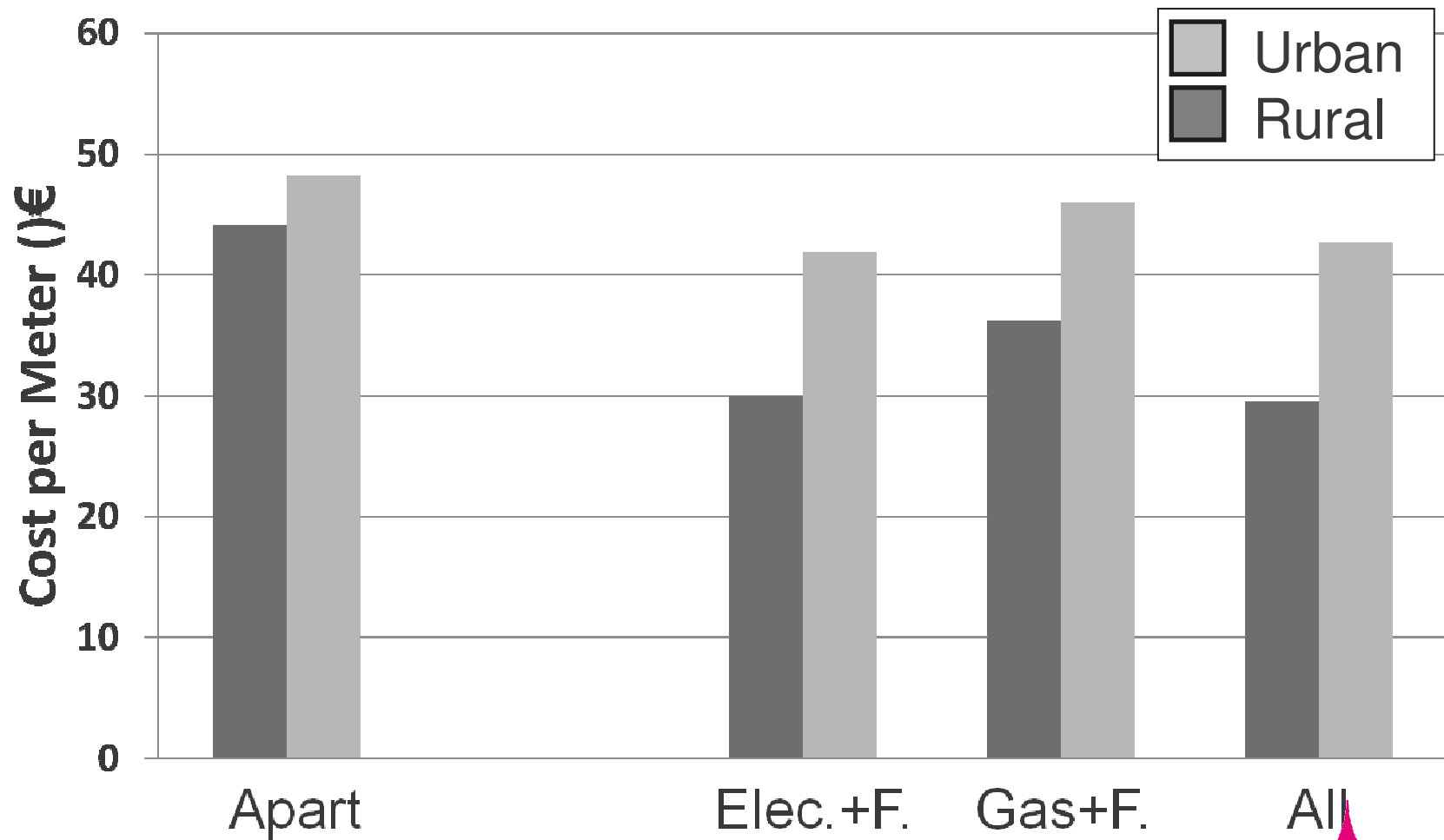
Fiber Gas



