

# Strategic choices in building wired broadband infrastructure

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Strategic choices in building wired broadband infrastructure

# **STRATEGIC PLANNING**

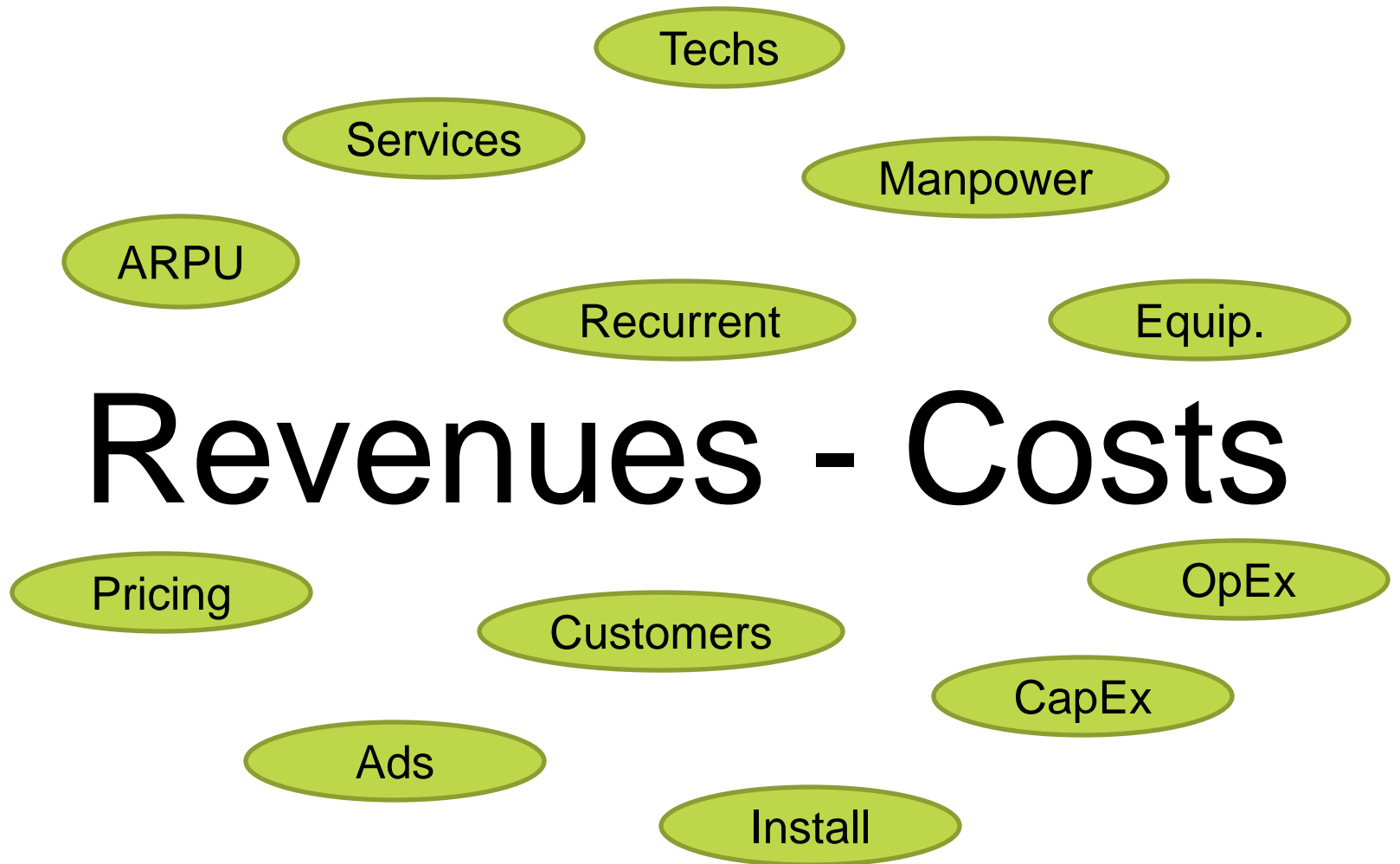
## **AIM, POSITIONING AND STEPWISE PROCESS**

