

# Agenda Utility - FTTH



<b>16:45</b>	<b>Begrüssung durch den Präsidenten</b>	<b>Eduard Schumacher</b>
<b>16:50</b>	<b>Vorstellung von openaxs und dem Open Access Geschäftsmodell</b>	<b>Paolo Sebben</b>
<b>17:10</b>	<b>Die Applikationen der Zukunft Whither Digital TV – Whither Digital Media?</b>	<b>Ivan Verbesselt</b>
<b>17:30</b>	<b>St. Gallen – FTTH?</b>	<b>Fredy Brunner</b>
<b>17:50</b>	<b>Telekom im Dienste der Energieversorger</b>	<b>Eduard Schumacher</b>
<b>18:10 -19:00</b>	<b>Brainstorming „Telekom Schweiz 200X</b>	<b>Ansgar Gmür Christoph Brand Fredy Brunner Johannes Graf</b>



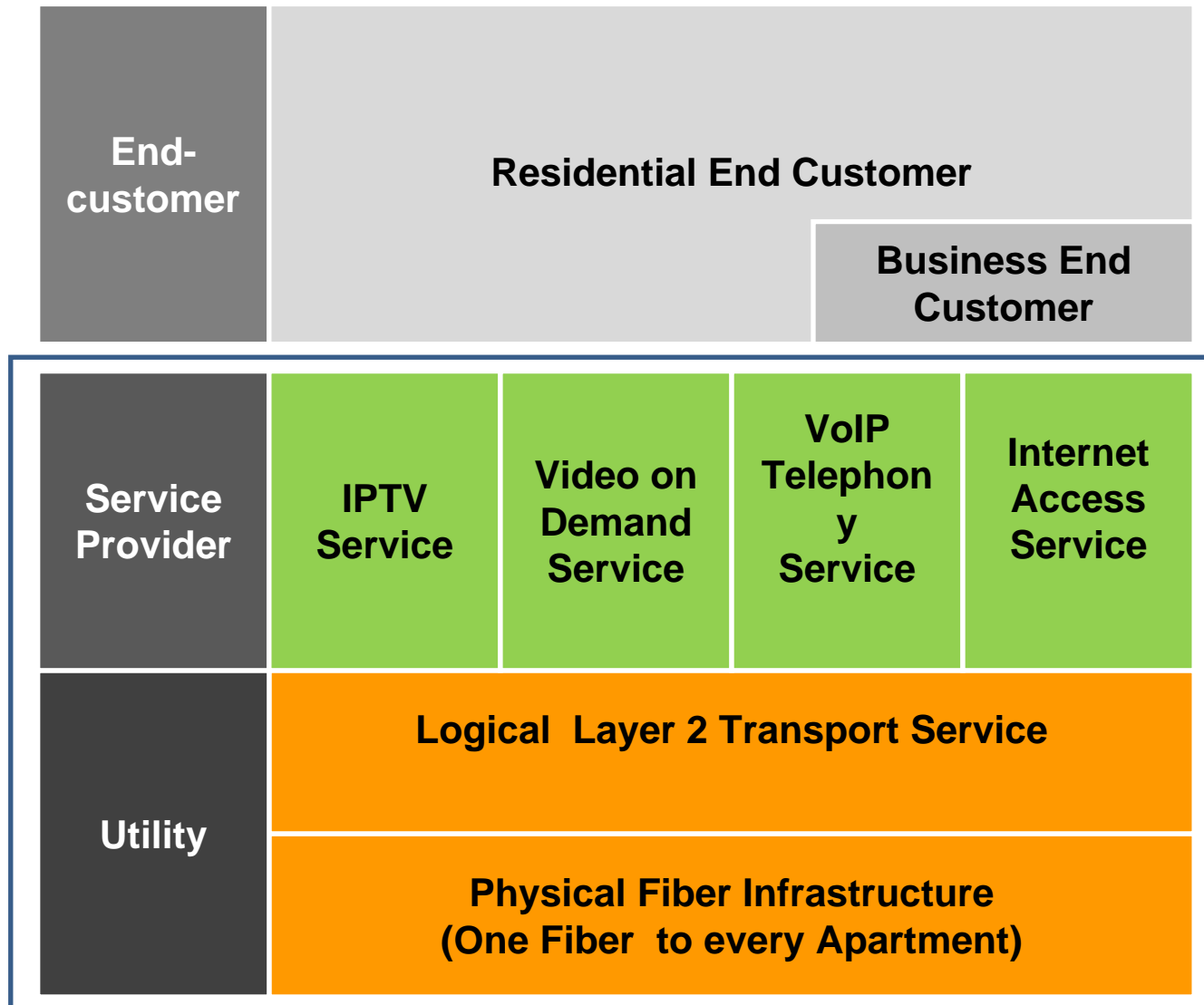
Association des entreprises électriques suisses pour le développement de réseaux ouverts à large bande  
Associazione delle aziende elettriche svizzere per lo sviluppo di reti a banda larga aperte  
Verband Schweizer Elektrizitätsversorgungsunternehmen zur Förderung von offenen Breitbandnetzen