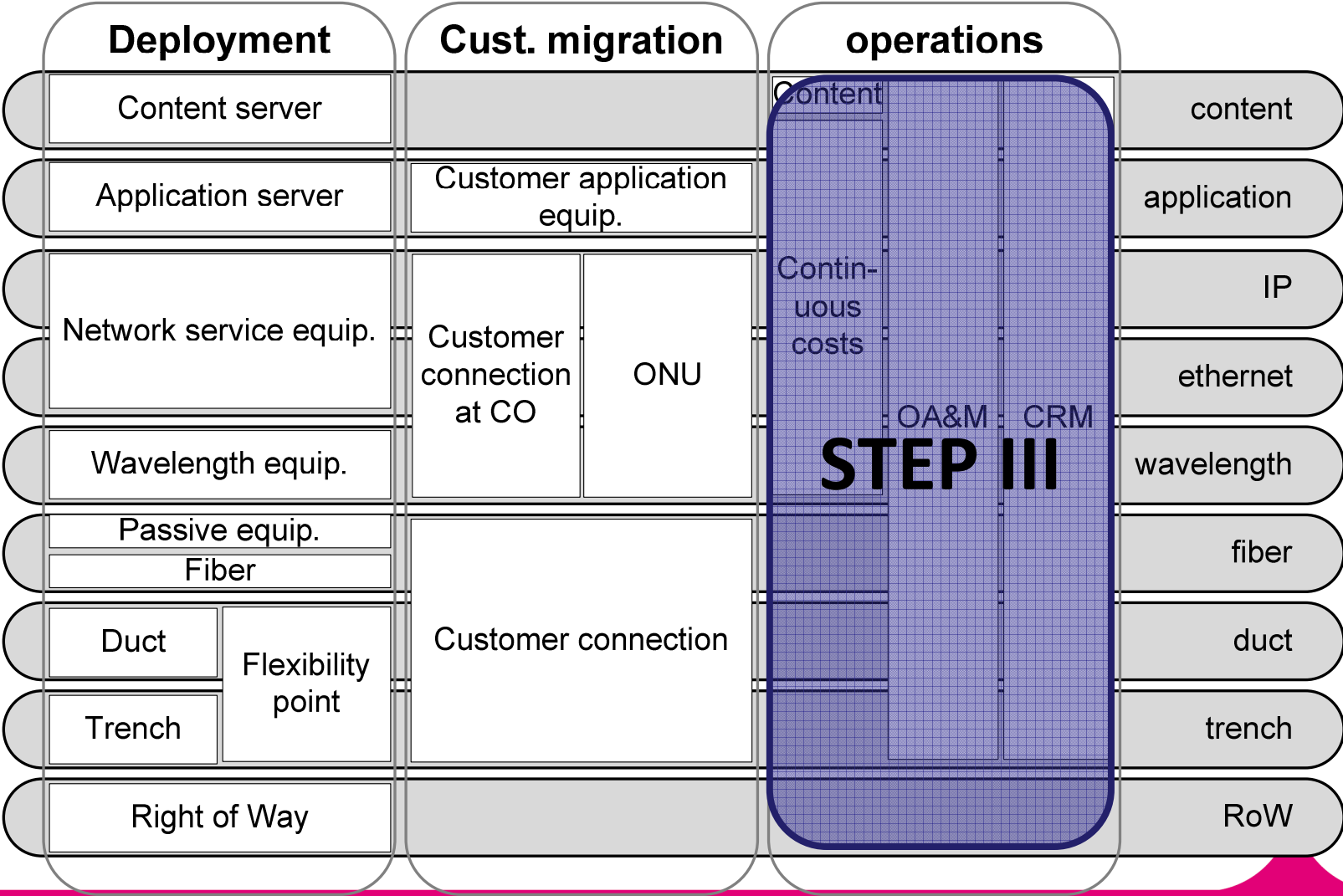
Cooperate



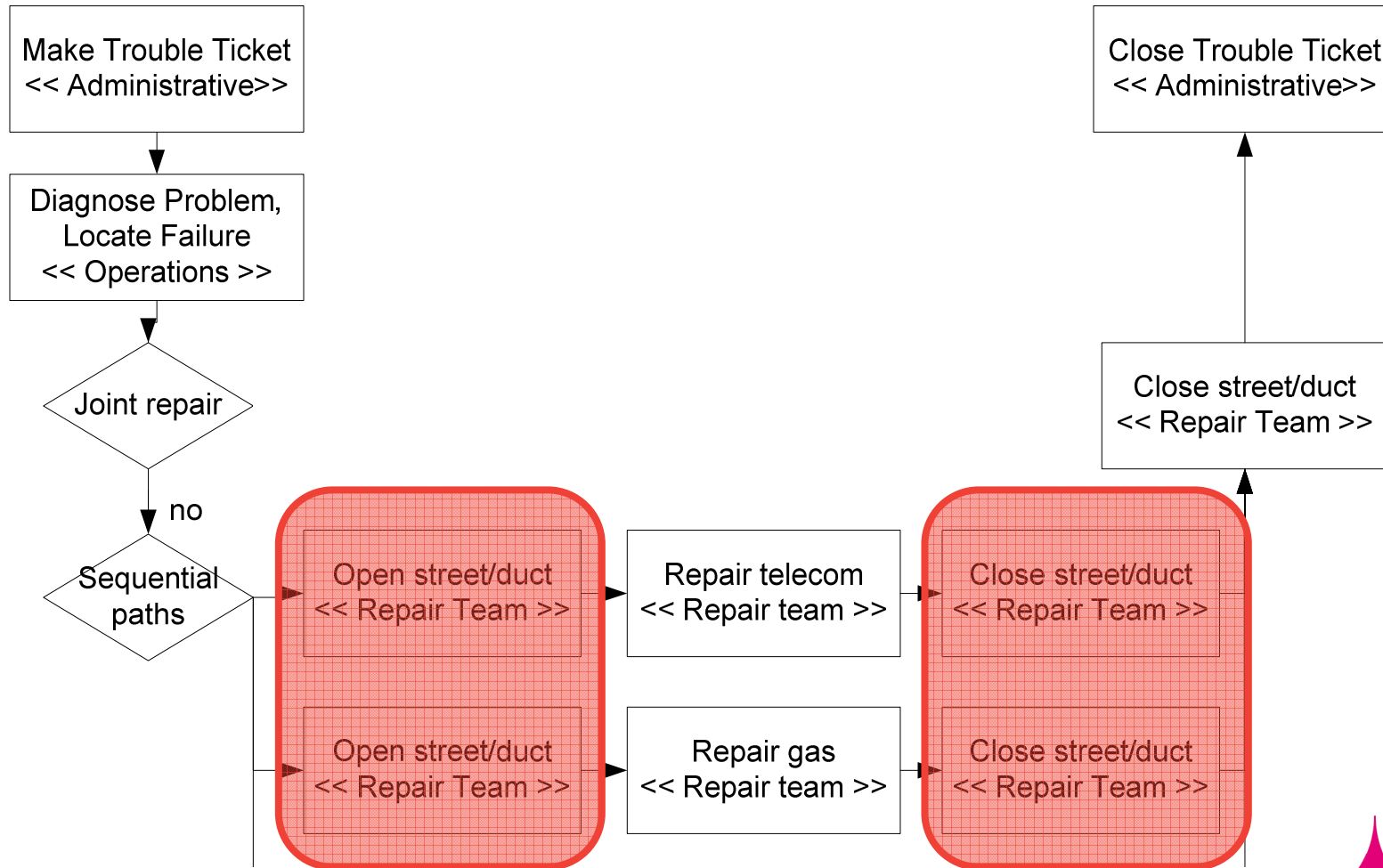