# Strategic Planning

## ■ How to Make the Most of the Situation



# ■ A highly complex situation



■ Influenced by several external parameters

Political

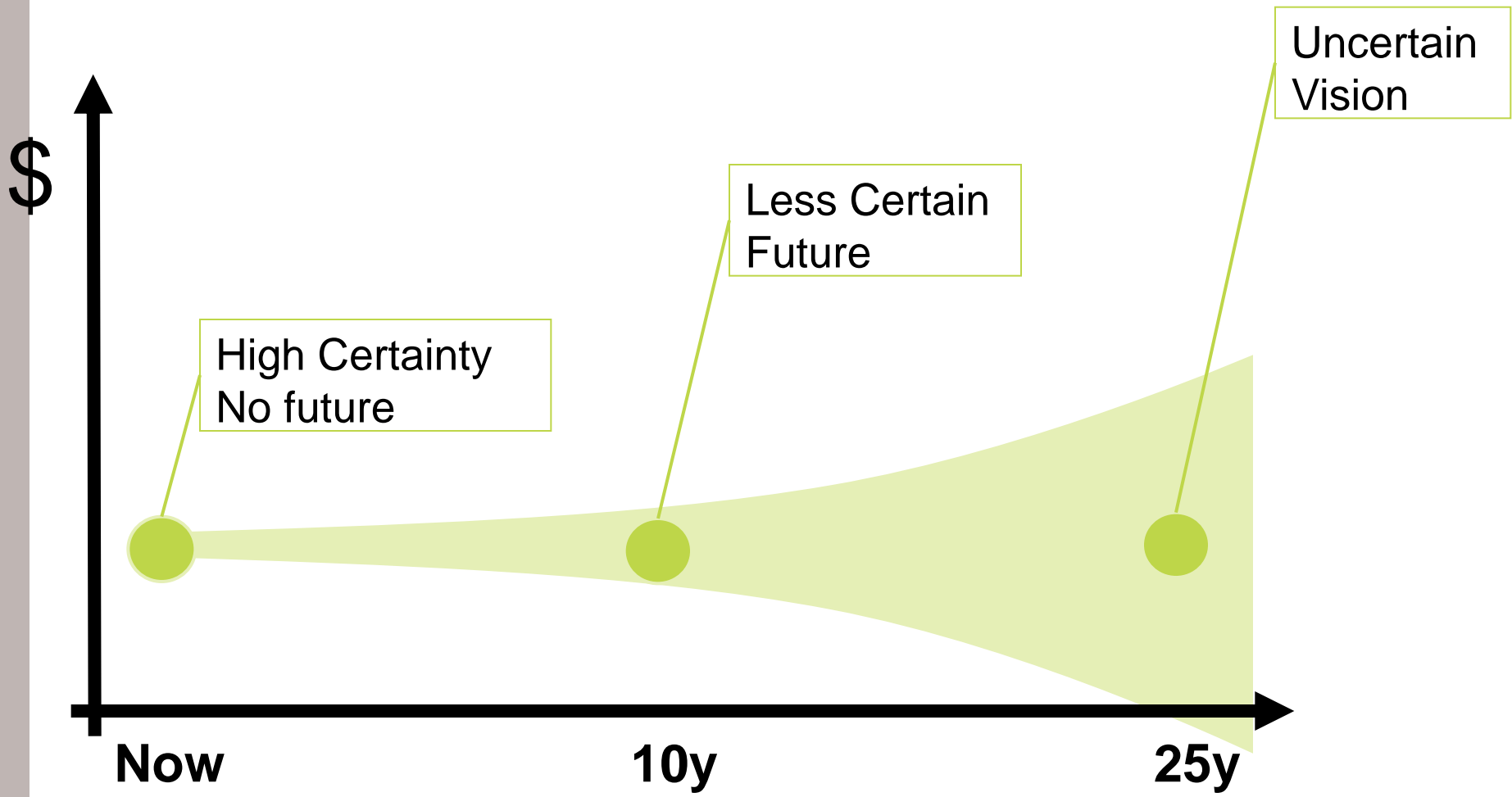
Economic

Revenues - Costs

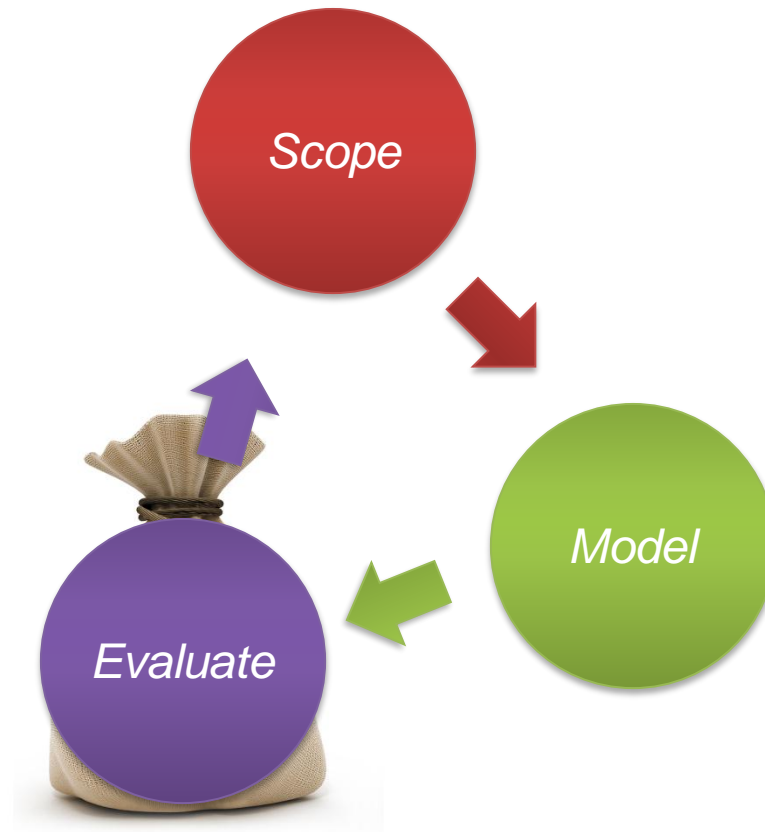
Socio-Cultural

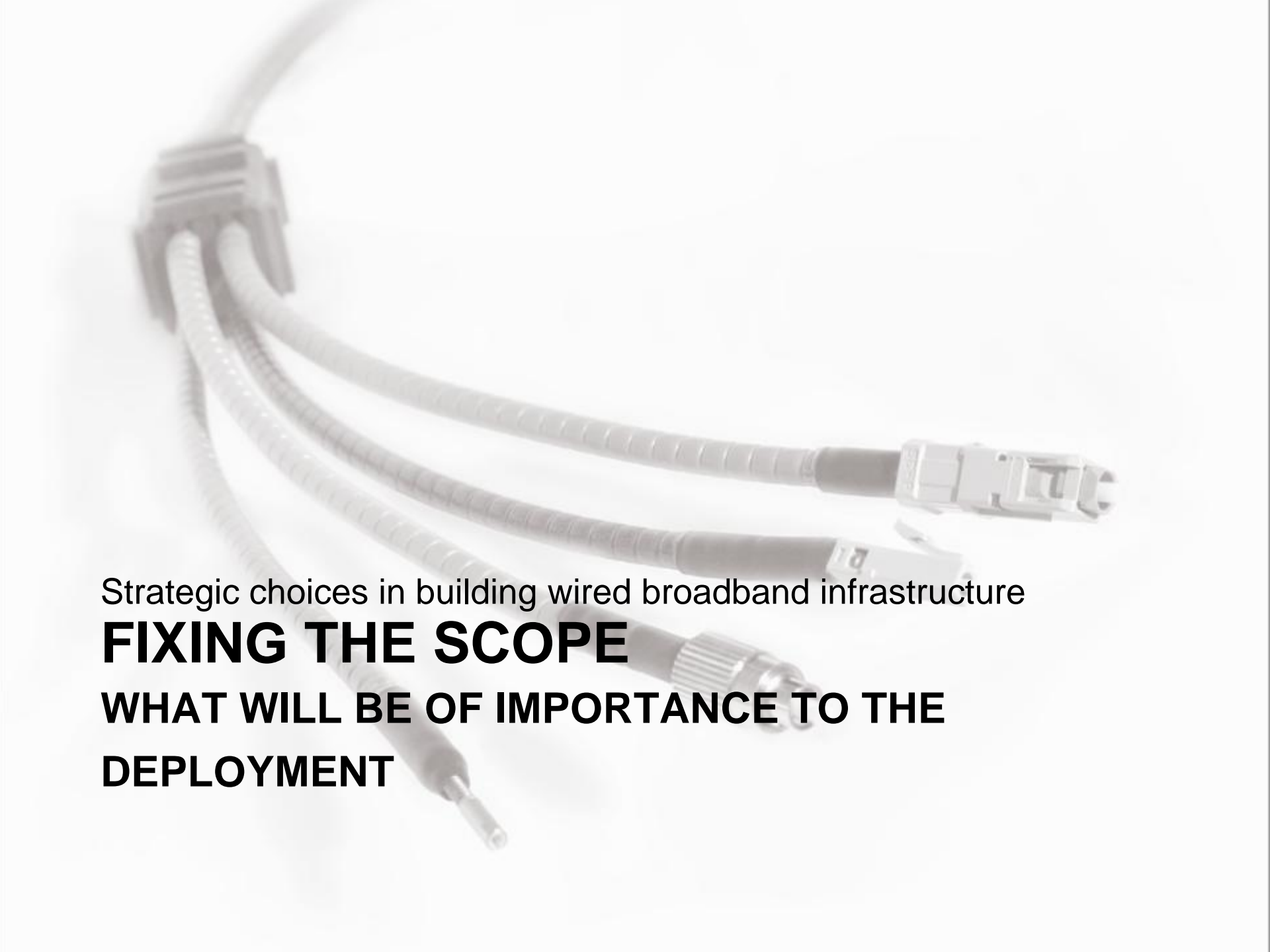
Technological

# Strategic Planning Looks into the Future



# Strategic Planning: A Stepwise Process





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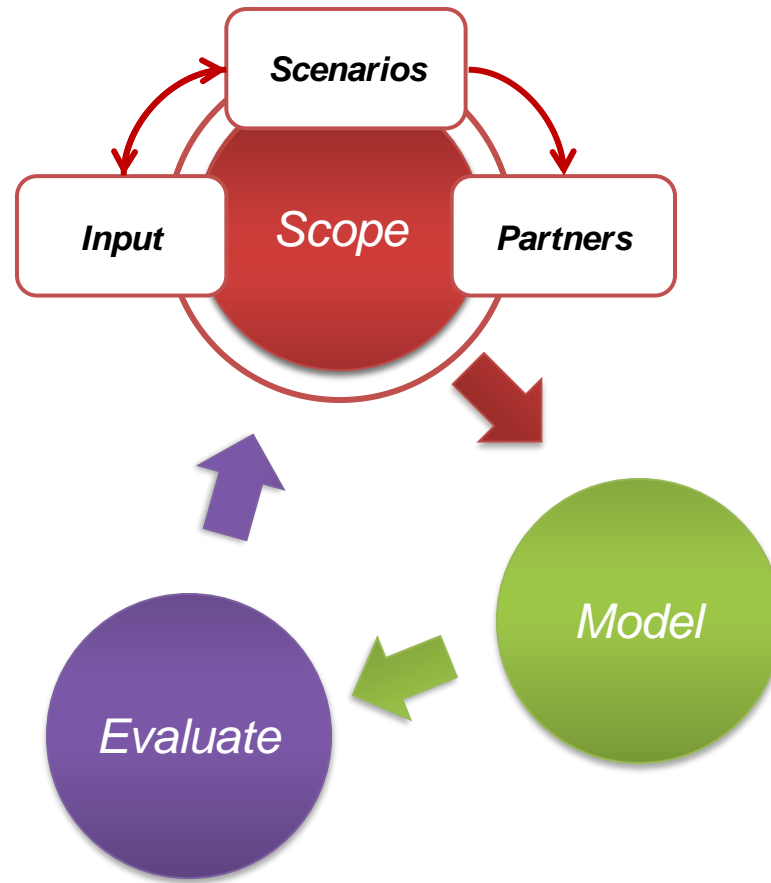
