



Reducing costs and supercharging connectivity by intelligent infrastructure planning

Viv Beck

- Who are Freedom Fibre
- Footprint & Progress Maps
- AddressBase
- DataVia
- Benefits & Impact



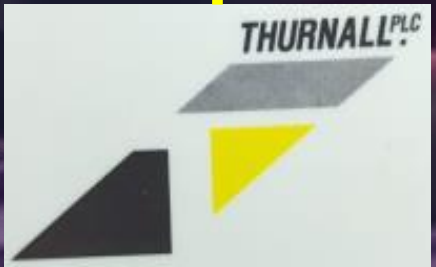
Our history ...



Mothball copper exchanges



Local Loop Unbundling



BT authorised competition

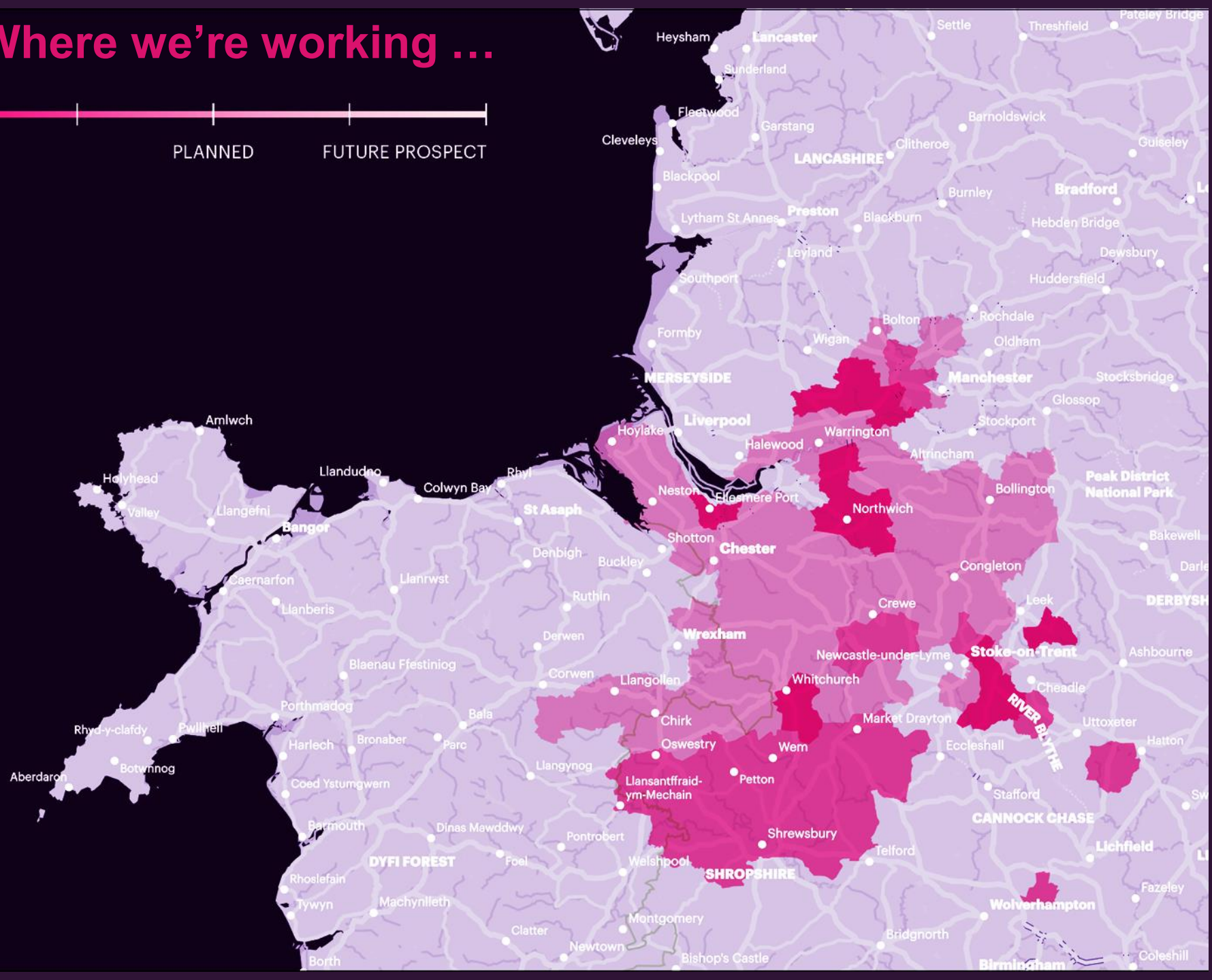


