Very High Broadband

There is no single definition of "Very High Broadband" over the world: while some operators are already preparing their first 5G commercial launches, others will look at densifying their 4G coverage or deploying FTTH.

Whatever the starting point, the benefits of proposing faster connectivity are undisputed: as mobile broadband penetration increases by 10 percent, it causes a rise of up to 2.8% in Gross Domestic Product (GDP).

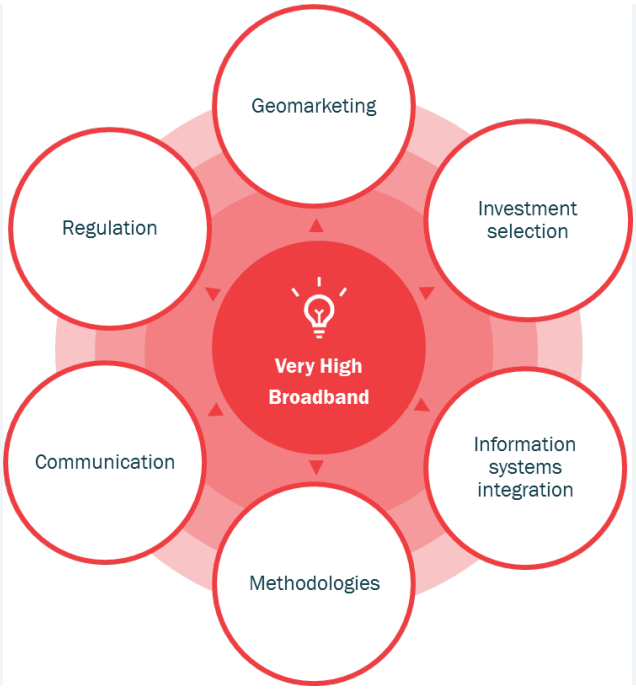
All over the world consumers yearn for a smooth and fast access to e-commerce websites, social media, videos and online gaming.

As for enterprises, abundance and availability of bandwidth are essential cornerstones for the development of their national and international business: e-commerce and web sites, software as a service or online storage deliver visibility and productivity.
Very High Broadband makes new business models possible. It is seen as the mandatory foundation to long-term economic and social development.

Very High Broadband profitability requires careful planning

Such long term investments require a clear strategic vision to get a return on investment. Analysis of the market potential, mapping of technical choices to the targets' needs, identification of the future B2C and B2B services must be considered very early in the project to ensure that it is both profitable and adapted to the market expectations.

6 success factors for the deployment of very high broadband:



- Evaluate geographical areas according to their **business potential**
- Find the economic balance between **new deployments and re-use of existing assets**
- Train teams to a **proven methodology**
- Reduce order-to-activation time by **integrating production and sales information systems**
- **Communicate** with elected representatives, populations and local facilities managers to obtain the necessary authorizations
- Propose **regulatory evolutions** that encourage the development of new services

Sofrecom
The Know-How Network

We support you throughout your Very High Broadband project lifecycle: strategic planning, technical deployment and launch of new services, to maximize your return on investment

Design a network adapted to your ambition and your market

- Geomarketing study and market analysis
- Network & services strategy & planning
- Network & IT master plan and design of the technical architecture
- Scenario comparison, feasibility, budget
- Business Plan

Select the best providers

- Sourcing strategy
- RFP / RFI specifications
- Optimization of the bill of quantities
- Technical and financial analysis of proposals
- Support to negotiation and contract finalization

Pilot deployments for an optimal quality of service

- Deployment of new equipment or swap
- Fieldwork supervision and management of contractors
- Quality controls
- Handover to operations

Optimize the maintenance of equipment and services

- Optimization of operations and maintenance processes, of the quality of service, of the services catalogue and of distribution
- Network improvement and re-engineering

Some of our achievements

Feasibility study

EUROPE

Benchmark, demand estimation, architecture scenarios, business model

1 deployment scenario recommended for its **cost/ efficiency ratio**

FTTH network design and deployment

MIDDLE EAST

Design and deployment of the national FTTH network for the local regulator.

35 000 connections
470 km of optical fiber in only **5 months**

Broadband service quality assessment

ASIA

A detailed actions plan identifying gains and long-term recommendations in 10 weeks

Improvement of **installation** and **troubleshooting** processes and **subcontractors'** activities

Network design review

AFRICA

Network re-design, RFP specifications, optimization of the bill of quantities and RFP management

15% savings
on the initial value of the contract
(100 million Euros)