**FIXING THE SCOPE**

**WHAT WILL BE OF IMPORTANCE TO THE**

**DEPLOYMENT**

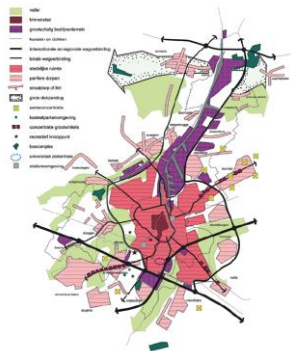
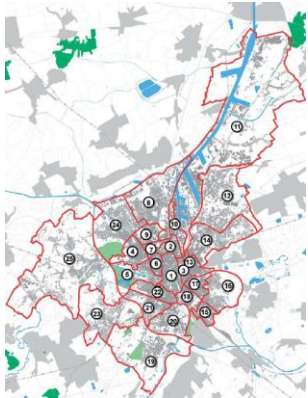


# Strategic Planning: SCOPE

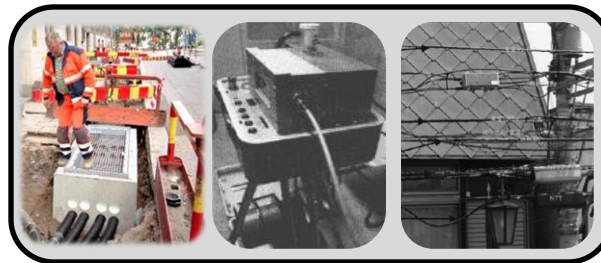
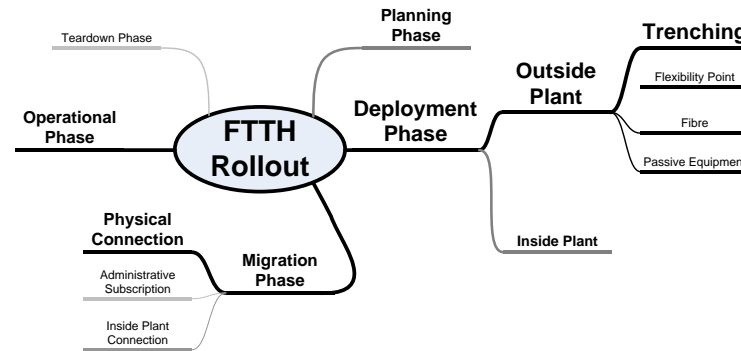


# Collecting Input, Subdividing the Problem and Preprocessing Input

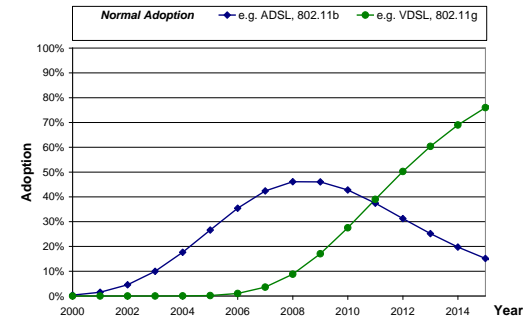
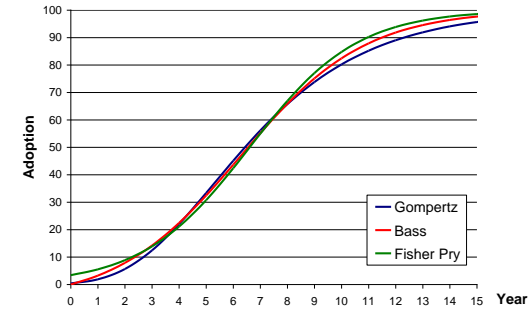
## Input