# The Gain in Cooperating



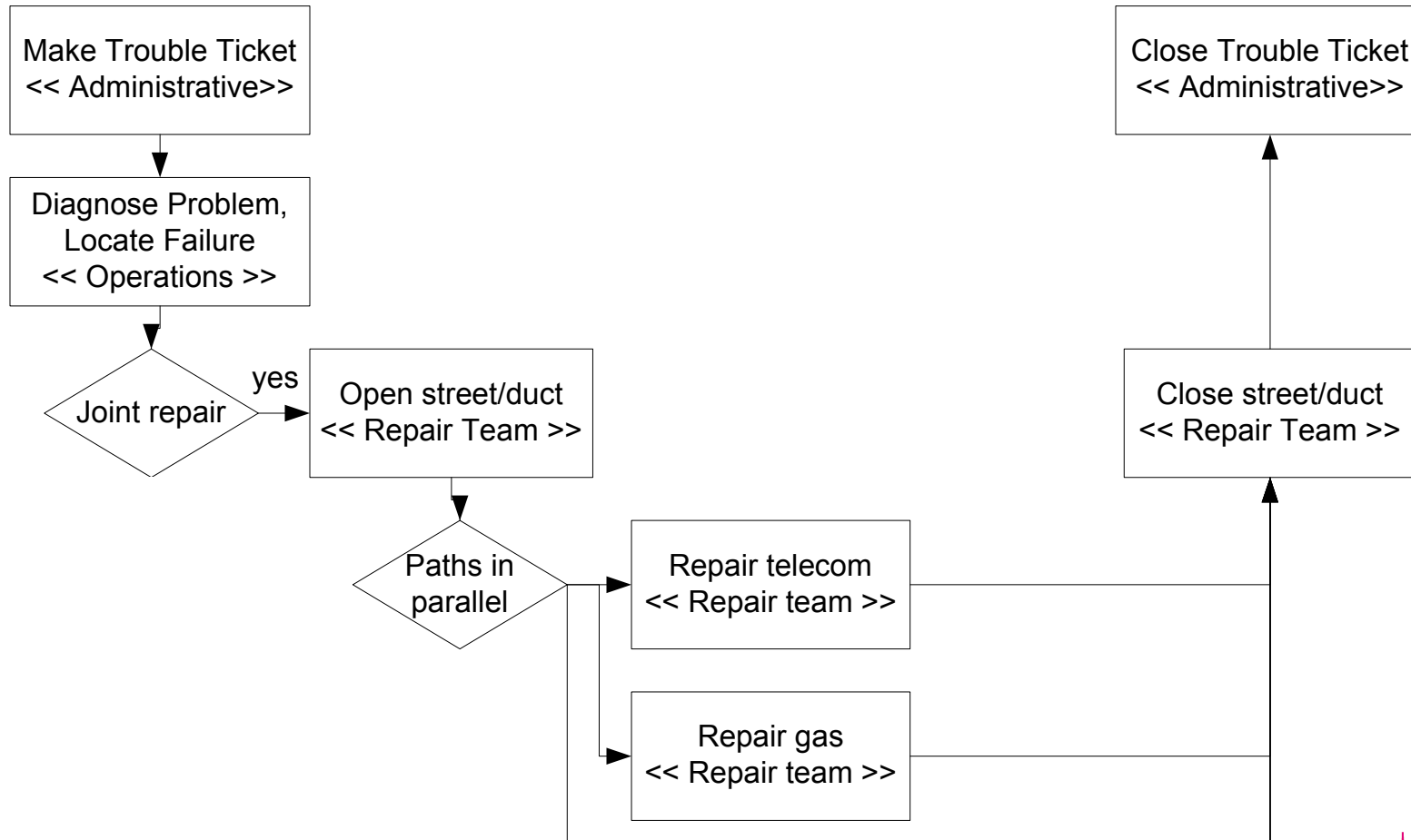
# STEP III: Control the operational costs



