IQGEO COMSOF FIBER

POSITIONING DOCUMENT
DEC 2023

CONTENTS

TARGET MARKET	
Target geographies and sectors	Target geographies • North America • EMEA Targets by sector • FTTH
Who the buyer (role / persona)	Typical Buyer • Chief Network Officer • VP Planning • VP Engineering • VP Marketing • VP Planning and Engineering Typical Influencer • CTO • CIO • Chief Digital Officer • CEO • COO

BUSINESS CHALLENGES

The situation	
The challenges	**Scale of new fiber deployments** • Legacy planning solutions (e.g., AutoCAD) do not scale to meet the existing build targets • The next several years are seen by many as a 'land-grab', where the first to build in a region often has the highest take rate • Manual processes are error prone • Having multiple planners work on a large area will result in an inconsistent, non-uniform design **Understanding the best deployment architecture** • Utilizing the "wrong" network architecture can significantly increase the CAPEX spend and/or decrease network performance • Creating multiple design scenarios for a given deployment is time-consuming, not feasible **Costs of fiber network builds** • Building large scale FTTH networks is costly • Having many users design manually increases variance in design, and ultimately the cost of the deployment • Using spreadsheets and manual planning methods does not allow for accurate cost estimates of network builds • Inaccurate cost forecasting can result in material shortages and construction delays • Every percentage of cost decrease can lead to millions of dollars in capital savings **Reduction in skilled labor** • Older workforce is retiring • Need to be able to easily transition knowledge/skill **Disjoint systems/data silos** • Manual 'swivel-chair' efforts are time-consuming and error-prone • Non-GIS-based systems result in inaccurate results • Organizations often have 'best of breed' solutions for each stage of the design-to-build process, causing integration and compatibility issues

SOLUTION SUMMARY

What it is	*Concise (25 words)* Comsof Fiber is the leading automated planning and design software for telecom operators who want to quickly and cost-effectively scale their fiber-optic network. *Expanded (50 words)* Comsof Fiber is the leading automated planning and design software for telecom operators who want to quickly and cost-effectively scale their fiber-optic network. The advanced algorithms and seamless integrations have accelerated the planning and design process to ensure accurate, timely, and optimized networks for more than 100 million premises.
What it enables organizations to do How it solves customers problems	*#1 Concise* **Automate planning and design.** Comsof's automation and optimization algorithms reduce the end-to-end planning and design process by up to 90%. *#1 Expanded* **Automate planning and design.** Comsof's automation and optimization algorithms reduce the end-to-end planning and design process by up to 90%. • Create designs in days instead of months • Utilize scalable technology to ramp up production • Get rid of repetitive, error-prone, manual tasks • Increase production with existing team, so no need to increase workforce • Create multiple designs quickly and accurately • Easily scale to design a higher volume of output *#2 Concise* **Easily compare design scenarios.** Comsof's optimization algorithms can quickly compare different costs and network architectures for a given area to determine the optimal way to deploy a network. *#2 Expanded* **Easily compare design scenarios.** Comsof's optimization algorithms can quickly compare different costs and network architectures for a given area, to determine the optimal way to deploy a network.

	• Determine the optimal equipment selection, placement and cable routing • Calculate the impact of aerial vs. underground, centralized vs. distributed split, and many other architecture decisions • Compare infinite scenarios • Select the architecture which minimizes CAPEX, or meets another one of your design requirements. *#3 Concise* **Reduce the cost to build.** Comsof Fiber's optimization eliminates costly design choices and optimizes existing infrastructure to lower the total build cost by up to 10%. *#3 Expanded* **Reduce the cost to build.** Comsof Fiber's optimization eliminates costly design choices and optimizes existing infrastructure to lower the total build cost by up to 10%. • Select the most cost-effective way to deploy a given network • Optimize cable routing and equipment placement to minimize build costs • Find the optimal combination of new and existing infrastructure • Lower costs by reusing existing infrastructure such as poles, ducts, cables and handholes • Accurately forecast materials to reduce overages and reduce lead times • Reduce cost variations between design and build *#4 Concise* **Increase organizational productivity and efficiency**. The digital automation enables Planning and Engineering departments to execute and collaborate more efficiently, increasing their overall productivity. *#4 Expanded* **Increase organizational productivity and efficiency**. The digital automation enables Planning and Engineering departments to execute and collaborate more efficiently, increasing their overall productivity. • Automatic generation of splice schemes and duct connectivity reports • Automatic creation of network layout drawings • Improves the process for materials and labor • Accurate reports enable a faster transition to build • Input the design data into Network Manager Telecom

	#5 Concise **End-to-end digital workflow**. Comsof Fiber enables an end-to-end digital workflow, reducing errors and redundancies in the design process. *#5 Expanded* **End-to-end digital workflow**. Comsof Fiber enables an end-to-end digital workflow, reducing errors and redundancies in the design process. • Seamless end-to-end workflow in one system, eliminating system integrations and manual data efforts • Ensure data continuity by utilizing a uniform data model • Can avoid the costly and disruptive “rip and replace” approach by building around current systems to reduce time to value.

FEATURES

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BENEFITS	
ROLE #1	• A • B • C • D • E
ROLE #2	• A • B • C • D • E
ROLE #3	• A • B • C • D • E
ROLE #4	• A • B • C • D • E