

Case Studies



Telecommunications

Business Objective

The global fiber optics market is expected to continue growing at a rate of nearly 7% each year. Companies are deciding where to expand their networks and place their access points to maximize coverage and service with minimal installation costs. These challenges arise for both new installations and for upgrading existing equipment.

SimpleRose Solution

Optimization allows companies to be able to balance competing priorities. We develop models that can be configured to maximize profit by calculating potential new revenue and associated installation costs. The decisions can be evaluated simultaneously for both where to place new access points as well as how they should be connected to the network.

Optimization can also support telecommunication companies in their other activities like marketing campaigns, supply chain management, and workforce planning. Marketing optimization is used to decide what demographics to target, to determine promotions, and to offer products and services to customers more effectively. Supply chain optimization enables access to the correct materials when they are needed. Workforce planning facilitates optimal labor scheduling using models built on real data, eliminating time-consuming manual scheduling and outdated rules of thumb.
