Case Studies



Digital Infrastructure

Scenario One Consultancy support for client development plan

Customer Top 5 global consulting firm

APTelecom created a solution Rationale **Impacts Assist in determining internal demand Economies of Network** Enabled APTelecom's client to successfully fulfill their consultancy scope and beat out \$30,000,000 invested in a their competition by offering a \$300,000,000 project connecting Validate external market demand deeper level of consultancy Asia to the US mainland APTelecom engaged to advise on investment strategy and Lead generation and monetization pathways monetization strategy **Critical value** in business plan and design **Contracting support**

Project planning can be viewed as generic. By adding APTelecom's expertise to the consultancy firms' solution, enabled the consultancy firm to offer a larger scope of works, generating additional revenues.



Scenario Two US Carrier International investment & expansion

Customer US Carrier

APTelecom created a solution Rationale **Impacts Developed forward looking Economies of Scale** \$35,000,000 of CAPEX recovered pricing models against \$30,000,000 investment ahead of the asset becoming Consultant firms' client's building ready for use projects with aggregate value exceeding \$500,000,000 **Developed forward looking** demand models APTelecom engaged to advise and report on multiple, critical development factors APTelecom generated Generated pre-commitments from the revenue ahead of schedule market to assist with capital raise

Not only have all CAPEX costs been recovered ahead of cash being deployed, incremental revenue beyond this of \$5,000,000 has been generated.



Scenario Three Asian Carrier SE Asia investment

Customer Asian Carrier

Rationale **APTelecom created a solution Impacts** Recovering significant SG&A and OPEX from **Market pricing analysis Economies of Network** significant sales generated Vs. zero sales ahead of retaining APTelecom \$80,000,000 invested in Pan-Asian cables and Trans-Pacific cable Generate ROI from IRU and upgrade rights sale **Developed market strategy** systems Reduce O&M burden through revenue generation **Lead generation & qualification Generating income** and limiting balance sheet **Swaps with valued assets** impacts

Prior to retaining APTelecom no revenue had been generated.



Scenario Four Consortia procurement strategy

Customer Consortia of African Governments

APTelecom created a solution Rationale **Impacts Developed consortia framework** 16 member countries now able to buy **Economies of Scale** to work within at price-points with parity compared to countries with 10X volumes 16-member country consortia in Africa seeking to procure futureproofed network assets **Developed forward looking** demand models APTelecom engaged to advise on organizational structure and best practices in terms of procurement against a budget exceeding APTelecom enabled member \$50,000,000 **Negotiated with buyers on behalf** (countries to obtain **cost** of Consortia competitive advantage

Price-points that each membercountry was buying at ahead of formation more than double of what they are now.





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