**Openaxs at Comdays October 21<sup>st</sup> 2008**

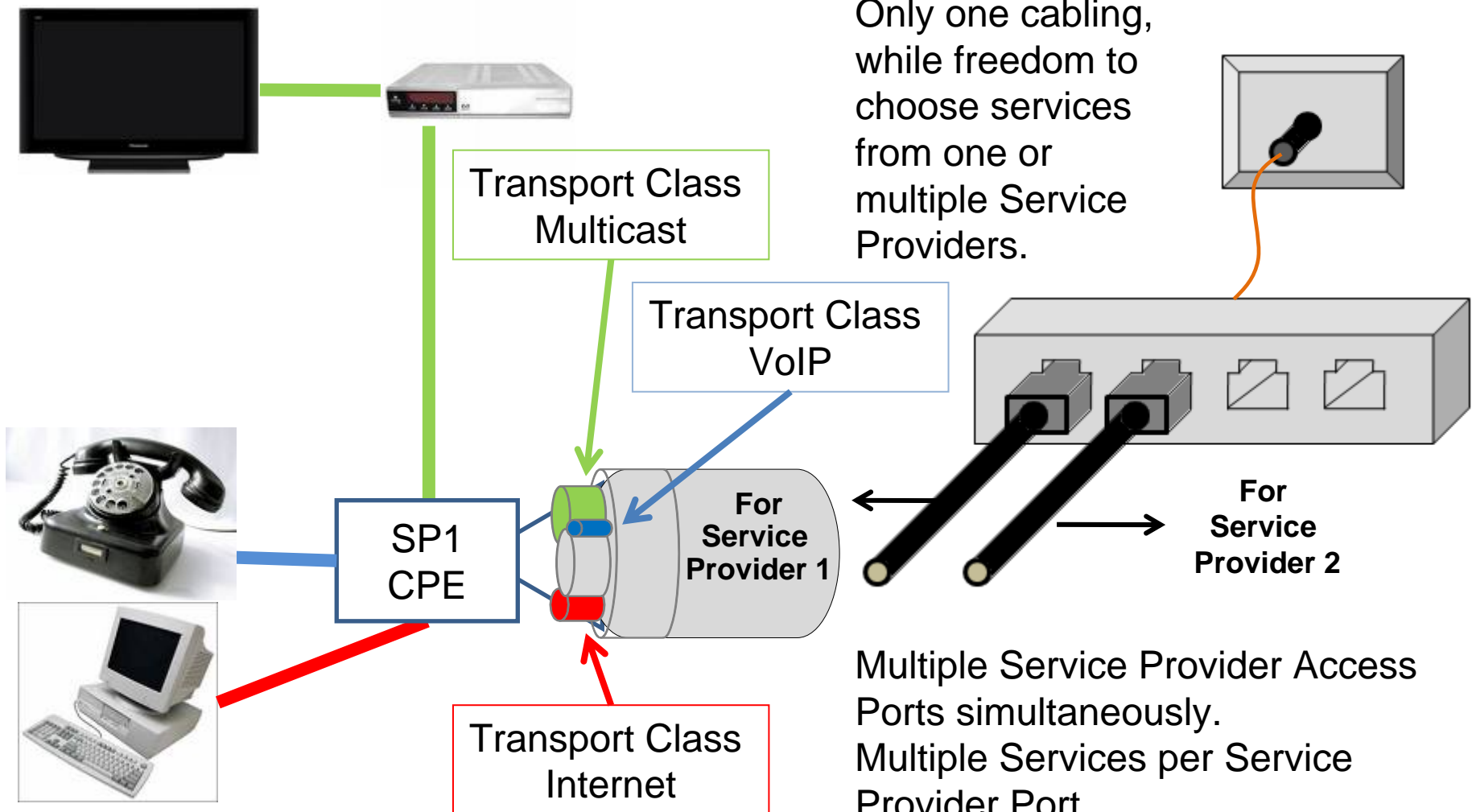
**The openaxs association**

Paolo Sebben, Director

# Utility based Open Access



# Open Access in Switzerland



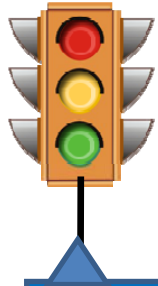
# Why using the Open Access Business Model



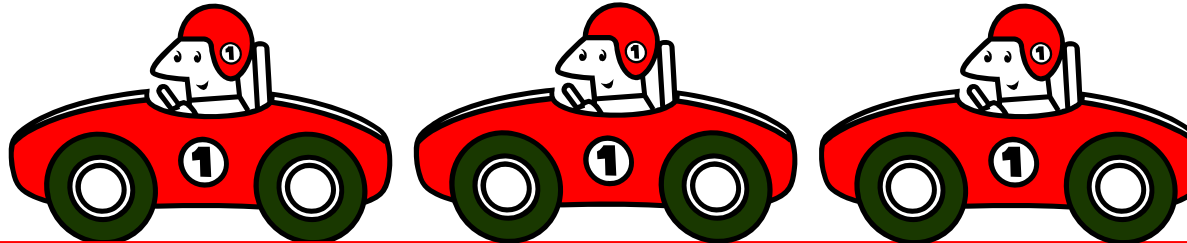
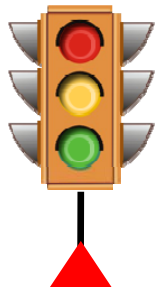
<b>Choice</b>	<b>Freedom of choice regarding Service Providers and their Services</b>	<b>Endcustomer</b>
