



## Université du Très Haut Débit

5-6 October 2022 in Toulouse, France

Setics is delighted to exhibit at Université du Très Haut Débit on 5 and 6 October 2022 in Toulouse, France.

We look forward to meeting you at our stand 83, where we will demonstrate our automated solution, [Setics Sttar](#).

[Contact us for a meeting](#)

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## 5 key steps to making an effective automated design solution



At Setics we have, as service engagements, planned and designed **millions of homes worldwide using Setics Sttar**. During these projects, we have seen what makes an effective automated design solution.

Here are our 5 key steps:

1. **Quality of data is essential**

There is an obvious **connection between the quality of data provided and the accuracy of the resultant output**. Too often, we see clients who are not able to provide data of sufficient quality and yet, have unrealistic expectations of the automated design. It does not mean that you need high-quality data to perform an automated design, but the results should be analysed with the right purpose and level of expectations.

At the outset of a project, there needs to be a clear discussion about the data that is available and the outputs sought by the client. This can ensure that there

is a realistic outcome and if the data is not sufficient, the client may seek to obtain further information in order to obtain the desired outcomes. While the much-criticised PIA data is by no means perfect, it is undoubtedly very important for the design process.

[...]

[Read the full article](#)

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## What came out of Connected Britain?

by [Barry Luff](#), UK Business Development at Setics



The show appeared to be a great success with record numbers attending the annual show. So what did we make of it? Well much of the conversations revolved around consolidation, take up and hype around how fibre is promoted.

### **Consolidation**

Whilst it is not prevalent yet, with so many operators (Alt Nets) vying for business it does seem to be inevitable that there will be consolidation in the market. There are many operators who are unable to achieve a return on the investment which will lead to mergers or more likely going out of business. The word is that this will start happening soon. The consolidation or merging is also evident in the supply chain that supplies the operators.

### **Take Up**

Whilst great strides are continuing with the installation of fibre the connection rate is low. As with any new technology you have early adopters (10%) but the full benefits of what fibre brings need to be promoted, understood and competitive to reach the mass market. If there is little or no, take up where is that return on investment that investors are seeking.

### **Education**

There needs to be education and clear guidance of the differences between fibre and copper as there is currently confusion for the customer outlined in a consumer survey. The value of convergence services is championed by the likes of Virgin offering combined packages of fixed and mobile services. This strategy is generally favoured rather than a discount or price-led market where nobody wins. Clients need to understand the clear benefits of switching to buy into it.



## **Contact us if we can help you**

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