



## At-a-Glance

### PRE-CONFERENCE WORKSHOP | 08.10.2013 | 09H30-17H00

- Session 1:** Understanding and Optimising the Opportunity - COSTS
- Session 2:** Understanding and Optimising the Opportunity - MARKET
- Session 3:** Understanding and Optimising the Opportunity - REVENUES
- Session 4:** Optimising the Business for Real World Scenarios

Anyone considering an upgrade to their network (xDSL, FTTX etc), or a new deployment will benefit from the workshop as it will help their own assessment of the opportunity and help them avoid serious mistakes in terms of estimation of costs, potential revenues, penetration etc.

Commercial, strategy and finance personnel in current or proposed telecoms operators as well as utilities looking to diversify into telecoms will find this a valuable workshop in learning how to assess opportunities, exploit the good ones and avoid bad ones. No two deployments are identical. Local conditions, regulation, likely penetration, costs, geography etc will all impact the business case and so the workshop will cover key drivers of profitability and also share the key aspects of building a realistic business model.

It will include key aspects of business modelling combined with real world examples of costs, issues, best practices and potential traps for the unwary.

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We have moved beyond just asking if people need speed into one where we ask how it will be delivered. The area of high speed broadband delivery is becoming increasingly complex and the ecosystem harder to navigate. FTTH is more relevant than ever but the issues are also more confused than they have ever been.

#### What is the true potential of competing technologies?

- Vectored DSL,
- Phantom mode,
- G. Fast,
- Cable,
- LTE

#### The conference will cover important issues including:

- ➔ What is the truth and what is the fiction?
- ➔ Failure to understand the real potential as well as the limitations of the competing technologies could be fatal for your business.
- ➔ What is likely to happen in the real world?
- ➔ How will business models need to evolve in the short term?
- ➔ What is happening in the best FTTH deployments?
- ➔ What is best practice?
- ➔ What issues need to be addressed?
- ➔ What has been learned from global deployments?
- ➔ What regulatory issues are shaping the future for FTTH?

**Conference Chairman:** Richard Jones, Partner, Ventura Team

Register online at [www.FTTHforum.net](http://www.FTTHforum.net)  
or contact us:

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