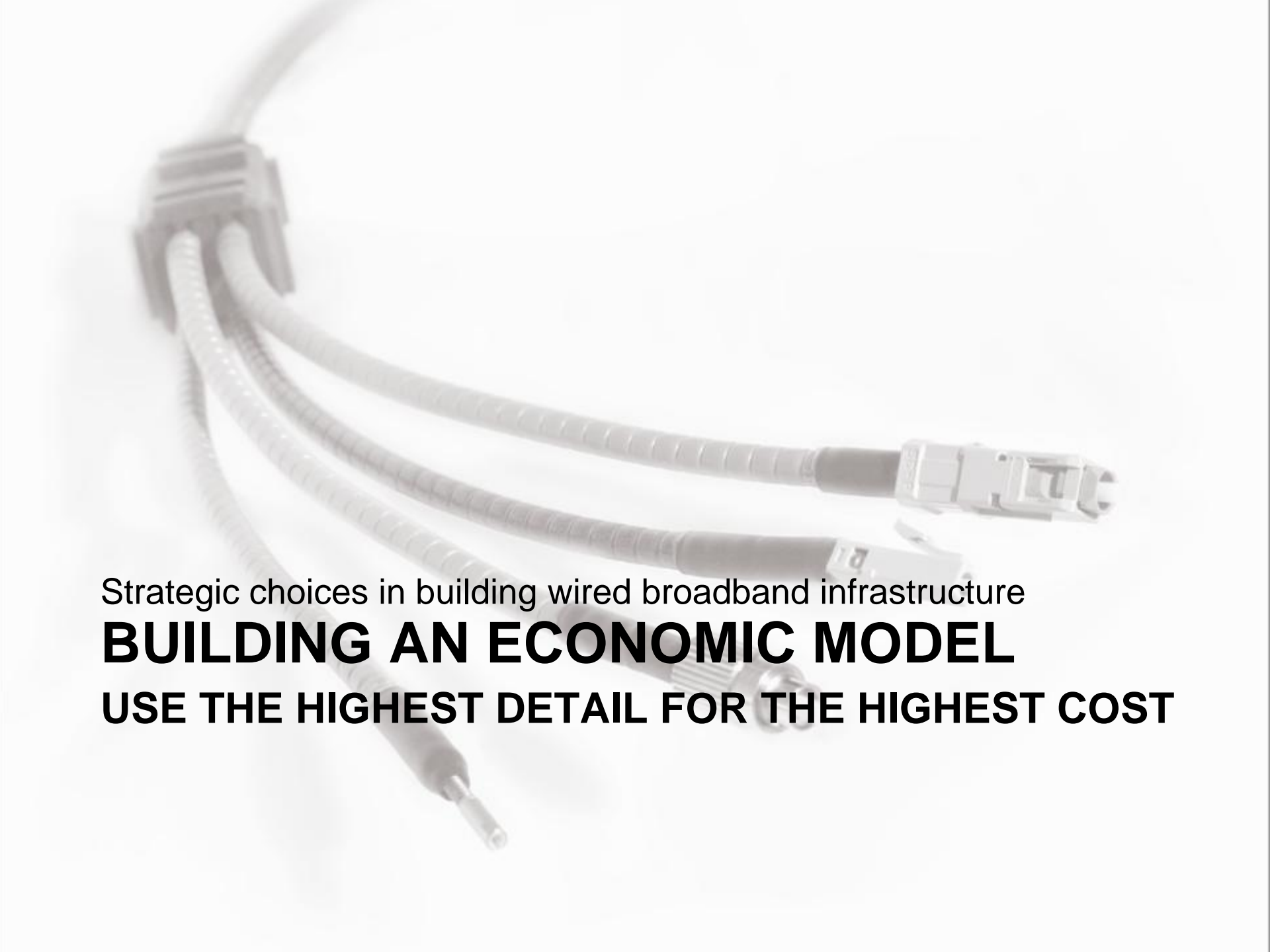


## Scenarios



## Partners



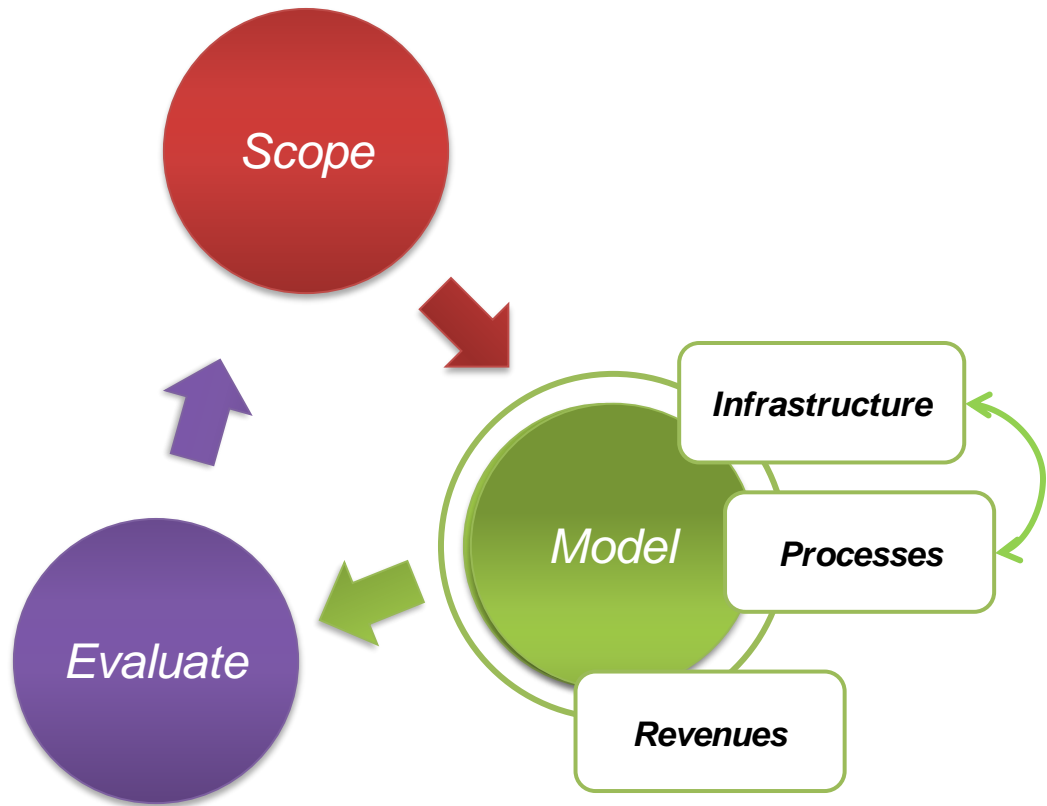


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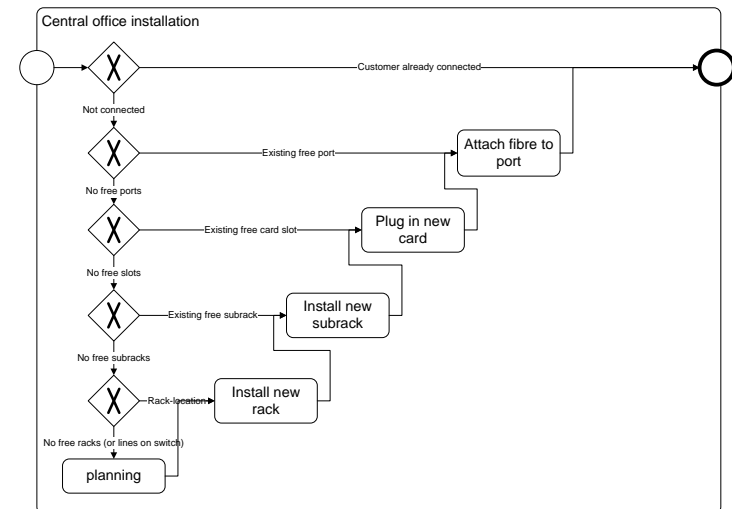
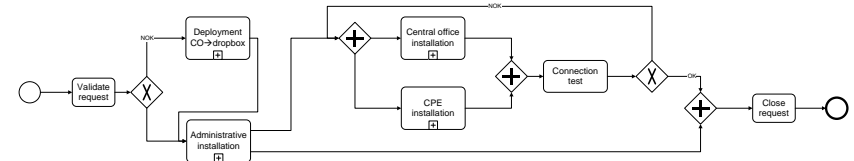
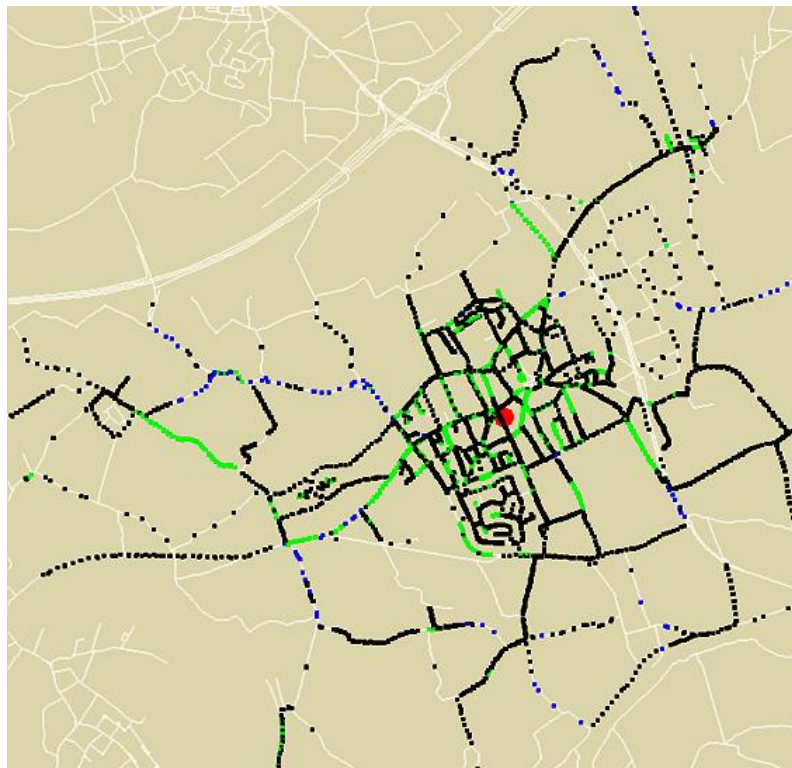
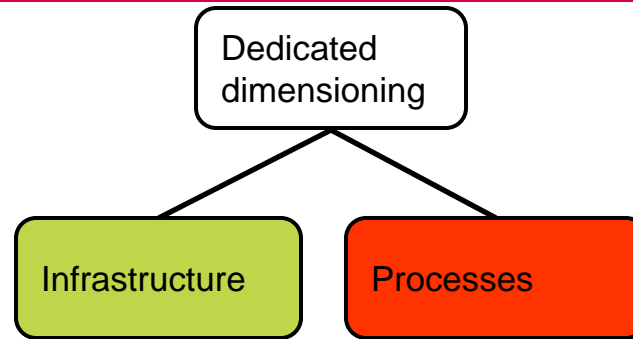
**BUILDING AN ECONOMIC MODEL**