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<b>Economies of scale</b>	<b>Economies of scale trough many Service Providers avoiding parallel infrastructures and using the Open Access Network instead.</b>	<b>Service Provider</b>
<b>Efficiency</b>	<b>Only one Team for the Maintenance of the Network</b>	<b>Utility</b>
<b>Cost Reduction</b>	<b>Only one Investment into one active Network</b>	
<b>Cost Reduction</b>	<b>Only one Investment into one physical Network</b>	

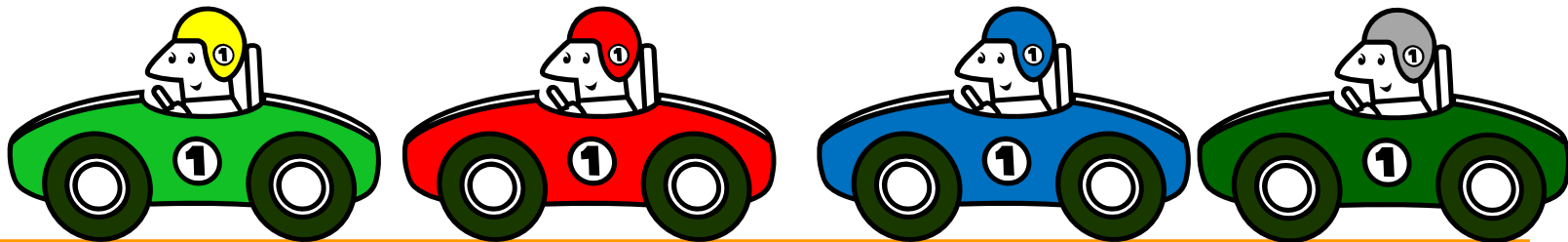
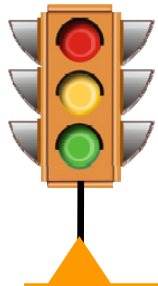
# Access without discriminating anyone