Neil McArthur MBE
FOUNDER & CEO

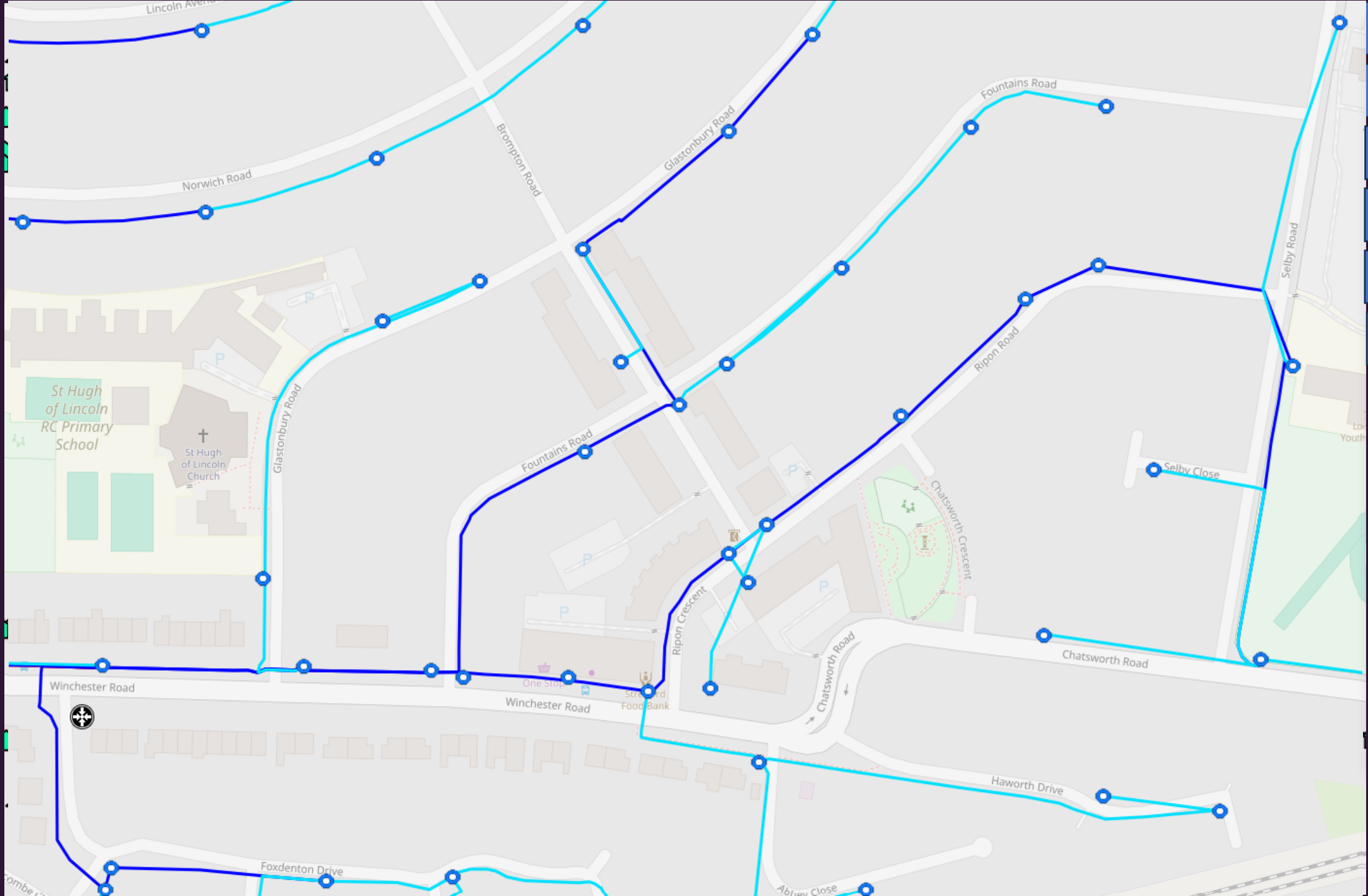
Logos included in the collection:
TalkTalk
Lila CONNECT
aerial direct (Every conversation matters)
Squirrel (No need to go over your internet)
fusion fibre group
ipRiver
iDNET
Merula
LINK
OCTAPLUS SUPERCHARGED
MTH networks
yauzi
TelecomAcquisitions LTD (The House of Brands)