**USE THE HIGHEST DETAIL FOR THE HIGHEST COST**

# Strategic Planning: MODEL

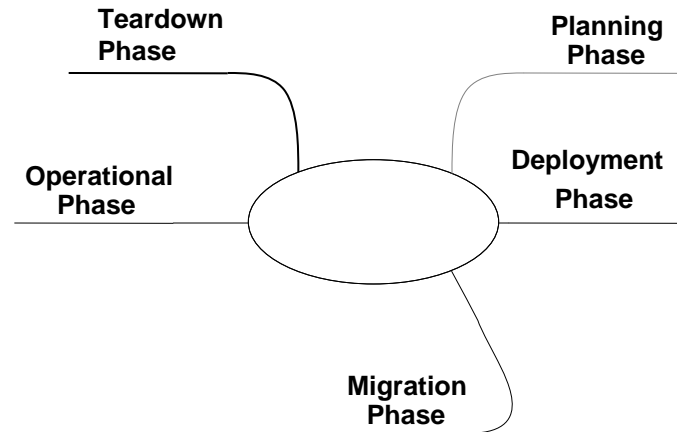


# Modeling – calculate the most costly parts with the highest level of detail

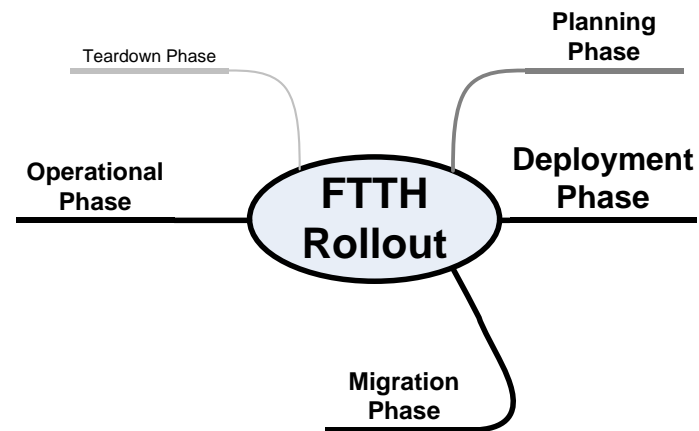


# Life cycle analysis

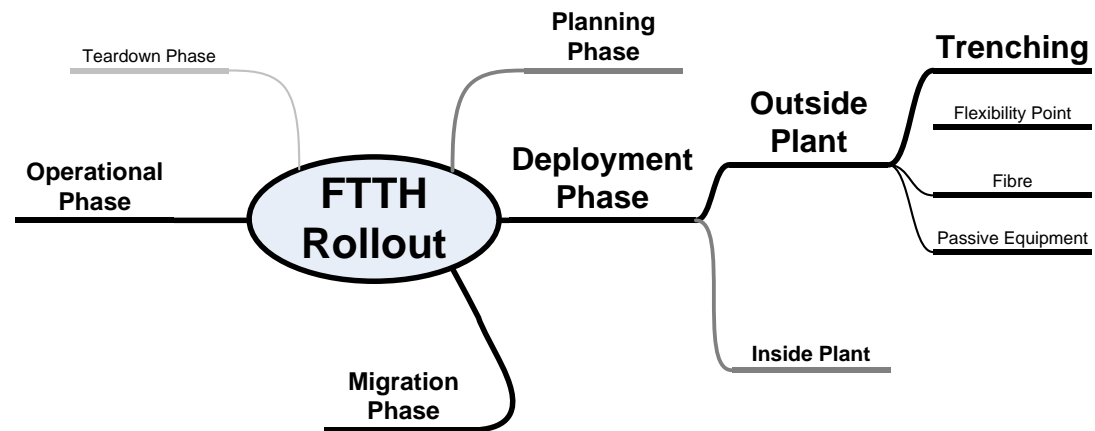
## for cost breakdown



# Life cycle analysis applied to FTTH rollout

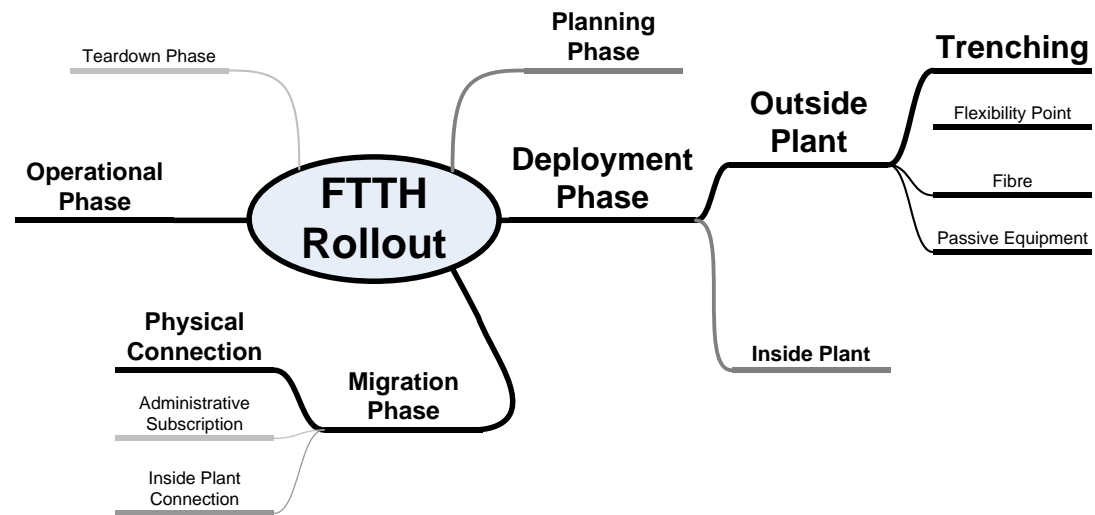


# Life cycle analysis applied to FTTH rollout

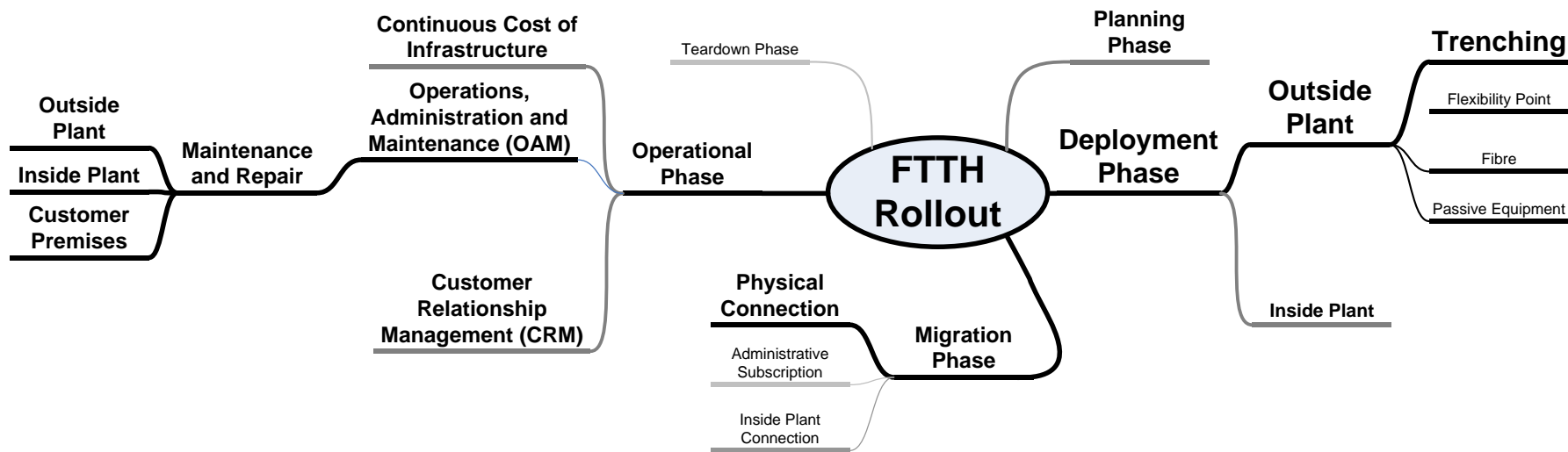




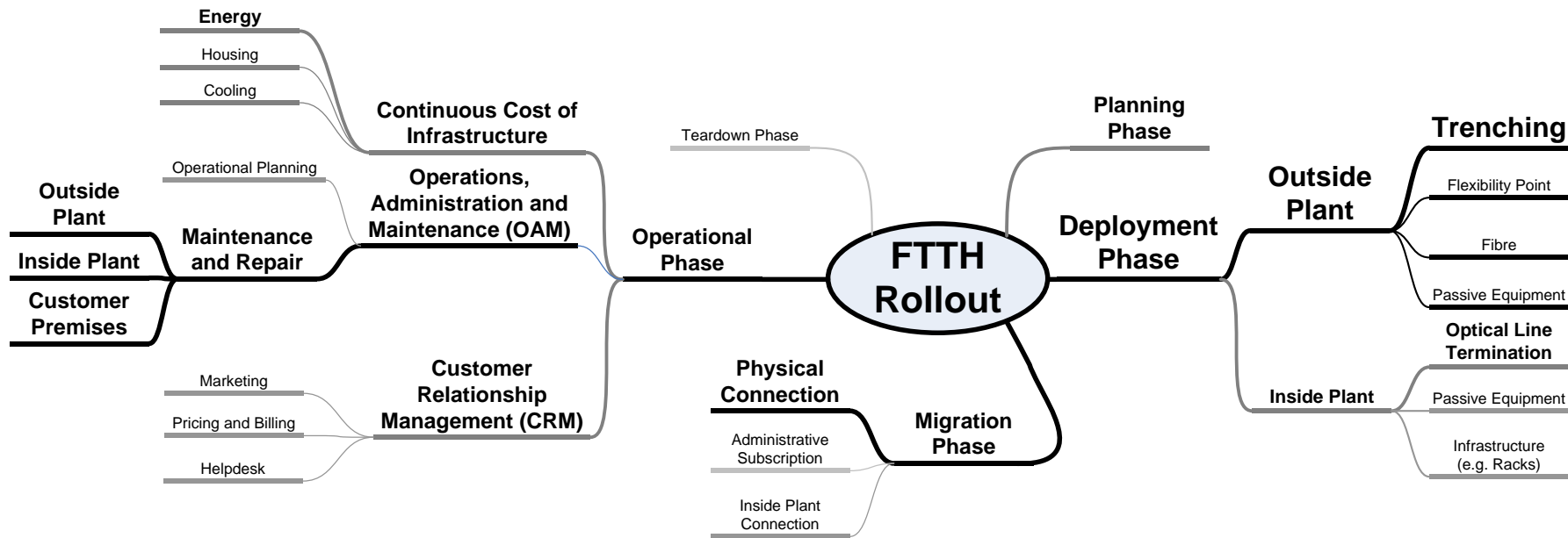
# Life cycle analysis applied to FTTH rollout



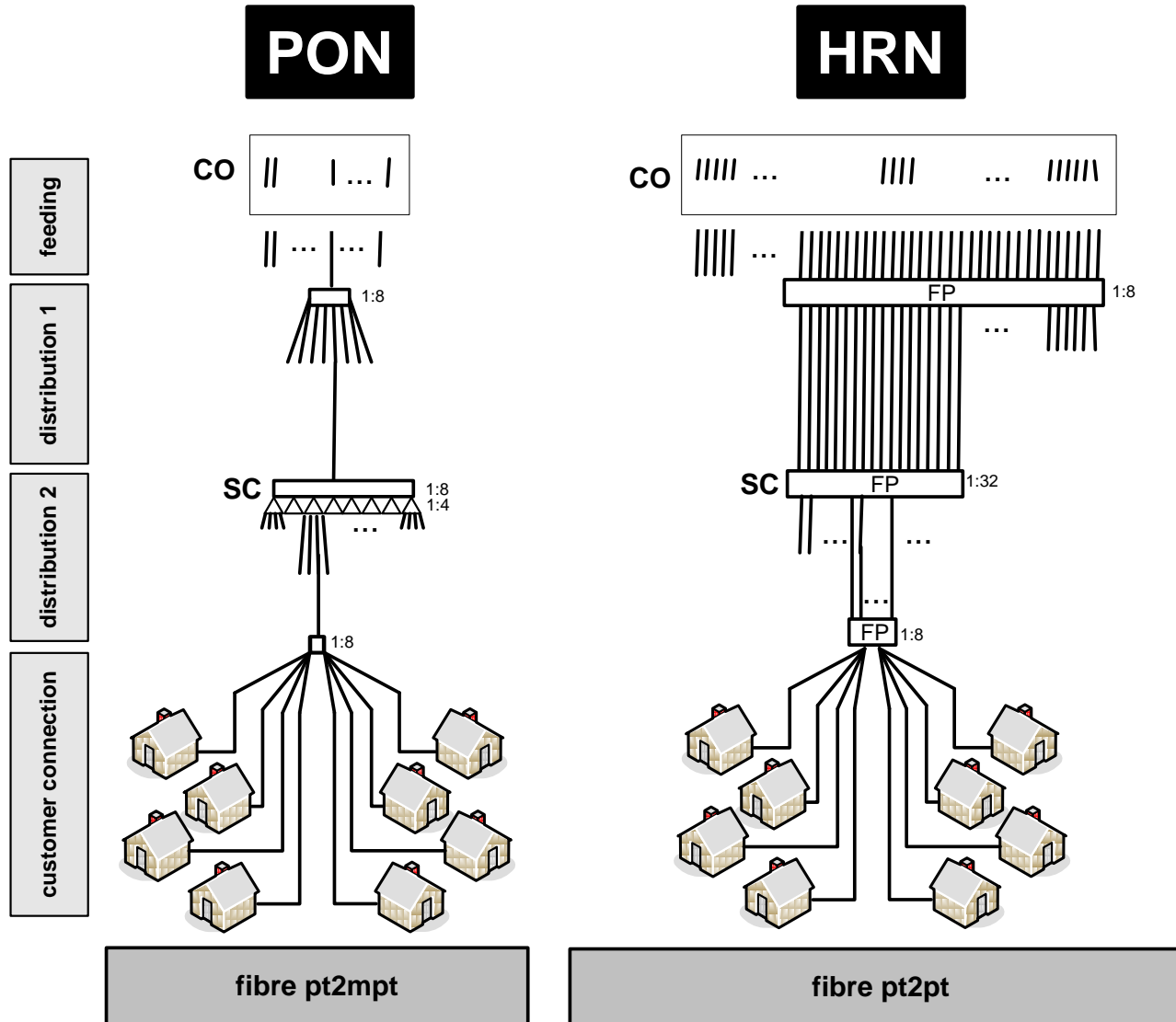
# Life cycle analysis applied to FTTH rollout



