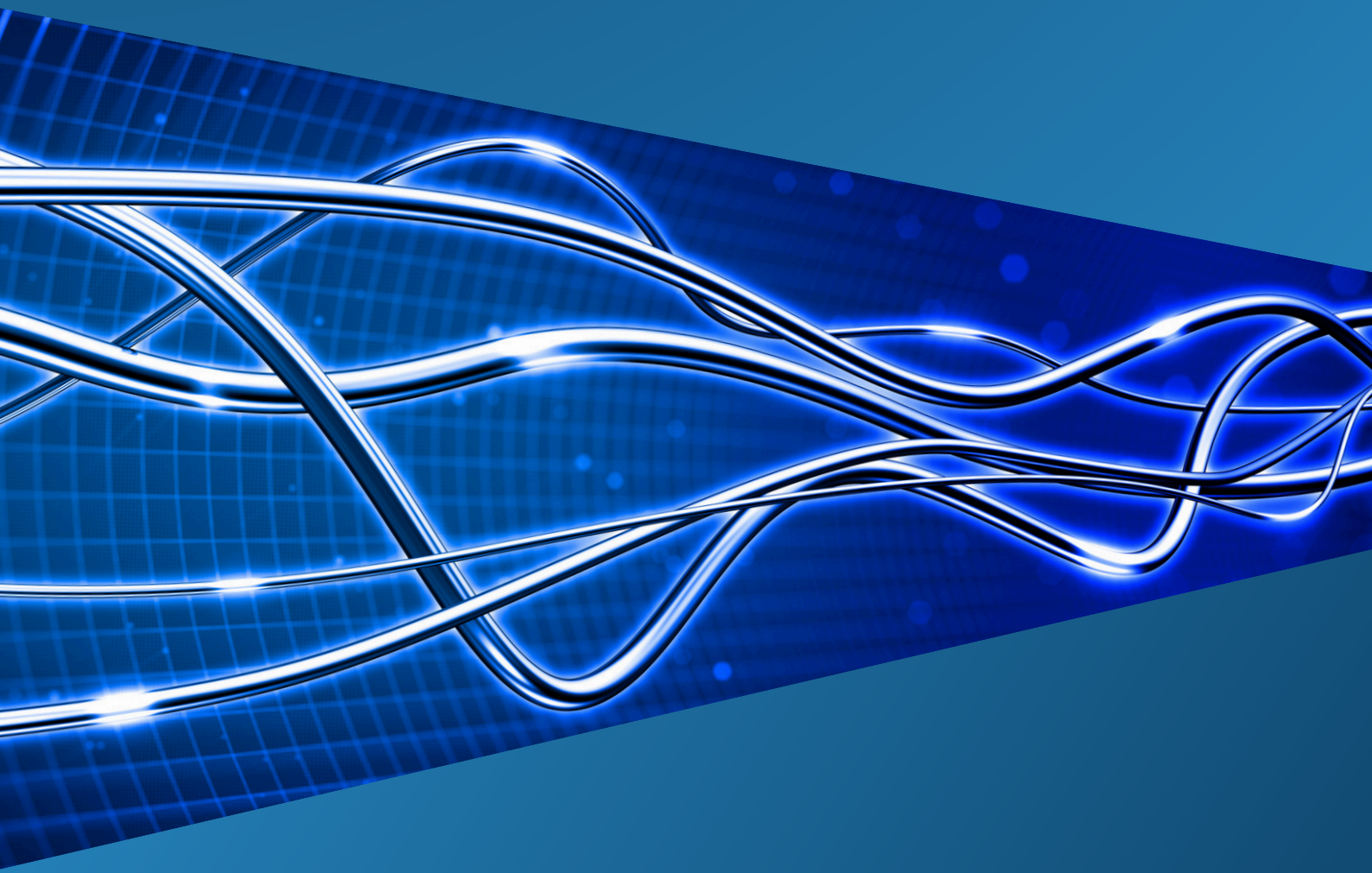
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OSS Solutions Designed for Wholesale FTTH Business

How *Adamo* Streamlined Operations and Scaled Its Services



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Key points

01. Client challenge

Adamo faced high operational costs, non-scalable processes, and limited integration capabilities, slowing both wholesale and retail growth.

02. Implemented Solution

A tailored OSS architecture with automated inventory management, standardized provisioning, and service orchestration based on industry standards.

03. Key results

Significant reduction in operational costs, rapid ISP onboarding, and expanded capacity to handle FTTH, mobile, and bundled services.