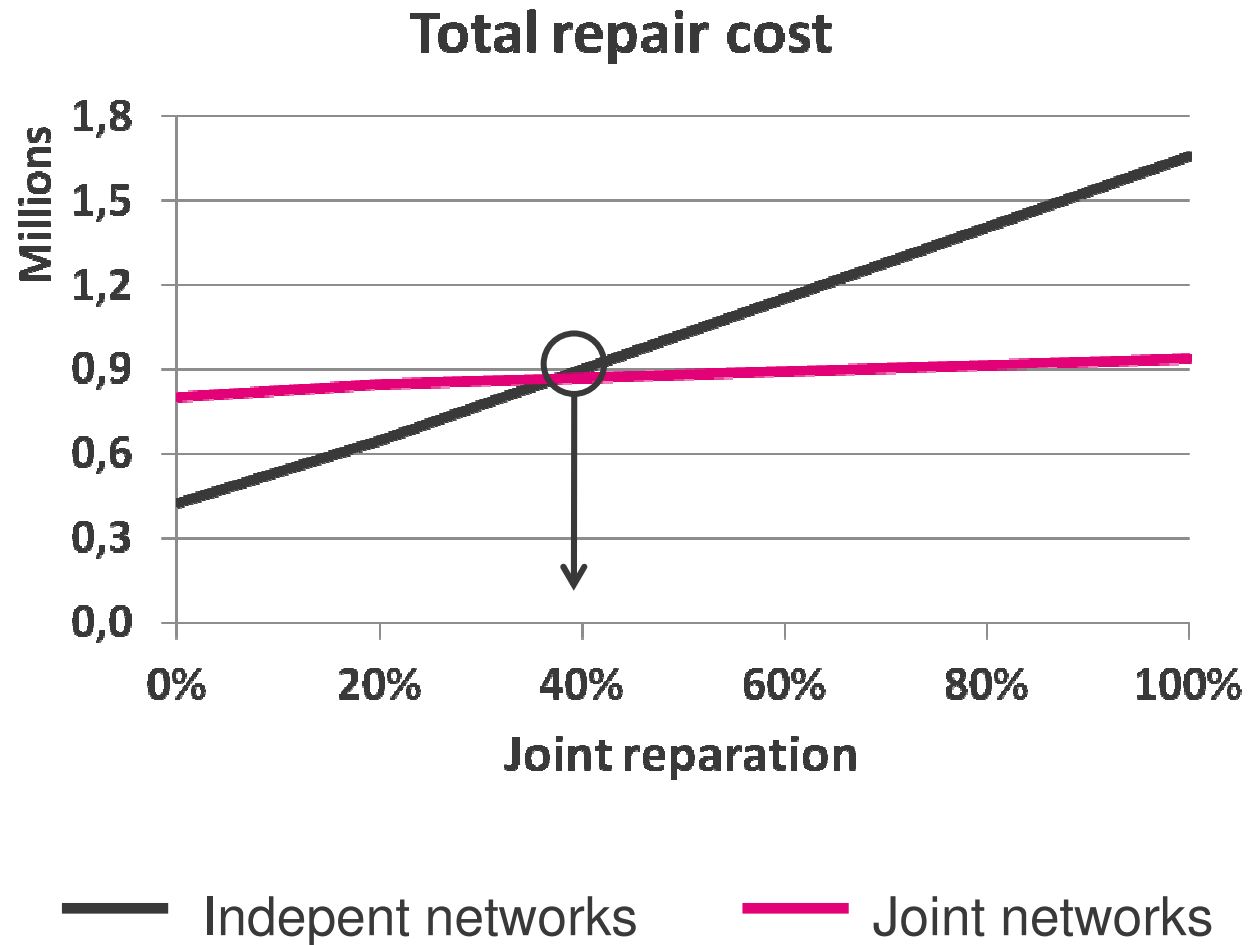
# Operating the Infrastructures Independently



# Operating the Infrastructures Jointly



# Operate Joint Infrastructures Jointly



# A Call for Action



# A Call for Action

- **Geomarketing**
  - Public Geographical Information
  - Data Integrators
- **Joint Installation**
  - Incentives From Public Authorities
  - Legislative Frame
- **Joint Operations**
  - Operator Knowledge Bases
  - Vendor-Operator Cooperation

# Holistic Approach

Higher coverage

Lower price

Faster Deployment



*Thanks for the Attention..  
Any Questions?*



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