# Life cycle analysis applied to FTTH rollout

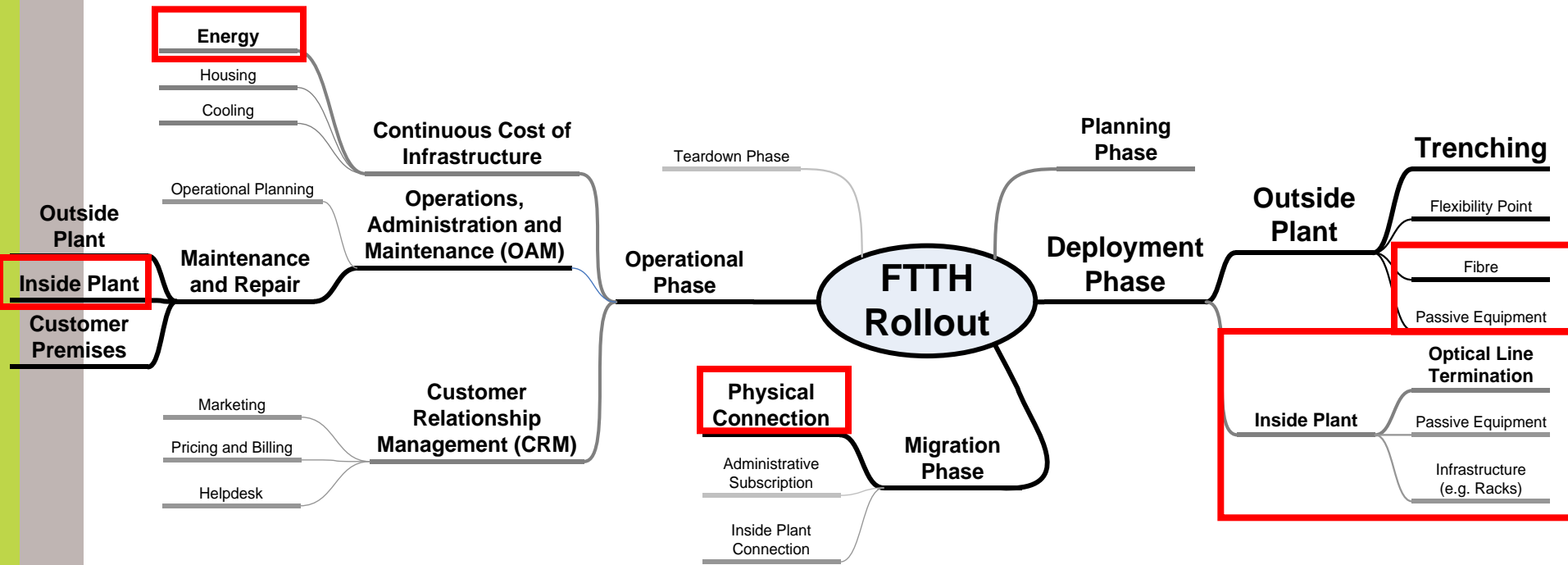


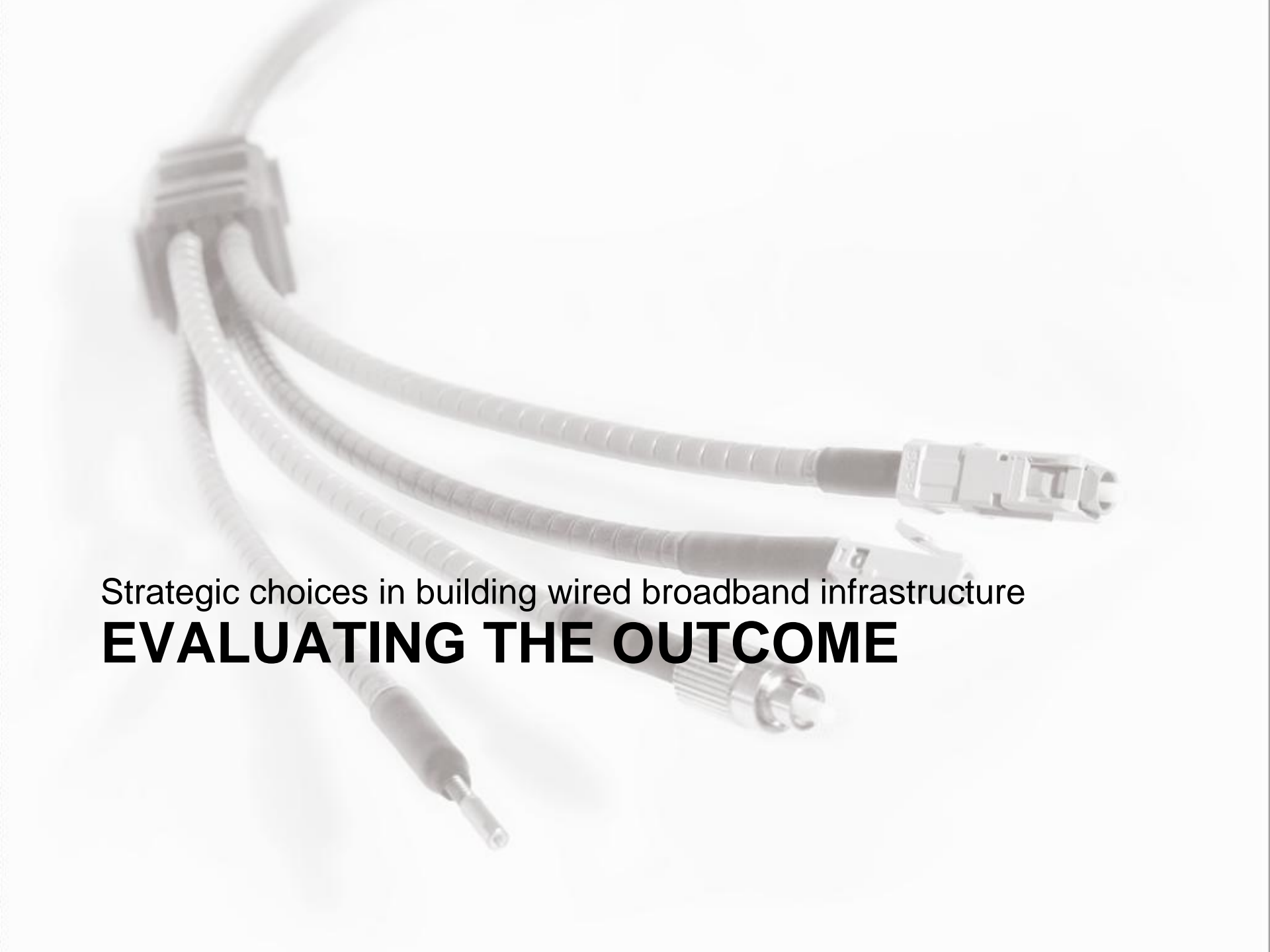
# Choice of FTTH architecture



# Most important differences

## between PON (Pt2MPt) and HRN (Pt2Pt)

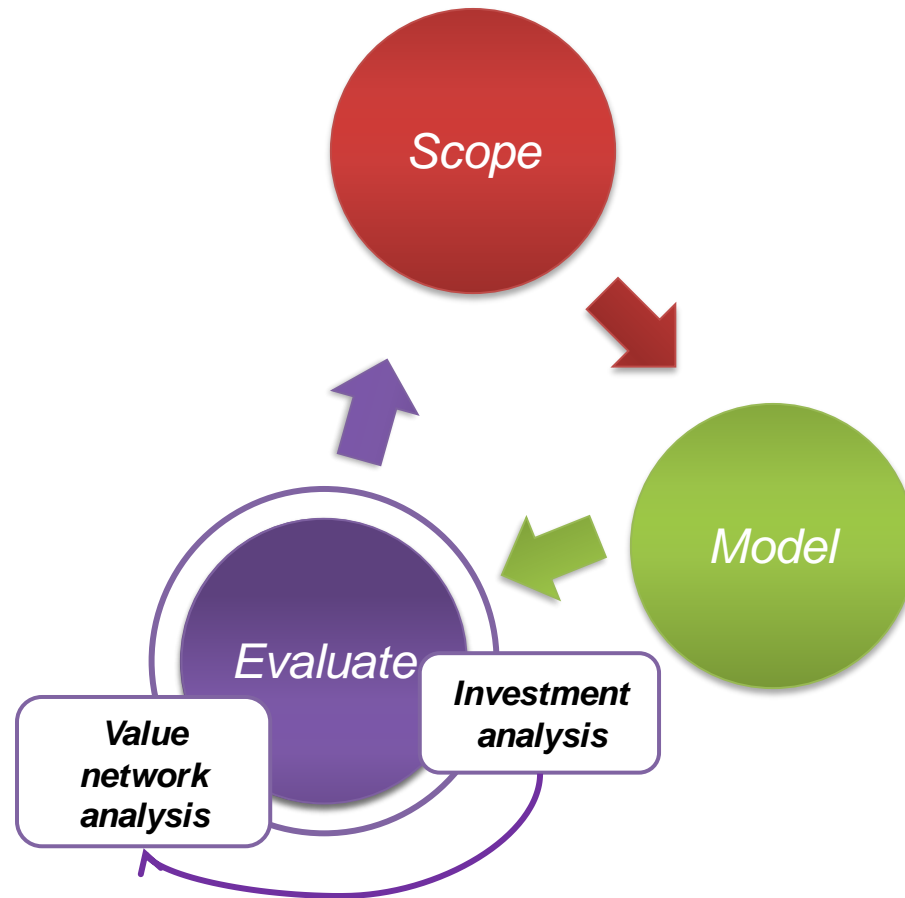




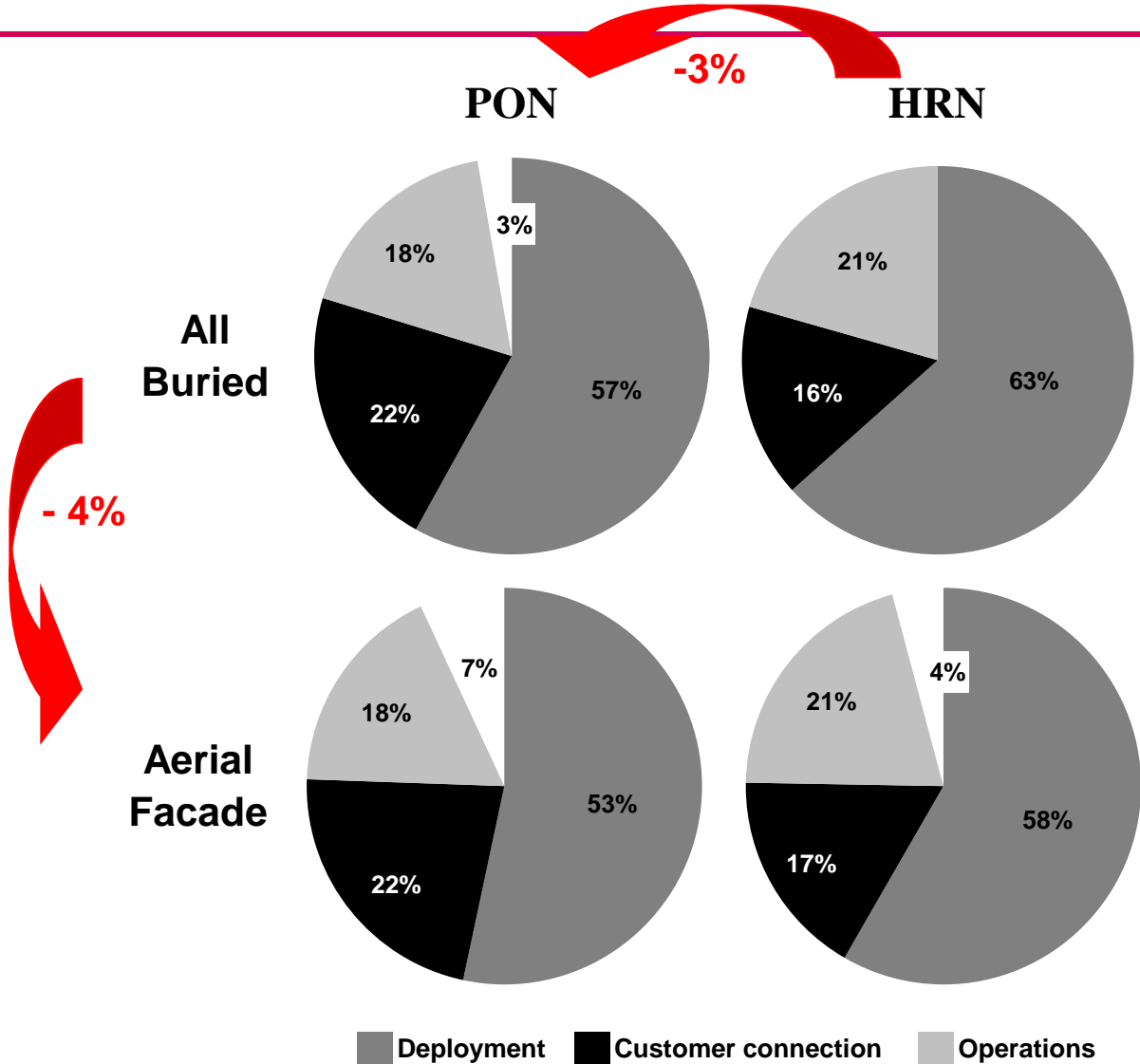
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## **EVALUATING THE OUTCOME**