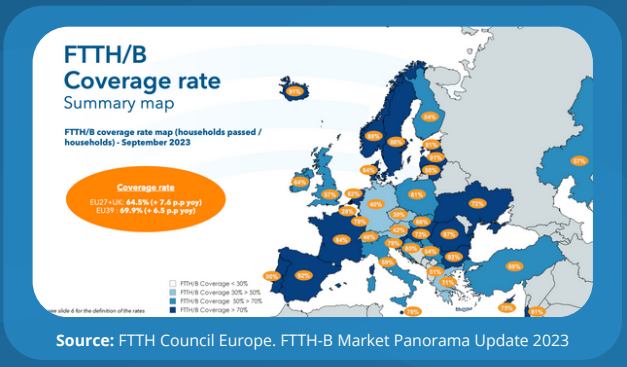
04. Strategic value

Homogeneous operations, elimination of vendor lock-in, and increased ability to develop new services, driving profitability and innovation.

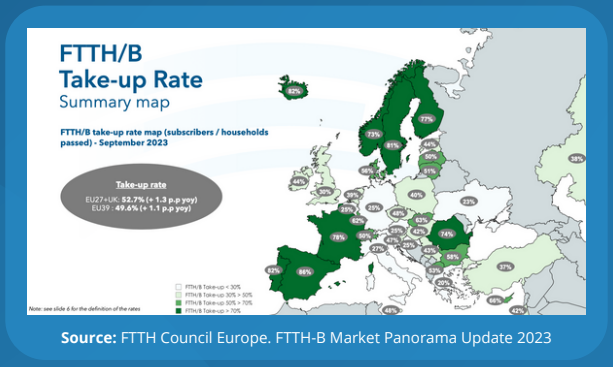
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Client
& Market Profile

The FTTH market is undergoing significant changes, increasingly characterized by collaborative agreements among operators to share their FTTH networks. This new reality has led to wholesale business models as a strategy for efficiency and has resulted in a significant growth in the coverage rate across almost all European countries.



Source: FTTH Council Europe. FTTH-B Market Panorama Update 2023



Source: FTTH Council Europe. FTTH-B Market Panorama Update 2023

The investments for deployment are still strong, and even government subsidized, but as the coverage rate increases the focus is now changing towards the next challenge: increase the take-up to have a better ROI.

We'll see a lot of FTTH NetCo M&A operations as the market converges, together with network sharing agreements and new NetCo services related to FTTH.

FTTH NetCo companies still face considerable challenges in increasing their take-up rate and achieving better return on investments. These are the most common ones:

- **Increase revenues with faster ISP onboarding:** The number of ISP/FVNO buying FTTH BSA services is increasing and also the competitor on the NetCo business. Efficient onboarding processes paired with easy-to-integrate standard APIs facilitate quicker revenue generation and faster ROI.

- **Better and cost-effective post-sale processes:** Automated post-sale workflows streamline troubleshooting, proactively monitor service performance, and enhance customer support, reducing operational costs while improving response times and service reliability, leading to increased customer satisfaction.

- **Decrease order-failure rate:** Inaccurate footprint and poor address management cause failed orders and revenue loss, lowering take-up rates. Technicians may struggle to activate the CPE on the correct GPON port, leading to delays, higher installation costs, and reduced profitability

- **Reduce IT operational costs:** FTTH NetCo business must have simple, flexible and scalable provisioning processes. B2C processes adaptation reflect low performance and high-cost changes.

Adamo is a Spanish FTTH wholesaler and retailer, founded in 2007, serving around 500,000 retail clients with a focus on rural areas. By the end of 2024, its network covered 3.2 million homes, with plans to expand to 3.5 million. Adamo operates an open-access wholesale model, partnering with major and local operators to enhance infrastructure and reduce costs.

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Connection
with the clients' strategy

Adamo aimed to significantly expand its wholesale business to capitalize on its growing FTTH network and solidify its position as a key player in the market. To achieve this, the company needed to address critical strategic priorities: enhance agility, accelerate time-to-market, and ensure high-quality service delivery while maintaining strict cost control.

Optare Solutions' tailored OSS architecture directly aligned with these objectives. By introducing standardized APIs and automating provisioning processes, Adamo gained the agility to quickly onboard new ISPs and expand its service portfolio. The streamlined operations improved time-to-market, enabling faster service delivery and reducing delays caused by manual or rigid workflows. Additionally, the solution enhanced service quality through robust inventory management and proactive monitoring, ensuring reliability for wholesale partners.

By reducing operational costs and eliminating inefficiencies, Adamo achieved scalable growth in its wholesale business without compromising profitability. This alignment between technology and strategy allowed Adamo to meet market demands effectively while reinforcing its competitive advantage.

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Challenges, Opportunities, and Constraints

When we started working with Adamo these were the main challenges they were facing:

Business growth lower than expected

Despite investing in FTTH network deployment in rural areas, B2C revenues fell short. A shift to wholesale and targeting bigger ISP clients didn't significantly boost figures. A business split into B2C/B2B was considered.

High IT Operation Cost and lack of scalability

A large team was needed for troubleshooting, leading to errors and dissatisfaction among B2B clients and increased churn in B2C.

Low time to market

Integrating new ISPs and services for ARPU increase in B2C was slow, affecting implementation and maintenance.

