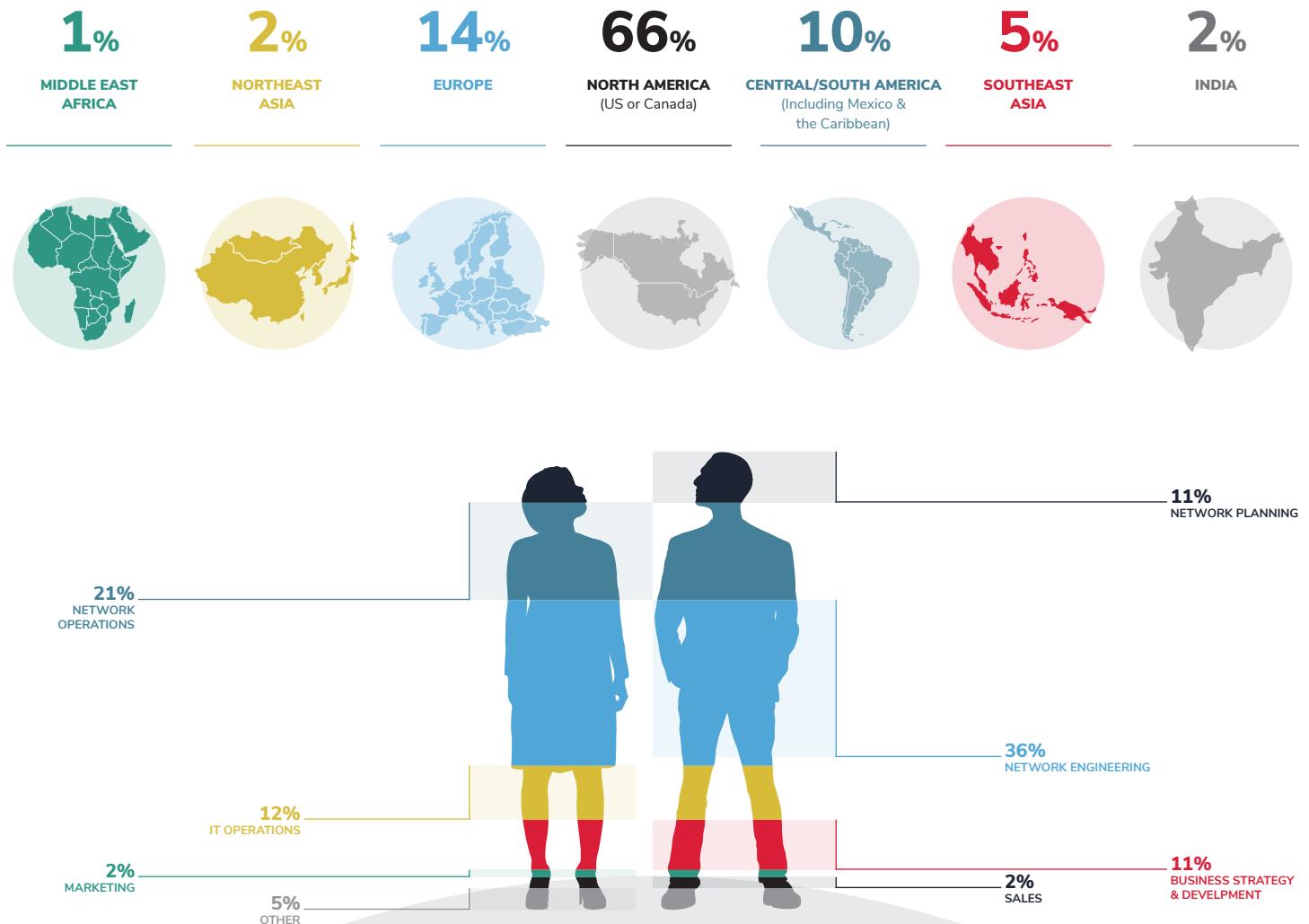


Telecom Industry's 2020 Fiber Outlook

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





WHAT IS YOUR GREATEST MOTIVATION FOR DEPLOYING FIBER?

33% introduce new service models to create more value for customers

24% increase revenue

17% gain competitive advantage

15% reduce customer churn

Fiber deployments are driven by the need for revenue-generating products



WHAT INSIGHTS DO YOU NEED FROM YOUR FIBER NETWORK?

71% service diagnostics and proactive network maintenance

62% capacity planning

49% enforce traffic to what subscribers ordered

40% uncover subscriber usage patterns

Fiber network data is key to assuring broadband service quality



WHAT TECHNICAL CHALLENGES DO YOU FACE IN MONETIZING FIBER NETWORK?

46% multiple access network vendors to manage

38% business and operational support system integration complexity

35% dynamic decisions inhibited by lack of network automation

31% separate systems to capture fiber and cable network usage data

Obstacles include working with multiple vendors across numerous access technologies and a lack of automation



WHAT IS YOUR MAIN APPLICATION OF SUBSCRIBER NETWORK DATA BEYOND BILLING?

38% congestion management

37% offer tiered services or usage-based billing

15% controls to manage heavy-users

9% billing use only

Operators harness subscriber data to drive quality of experience, mitigate congestion, avoid revenue leakage and launch new product offerings across their broadband networks



AS OPERATORS RESUME ENFORCING FIXED BROADBAND DATA CAPS, WHAT DO YOU NEED TO DO?

50% understand subscriber usage patterns to deliver great value & QoE

21% create new products quickly to meet customer needs

17% deliver business continuity to our customers

12% bulk network policy changes

Deep understanding of subscriber traffic patterns indispensable to quickly tailoring service offerings during times of remote work & virtual learning



ARE YOU READY TO LEVERAGE SUBSCRIBER DATA FROM VIRTUALIZED OLT, CMTS AND DAA NETWORK ARCHITECTURES?

31% ready to capture subscriber insights from virtualized fiber or cable network

30% need to update existing B/OSS that manages physical network for virtualized technologies

15% will deploy standalone systems support for virtualized technologies

Hybrid network technologies (physical and virtual together) require a holistic management approach to avoid siloed systems

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/>