# Strategic Planning: EVALUATE

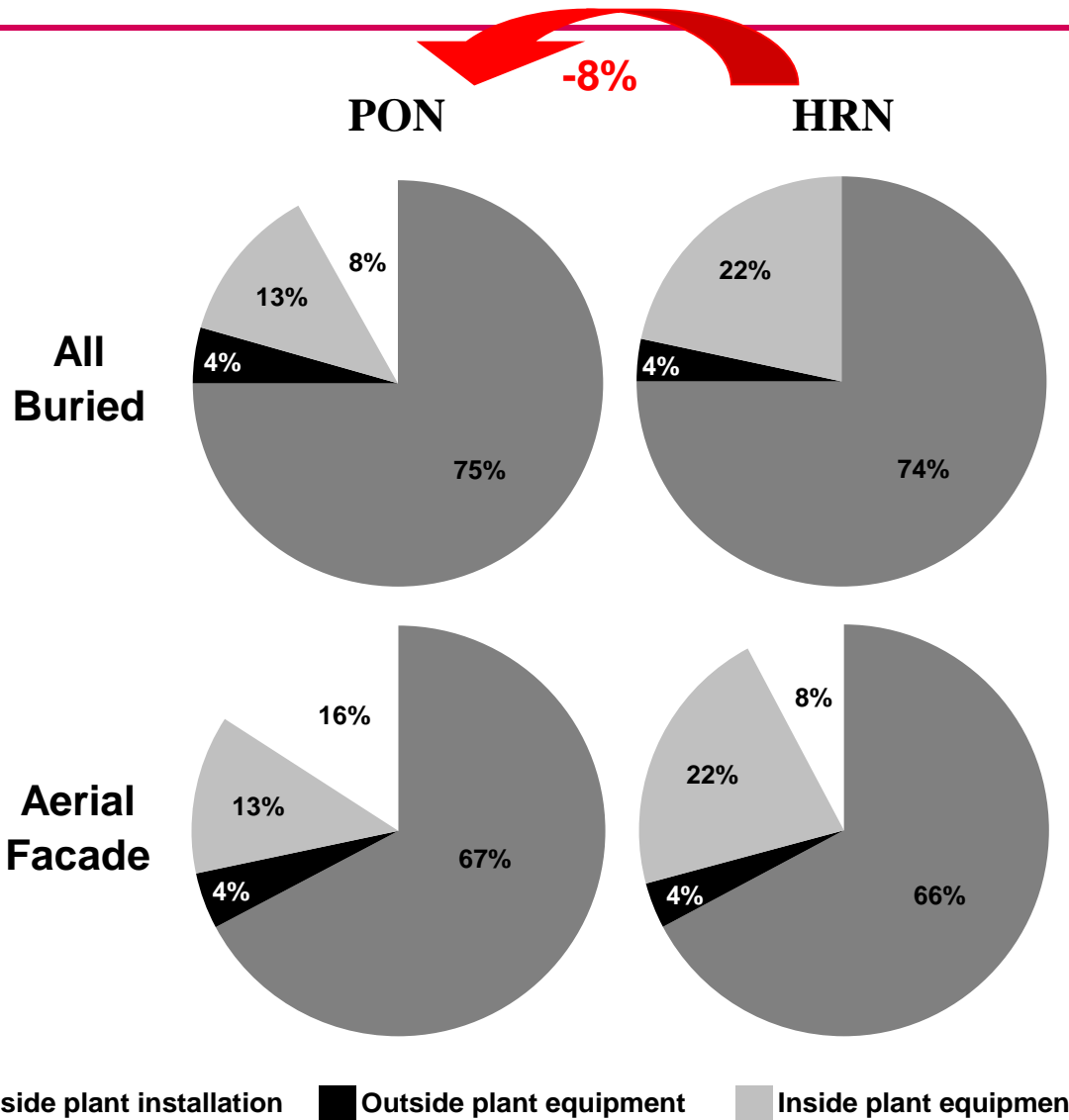


# Overall cost comparison

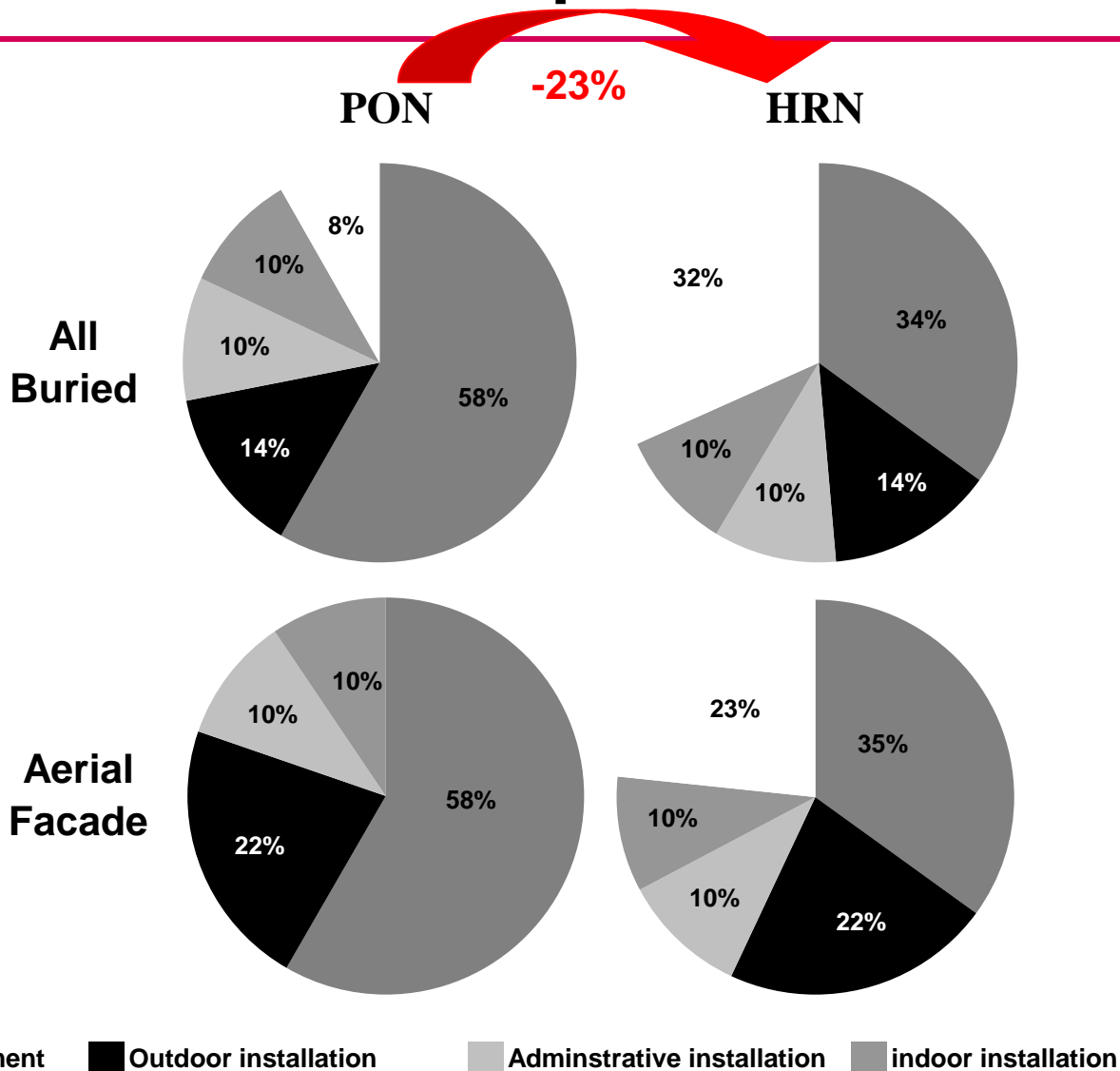




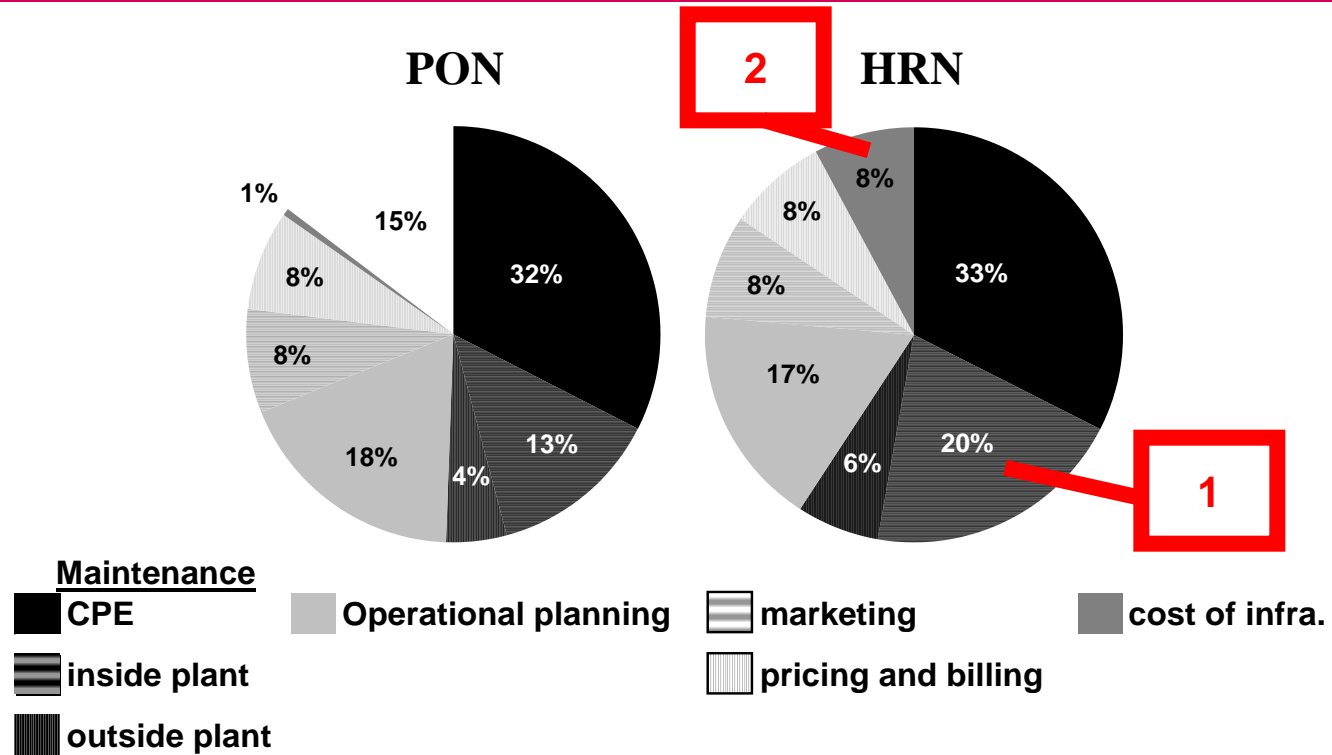
# The large amount of fibres (HRN) leads to a much higher deployment cost (8%)



# The customer equipment (and installation) on the other hand is cheaper in case of a HRN



# Finally the operational expenditures show a slightly higher cost in case of an HRN

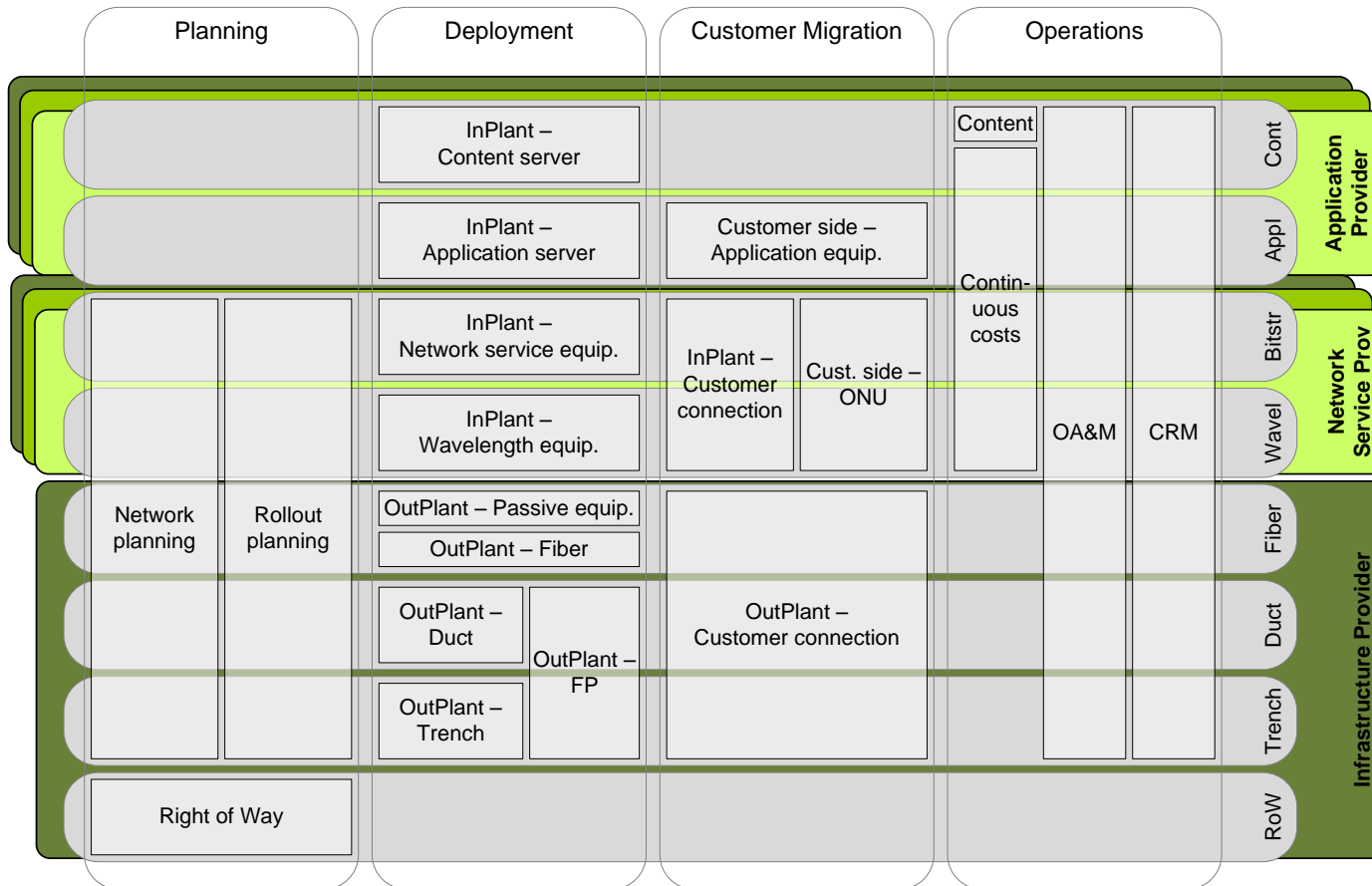


Again the main reasons for savings in a PON are caused by the smaller equipment base

1 – inside plant maintenance

2 – cost of infrastructure (energy)

# Value Network Analysis



Multiple wholesale providers  
