

From shared chaos to total control:

Service Assurance challenges in complex FTTH networks

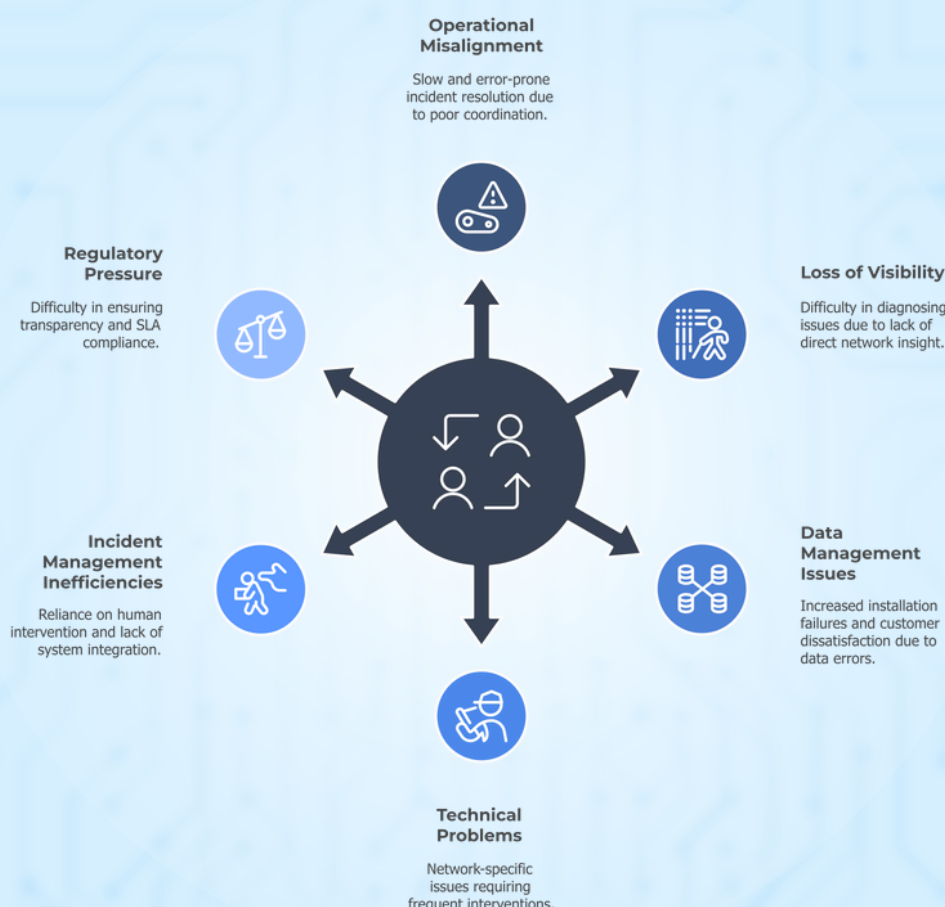
The evolution towards Wholesale

The telecommunications sector is shifting from traditional vertical models to wholesale FTTH ecosystems, where infrastructure (NetCo) and service (ISP) roles are separated.

This enables more competition and innovation, but also increases operational complexity, especially in Service Assurance.

The main challenge is moving from fragmented, shared responsibility to full control, ensuring customer satisfaction and profitability in a competitive market.

