

IQGEO COMSOF FIBER

POSITIONING DOCUMENT
OCTOBER 2023

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TARGET MARKET	
Target geographies and sectors	Target geographies <ul style="list-style-type: none"> • North America • EMEA Targets by sector <ul style="list-style-type: none"> • FTTH engineering firms
Who the buyer (role / persona)	Buyer <ul style="list-style-type: none"> • CTO • CIO • COO • CEO Influencer/user <ul style="list-style-type: none"> • Engineering • Planning • Design • Sales (RFI/RFP)

BUSINESS CHALLENGES**The situation**

In the highly competitive world of FTTH, engineering firms need to be able to maximize their productivity and output. They want to take on projects for more clients, which means increasing their bandwidth and being able to easily work with different network architectures.

The challenges

- Assessing the best architecture to design a given network. Creating multiple design scenarios manually is time-consuming and not scalable for higher volumes of fiber connections
- Limited resources to keep up with the boom in FTTH activity
- Ensuring that bids on bids RFI/RFPs are accurate, and that they can be completed in a quicker fashion
- Generating accurate plans/designs for large-scale FTTH builds in a short amount of time
- Difficult to find a tool that's easily configurable so that they can support the network architecture of any customer
- Customers require design data in a variety of formats
- Lack of skilled labor as older generation retires

SOLUTION SUMMARY

<p>What it is</p>	<p><u><i>Concise (25 words)</i></u></p> <p>Comsof Fiber is the leading automated planning and design software for engineering firms who want to scale up their fiber engineering activities by creating high-level and low-level designs more quickly, flexibly, and accurately.</p> <p><u><i>Expanded (50 words)</i></u></p> <p>Comsof Fiber is the leading automated planning and design software for engineering firms who want to scale up their fiber engineering activities by creating high-level and low-level designs more quickly, flexibly, and accurately.</p> <p>The smart automation, native GIS formats, and flexible design rules enable high-quality designs for whatever network architecture and design data that your customer uses.</p>
<p>What it enables organizations to do</p> <p>How it solves customers problems</p>	<ol style="list-style-type: none"> 1. Quickly scale your fiber engineering activities. The Comsof Fiber software automates routes, equipment, and connectivity for faster high-level and low-level designs, enabling your team to take on more work. 2. Save significant time on network designs. By quickly generating high-level designs and cost estimates, Comsof Fiber's optimization algorithms reduce the end-to-end planning and design process by up to 90%. 3. Compare and evaluate different fiber network architectures. Ensure that clients have the optimal network architecture, by easily comparing architectures at the click of a button. 4. Increase bandwidth of current team. The user-friendly software helps your team transition quickly from manual processes to automated ones, empowering your engineers to design for more homes in less time.

FEATURES	
<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 	
BENEFITS	
ROLE #1	<ul style="list-style-type: none"> • A • B • C • D • E
ROLE #2	<ul style="list-style-type: none"> • A • B • C • D • E
ROLE #3	<ul style="list-style-type: none"> • A • B • C • D • E
ROLE #4	<ul style="list-style-type: none"> • A • B • C • D • E