**Sorry, but this Road is only for Blue Cars**



**Sorry, but this Road is only for Red Cars**



**You are all welcome. This Road is open for anyone at the same price**

# Why entering the FTTH Business



<b>Opportunities</b>	<b>New future business areas like smart houses, enabled by the Network</b>
<b>Effectiveness</b>	<b>Optimized purchasing because of electrical Power control of household devices</b>
<b>Efficiency</b>	<b>Smart Metering</b>
<b>Customer retention</b>	<b>Boundles between current Utility Services and other Telecom Services</b>
<b>Diversification</b>	<b>More infrastructure related Services</b>

**Utilities typically feel comfortable with long term infrastructure investments**

**The use of synergies with other utility infrastructures allows an organic growth of the telecom network**

**The Business Case would not be affected by a regulation based on Long Term Incremental Cost**

# Why using the Utility Infrastructure



**Because there is always a reason for digging**



**No matter if an FTTH Project will be realized or not**

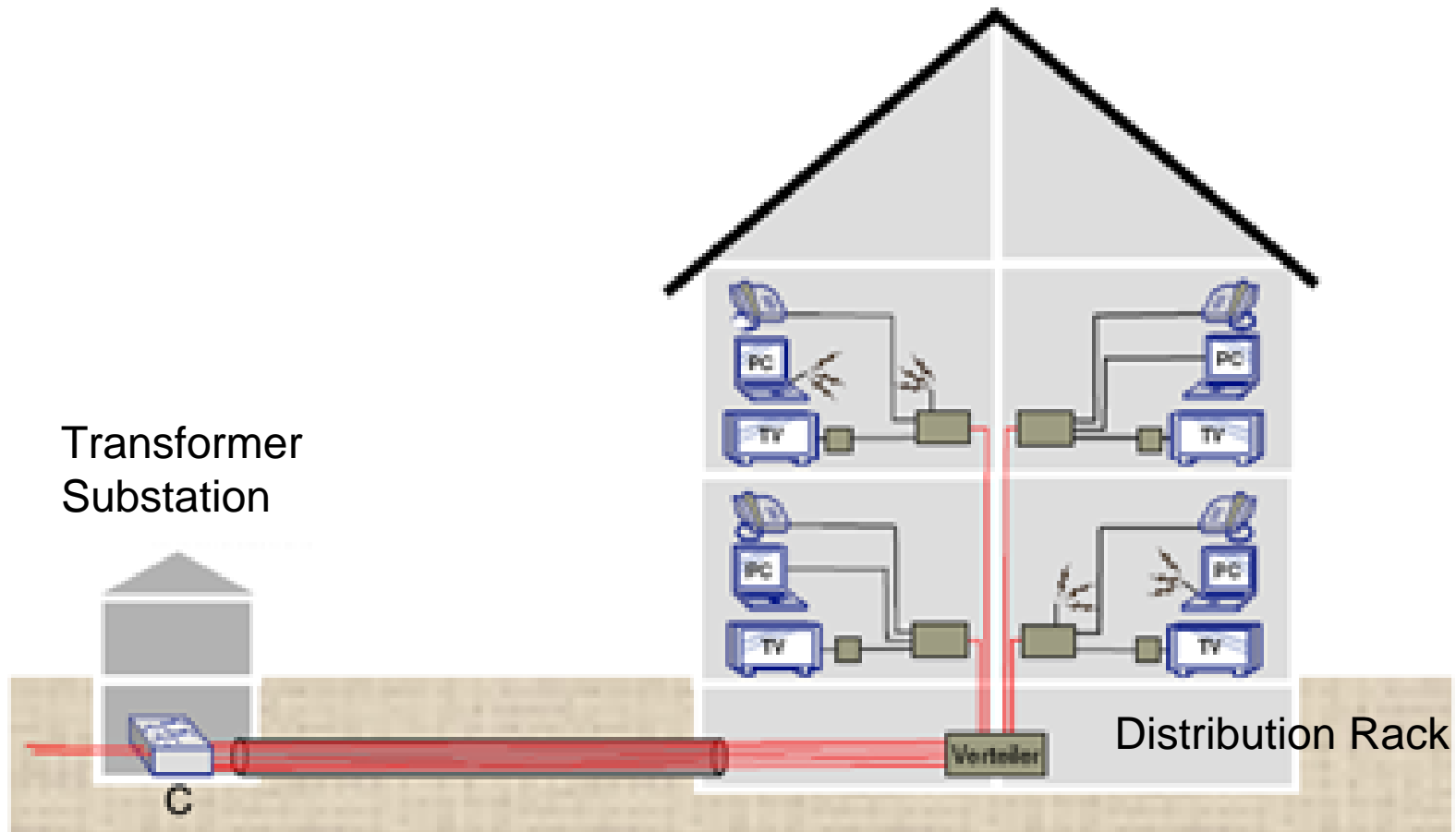
**No matter if a project will be realized in coordination with Swisscom or not**