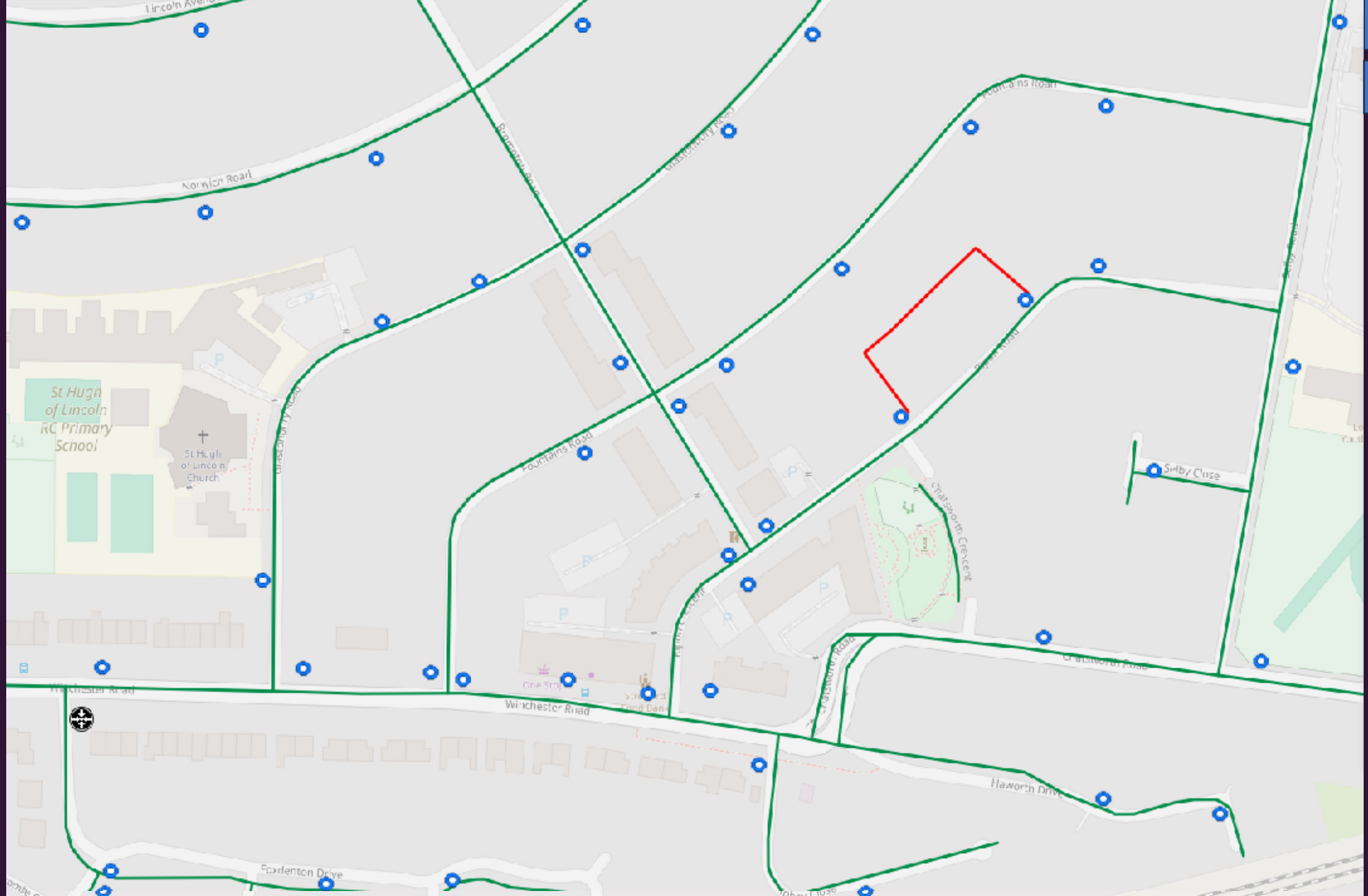
Where we're working ...



AddressBase Premium



Data Via Streets





1. We use shared poles & infrastructure where possible but still install a lot:
 1. 5,700 poles
 2. 2,000 chambers
2. Trespassing on private land causes upset customers & bad publicity
3. Wayleave negotiations are time consuming resulting in delays & redesigns - > 100 Wayleaves
4. Redesigns cost money & take time.





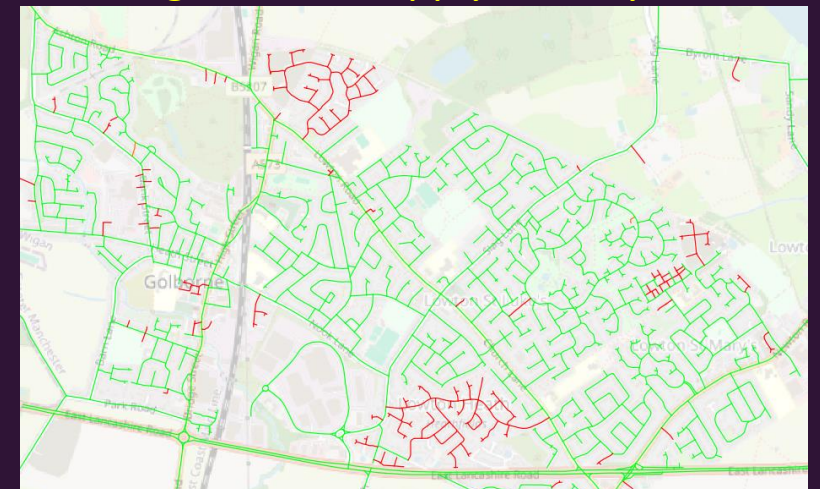
GeoPlace – DataVia Benefits & Impacts

1. Pre-project assessments
 - a. Getting a better project costing estimation
2. Avoid private roads where possible
3. Identify wayleaves & reduce delays by early application
4. Reduce building on private land
 - a) upsetting potential customers
 - b) Getting bad publicity
 - c) Needing a redesign
5. Providing realistic connection times
 - a) keeping customers happy & informed
 - b) Ensuring the connection is done right first time.

Knowing which areas will cost more to build



Knowing where to apply for wayleaves early





Thank you

