

# How BCG leverages data-driven decision making to help making the smartest fiber roll-out decisions in the market

Dr Felix Rey

*Boston Consulting Group*

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## **Abstract:**

At BCG, we assist clients globally with their strategic inquiries, frequently utilizing sophisticated models and software to facilitate data-driven decision making. During this presentation, we will recount a client project where we employed an data-driven methodology to determine the optimal rollout plan for a broadband internet Fiber network. Fixed broadband internet is headed towards a future dominated by Fiber networks, which offer unparalleled speed, dependability, and cost efficiency. However, the installation of national Fiber networks is a costly multi-billion dollar endeavour, and rollout speed is of the essence to achieve a proper payback. Therefore, competitors are engaging in a land grabbing race to offer Fiber in attractive areas first. As part of this, one of Europe's largest telecommunication companies engaged BCG to help them making the smartest Fiber deployment decisions in the market.

We invite you to hear the exciting story of how we addressed this challenge in a 5-month project, which will feature a cross-functional BCG team, dedicated software development, geo-spatial business case modelling, 20-year network evolution forecasting, high-dimensional mixed-integer linear programs, and navigating the inherent challenges of nonconvex optimization in a high-profile business setting.