**We will dig because the Power electricity or another Utility Infrastructure has to be renewed**

**We will dig anyway, because the existing Swisscom Infrastructures accesses the buildings on different places**

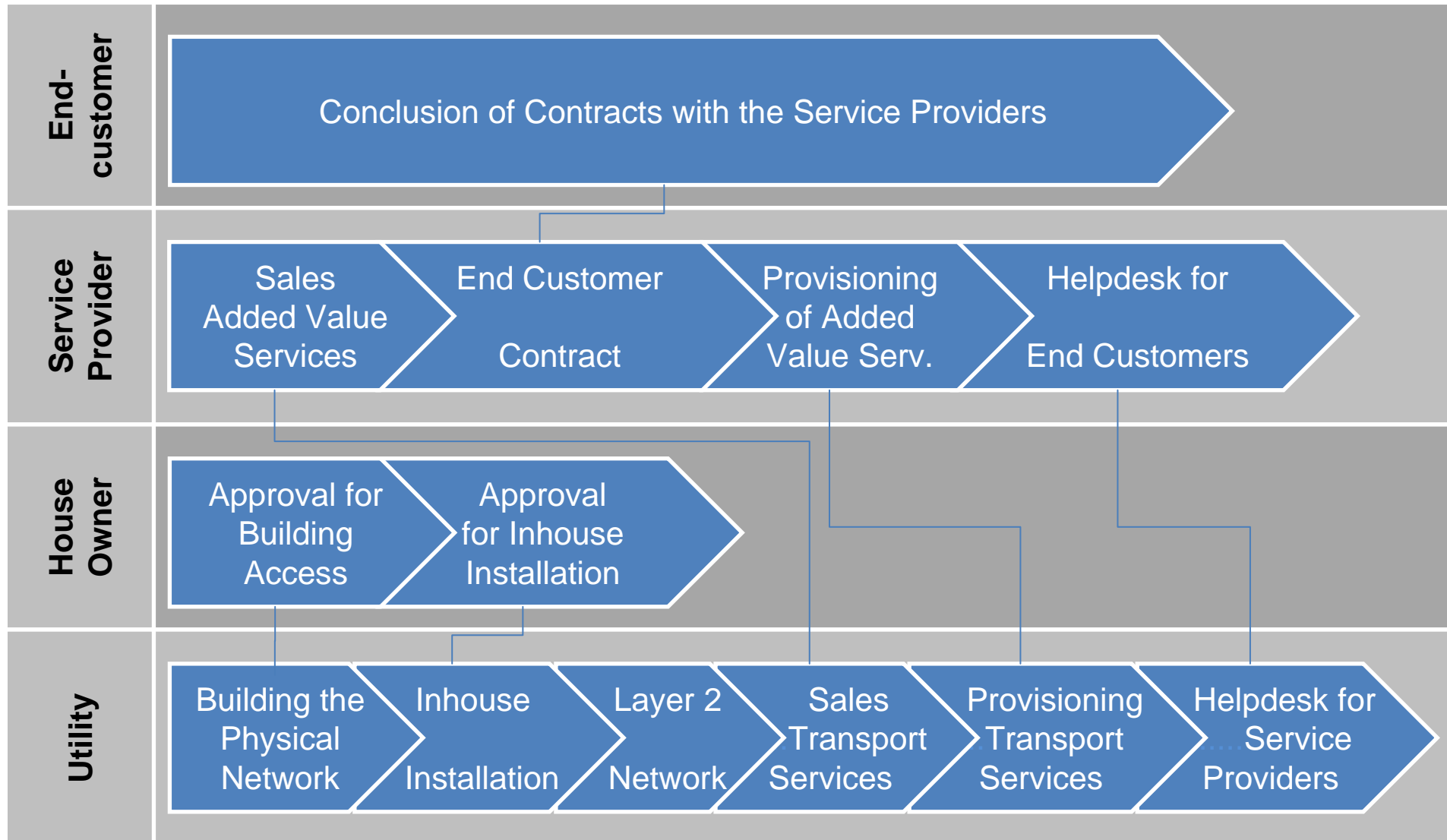
**Utilities cause the lowest impact regarding emissions and economical seen, the best Synergy effect if the project is coordinated with all the other Utility Departments**