One provider chosen in case of Glasvezelnet Amsterdam

Consortium including local public authority  
E.g. Glasvezelnet Amsterdam BV



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**CONCLUSIONS**

**NEXT STEPS**

# ■ Strategic Planning: Stepwise Process

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## 1. Fixing the Scope

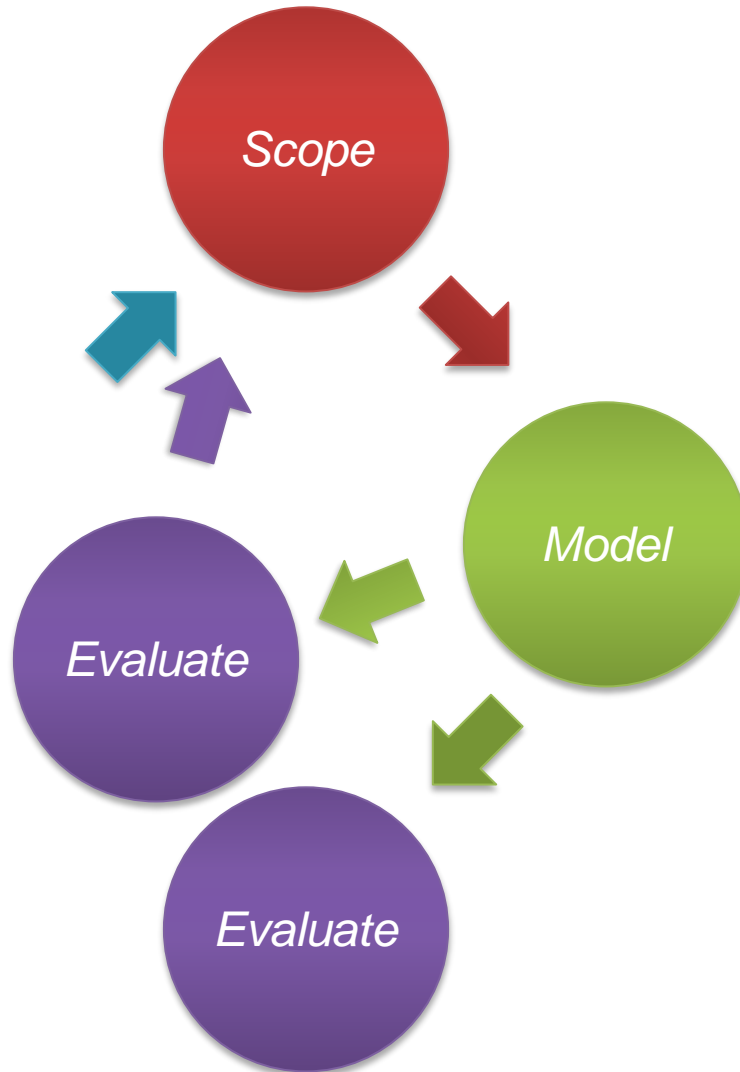
What will be of importance to the deployment

## 2. Building an Economic Model

Use the highest detail for the highest cost

## 3. Evaluating the Outcome

# Strategic Planning: Next steps



# Thank you for your attention

## Questions ?

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