Telecom Industry’s 2020 Fiber Outlook

As fiber deployments march on globally, how are service providers harnessing this new-found capacity to not only improve broadband service quality, but deliver new service offerings to customers and unlock new revenue streams? Seeking to shed light on how service providers are planning to monetize their increasingly heavy investments in fiber, and/or use existing DOCSIS footprint while migrating to fiber, Incognito Software Systems Inc. partnered with Light Reading to survey 127 telecom executives from across the world regarding their business applications and uses of fiber network data. This infographic highlights key survey findings around business drivers for deploying fiber, what network insights are most vital for operators to run their network, the hurdles operators need to overcome when monetizing their fiber network, and where operators can see the biggest return on investments.

SURVEY RESPONDENT GEOGRAPHY AND JOB FUNCTION

1% MIDDLE EAST AFRICA
2% NORTH AMERICA (US or Canada)
14% NORTHEAST ASIA
66% EUROPE
10% CENTRAL/SOUTH AMERICA (Including Mexico & the Caribbean)
5% SOUTHEAST ASIA
2% INDIA
11% NETWORK PLANNING
36% NETWORK ENGINEERING
2% IT OPERATIONS
11% BUSINESS STRATEGY & DEVELOPMENT
2% SALES
5% OTHER
12% MARKETING
21% NETWORK OPERATIONS
What's Needed Next?

When it comes to monetizing fiber-based services, Incognito has the solution and expertise to address the above complex challenges faced by service providers. The **Incognito Monetization and Analytics** solution collects streaming data from broadband networks utilizing a vendor and technology agnostic approach. Operators benefit from increased automation and minimized OSS API impacts during their fiber transition. Service differentiation, managing network congestion, identifying plant issues, and proactive network maintenance rely on real time and granular subscriber data to deliver superior service quality.

Learn how Incognito can help you monetize your fiber investments faster by visiting [https://www.incognito.com/contact/](https://www.incognito.com/contact/)