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Diagnosis & Solutions recommended by Optare

After an initial assessment we found the following potential improvements:

Multiple non-standardized interfaces

Adamo provided its own APIs for FTTH service activation for local operators. To expand and share its fiber network with larger operators, it needed to integrate its provisioning system with standardized industry APIs.

Complex and IT-dependent operations

The FTTH service provisioning processes, including activation and installation, were IT resource-dependent, causing slower operations and frequent issues, requiring constant IT troubleshooting.

Lack of reusability

The increasing workflows for retail and wholesale service provisioning posed a maintenance challenge, hindering Adamo's network team from developing new services.

Increased scalability needs

Anticipating significant growth in service provisioning, there was an urgent need to automate processes and reduce errors to scale efficiently without compromising quality or reliability.

Initial Situation

Adamo operated an FTTH network with three main network vendors: Fiberhome, Zhone, and ZTE, combining new deployments with existing networks via acquisitions.

They were using a B2C CRM, integrated with NMS through a middleware that became rigid and non-scalable due to hard-coded flows, complicating ISP integration.

Challenges arose in integrating with major operators via standardized APIs, requiring management of previously unmanaged resources like OLTs, OTBs, and Splitters.

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Phase I: Increase Flexibility

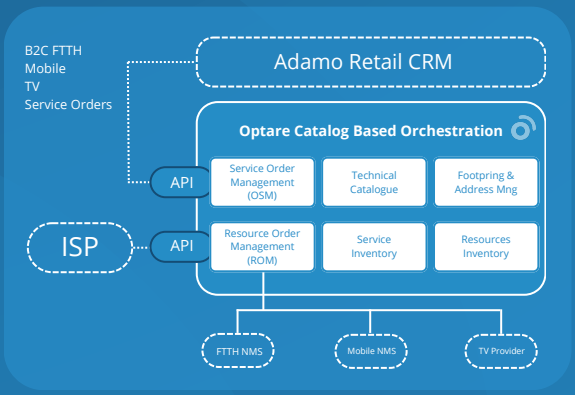
The existing middleware was insufficient for major operator integration, causing errors and delays. In order to solve this:

- Adamo partnered with Optare to deploy a telecom-specific OSS solution to streamline architecture.
- FTTH deployment and management were handled by Optare's Footprint & Address Management.
- Network elements and services were modeled using Resource and Service inventories, as long with a technical catalog.
- FTTH activation was standardized through Resource Orders and exposed via industry-standard APIs.

Phase II: Rationalization of architecture through Reusability

During Phase I we focused on improved data quality, network inventory, and FTTH provisioning for wholesale services. This next step focus was on orchestrating complex FTTH Retail orders using the Service Orchestration Layer.

The CRM could send Retail orders and receive notifications without changing BSS processes, leveraging Optare's BSS integration layer. All FTTH orders were operated uniformly, and the old middleware was removed, reducing OPEX costs.



Phase III: Extending Adamo's portfolio

The focus on this phase was to reduce OPEX costs allowing the IT team to develop new services.

The catalog-based OSS orchestration enabled Adamo to quickly expand its portfolio covering 4G Mobile services, TV services, Landline phone services, and 3-4 Play bundles.

Results
& Benefits

After the deployment of their OSS stack this was the main improvements:

- **Homogeneous operation:** With both retail and wholesale FTTH orders managed through the same platform, operations and error handling are now streamlined and consistent across services. With less dependency on IT teams for maintaining legacy workflows and managing incidents, the IT department now has more capacity to develop and offer new services to customers, such as TV.
- **Reduced time and automated onboarding for new ISPs:** Implementing standardized APIs has made the onboarding of new ISPs a matter of configuration and integration testing, dramatically reducing time and effort.
- **Increased capacity for FTTH Services:** The new platforms can efficiently handle the growing number of FTTH services across Retail, Wholesale, and also Mobile. Additionally, integration with major operators significantly boosts the number of provisions managed.
- **No vendor lock-in:** A crucial factor in this decision was Optare's approach as an ad-hoc development based on existing assets giving Adamo full-rights on the platform and source code, which helped them to avoid future vendor-locking scenarios.



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Carlos Moreno Alonso

Chief Technology
& Information Officer, Adamo

"The collaboration with Optare Solutions has been crucial in our commitment to the wholesale business at Adamo.

Their deep knowledge of the processes and technologies involved in this challenge has allowed us to optimize costs, gain flexibility and operational agility, and achieve an optimal return on investment for our wholesale business model."

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About
Optare Solutions

Optare Solutions is a company specialized in providing consulting and development services for the telecommunications sector.

With over 22 years of experience, Optare applies its specialized knowledge, methodologies, technologies, and processes in the design and deployment of OSS solutions for operators and service providers.

We collaborate with network and IT departments, enabling our clients to thrive in a highly competitive market while maintaining service quality and margins.

Since October 2024, Optare Solutions has been listed on the BME Growth stock market (BME:OPTS), opening new opportunities for international expansion and development.