

Investment-Grade Fibre Decision Support

From demand analysis to rollout strategy — **FibreNomics** helps operators make commercially viable, economically defensible and execution-ready fibre investment decisions.



We combine telecom infrastructure expertise, techno-economic modelling and deployment strategy into a single **integrated decision framework**.



Book a Strategy Session >



Request an Investment Diagnostic >



Data-Driven
Identify high-value opportunities.



Economically Defensible
Validate returns and optimise investments.



Execution-Ready
From strategy to rollout success.



Risk-Aware
Make future-ready, defensible decisions.

Our End-to-End Fibre Investment Decision Framework



1 MNO Demand Inputs

Capture and validate demand and strategic requirements.



2 GIS & Spatial Analysis

Analyse geography, infrastructure and deployment constraints.



3 Cluster Identification

Group sites into commercially viable and scalable deployment clusters.



4 Technical Route Planning

Design optimal routes, topology and PoPs, architecture.



5 Build / Buy / Partner Analysis

Assess infrastructure reuse, partnerships and build alternatives.



6 Techno-Economic Modelling

Evaluate CAPEX, OPEX, demand, returns and financial viability.



7 Investment Prioritisation

Rank opportunities based on financial, strategic and feasibility scores.



8 Phased Rollout Strategy

Define rollout sequencing, capital phasing and execution roadmap.



Smarter Decisions

Better data. Better insights.
Better outcomes.



Stronger Economics

Maximise returns and capital efficiency.



Lower Risk

Make defensible, future-ready investment choices.



Faster Execution

From strategy to rollout with confidence.

Fibre Infrastructure Is Only Valuable **If The Economics Work**

Fibre deployment is capital intensive, operationally complex and highly sensitive to investment decisions.



The success of a network depends on:



where fibre is deployed



which clusters are prioritised



infrastructure reuse opportunities



route design efficiency



rollout sequencing



long-term demand viability



Poor investment decisions create:



stranded infrastructure



weak utilisation



margin pressure



delayed returns



inefficient capital allocation



The biggest risk is not building fibre — it's **building the wrong network.**



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Fibre Strategy Built Around Economics

FibreNomics provides structured investment decision support across the full fibre deployment lifecycle.

We help operators:



Identify **commercially viable** demand



Prioritise **high-value** rollout clusters



Optimise **route** and infrastructure decisions



Compare **build** vs **reuse** vs **partnership** models



Validate **financial viability**



Develop **phased deployment** roadmaps



Every deployment decision must be
commercially and **economically** defensible.



Smarter Decisions
Data-driven insights
for better outcomes.



Stronger Economics
Maximise returns and
optimise capital.



Lower Risk
Reduce uncertainty and
improve investment
confidence.



Faster Execution
Clear priorities and
phased roadmaps for
efficient delivery.



Operator-Led. Economically Grounded.

FibreNomics combines real operator experience with proven economic intelligence to deliver investment decisions that are commercially viable, operationally practical and financially sound.

Most consulting firms focus on:



strategy frameworks



generic PMO structures



management consulting outputs



**FibreNomics
is different.**

Our methodology is grounded in:



fibre deployment realities



operator economics



backhaul migration strategy



infrastructure optimisation



rollout trade-offs



capital efficiency



EBITDA impact

Traditional Consulting		FibreNomics
Strategy slides	▶	Investment decisions
Generic frameworks	▶	Operator-grade logic
PMO oversight	▶	Deployment understanding
High-level assumptions	▶	Real network economics
Theoretical planning	▶	Execution-ready outputs



We bridge engineering, strategy and economics
into **actionable investment decisions.**



Better Decisions
Data-driven insights
for stronger outcomes.



Stronger Economics
Maximise returns and
optimise capital.



Lower Risk
Reduce uncertainty and
improve investment
confidence.



Faster Execution
Clear priorities and
phased roadmaps for
efficient delivery.



One Integrated Fibre Investment Framework

Our delivery model combines commercial, technical, GIS and financial analysis into a single structured decision-making process.



No disconnected consulting outputs.
One integrated investment framework.



Better Decisions
Data-driven insights for stronger outcomes.



Stronger Economics
Maximise returns and optimise capital.



Lower Risk
Reduce uncertainty and improve investment confidence.



Faster Execution
Clear priorities and phased roadmaps for efficient delivery.

Focused Effort. Maximum Investment Impact.



The majority of network value is created
before construction begins.

Strong investment outcomes depend on:



Intelligent **prioritisation**



Route **optimisation**



Infrastructure **reuse**



Disciplined **capital deployment**



Scalable **architecture planning**

~70%

of long-term network
value is created during
**planning, design and
financial structuring.**



PLAN

Analyse. Prioritise.
Optimise.



DESIGN

Engineer. Model.
Structure.



STRUCTURE

Model. Validate.
Optimise returns.



INVEST

Deploy capital with
confidence.



Better planning.
Better investments.
Stronger returns.

Real Telecom Experience. Real Infrastructure Understanding.

FibreNomics combines:

-  telecom **operational** experience
-  fibre **infrastructure** exposure
-  **strategic** planning
-  financial **optimisation**
-  enterprise **execution** capability

We understand:

-  carrier backhaul **economics**
-  rollout **constraints**
-  infrastructure **integration**
-  operational **realities**
-  commercial **viability**



Built on **operator experience** —
not theoretical consulting.



Better Decisions
Data-driven insights for
stronger outcomes.



Stronger Economics
Maximise returns and
optimise capital.



Lower Risk
Reduce uncertainty and
improve investment
confidence.



Faster Execution
Clear priorities and phased
roadmaps for efficient
delivery.