# How does it look?



- Fiber (Living Room)
- Copper (In - Flat - Dispersion)

# How does it Work (Schedule of responsibilities)



# The openaxs members



And many sponsoring members from the telecom industry

# Reason to be and activities

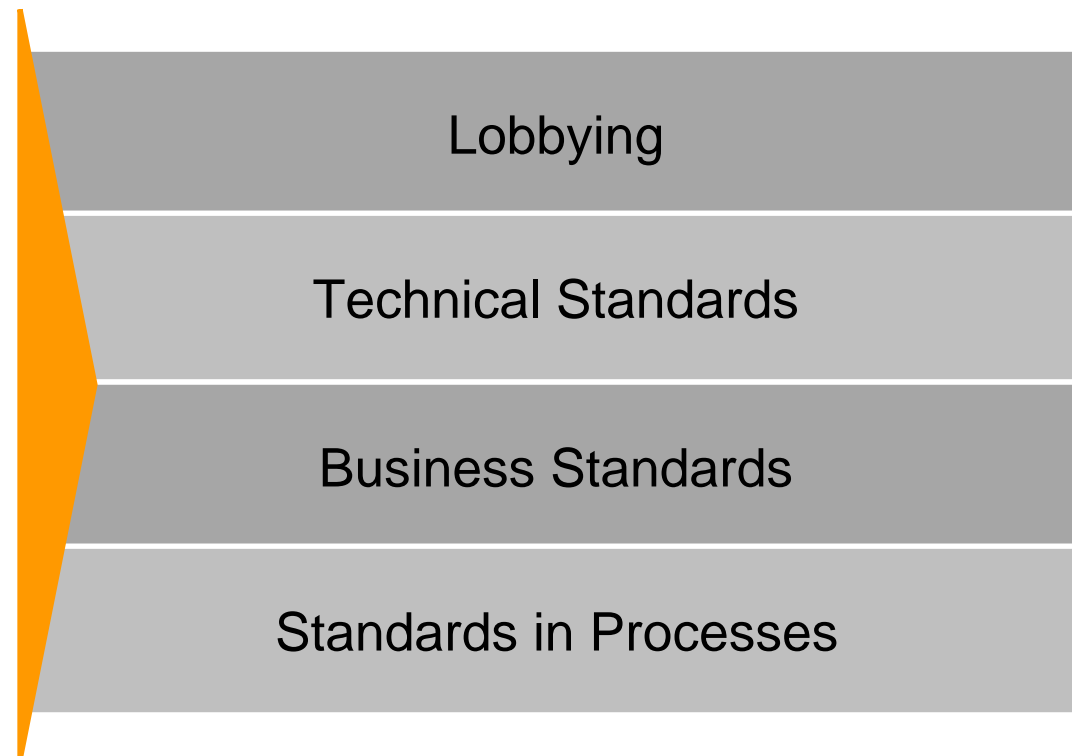


## **A. Openaxs unifies the Power Utilities**

1. Same Vision
2. Same Positioning
3. Same Business Model
4. Comparable Business Cases

## **B. Openaxs grows with new members to maximize the Service Coverage and attract Service Providers as Partners**

## **C. Openaxs facilitates the flow of information on a national level**



# Organisation



Executive Board

Members

Sponsoring Members

Registered business address is Fribourg, the Secretariat is in  
Basel

Working Groups

Strategy

Marketing

Technology

# Closing Words



Openaxs shows an impact – Swisscom is forced to move

Monopoly and Oligopolies should be avoided – Openaxs Members

Civil engineering is economical and from the point of view of emissions reasonable, if it is coordinated with the other departments of the utility

Service Providers can share one Infrastructure and invest their financial resources in development of services.

# Kontakt



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