

## Business Planning case for triple play enabling access

### **Abstract**

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- Developing countries are faced with the a challenge of migrating from existing PSTN networks in urban areas to advanced NGN networks capable to provide multimedia services under limited financial conditions. TOT and ITU have agreed to undertake a joint case study for the most convenient evolution of the access towards BB with multi-play capabilities and share results with countries in the Region.
- Paper starts with a summary of the audit and assessment for the Outside Plant status in an urban area with capabilities to provide BB services and enhancements required to provide at least 8 Mbps to all customers. Once the copper plant was characterized with the main parameters for high speed transmission, a business model is developed to analyze 4 potential scenarios for modernization with associated technical and cost parameters for the solution migration.
- A set of business results is provided to illustrate the comparison of the different scenarios on the base of Revenues, CAPEX, OPEX and Net Present Value of the migration project. Results illustrate how the new revenues due to the triple play pays for the important network enhancement at the primary and secondary plant segments and installation of remote MSANs to decrease copper loop distance to the customers. Finally, additional business tasks are identified for further studies of subsequent interesting scenarios to come.