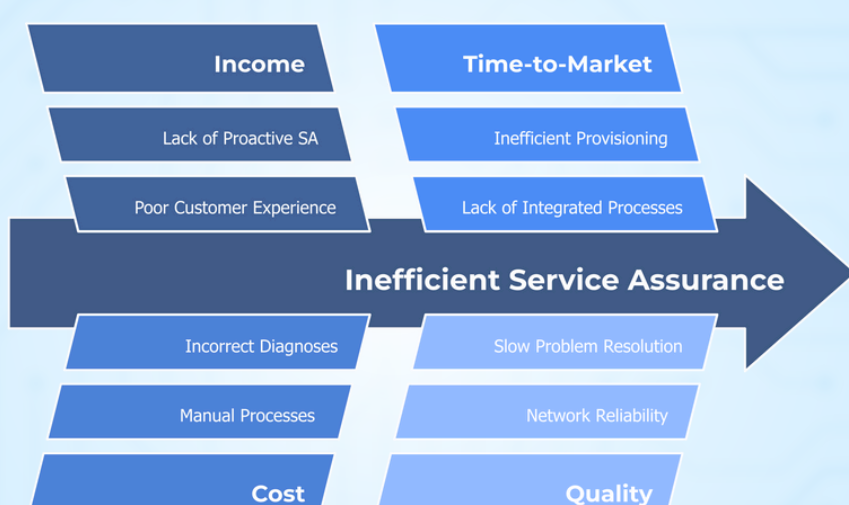
The Challenges



Poorly managed FTTH wholesale models impact key business areas:

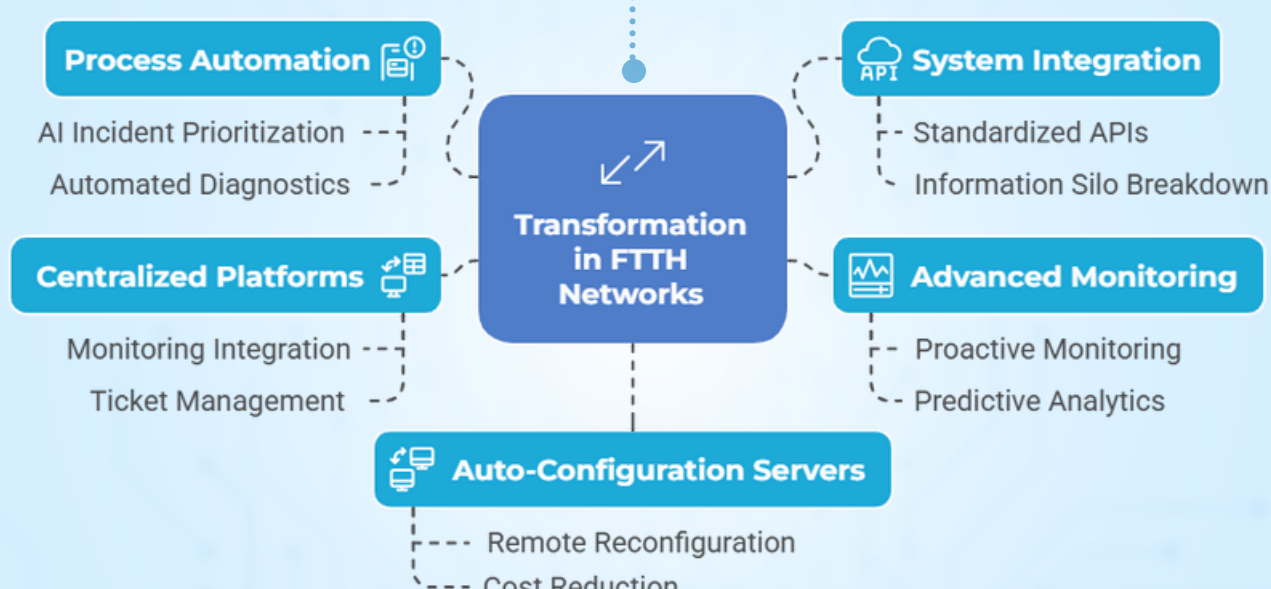
- **Customer Experience:** Delays, failed installs, and low trust increase churn.
- **Operational Efficiency:** Manual work and SLA breaches drive up costs—up to 40% of OpEx.

ICTQ Applied to Service Assurance



The path to control.

Overcoming Service Assurance challenges in complex FTTH networks demands transformation towards unified, intelligent, and automated systems.



From Complexity to Opportunity

The shift to Wholesale FTTH has added significant complexity to Service Assurance.

Moving from initial chaos to full control requires intelligence, automation, and collaboration.

Adopting strategic approaches based on ICTQ pillars and open standards is essential to ensure customer experience, efficiency, and business sustainability in today's digital environment.

Elevate your FTTH strategy with Optare Solutions

With over 20 years of experience and more than 2,000 projects across 25 countries, Optare Solutions specializes in OSS/BSS consulting and integration for telecom operators. As a member of the FTTH Council Europe and listed on BME Growth, we help operators streamline FTTH operations, reduce costs, and accelerate time to market.