



Challenge #2

The Fiber Marketing Challenge

The Fiber Marketing Challenge

and its motivation



How might we...

analyse the existing and new customer groups of Deutsche GigaNetz and target them with customer-specific and emotionally loaded messages so a change to fiber optic technology (FTTH) becomes tangible and desirable?

About your Partner:

Deutsche GigaNetz GmbH, headquartered in Hamburg, operates the predominantly self-financed and quality-oriented fibre-optic network expansion to the home (FttH - Fibre to the Home) throughout Germany. Deutsche GigaNetz is thus making a significant contribution to the digitalisation of Germany by enabling all citizens to have access to the necessary infrastructure. With a focus on self-financed expansion, the company's goal is to build 100% fibre in the municipalities, and to use existing infrastructures and complementary subsidy projects. Deutsche GigaNetz is creating a sustainable quality network for the next generations through high-quality laying techniques and conventional laying depths, which will be an open-access, non-discriminatory solution. With up to 60% less energy consumption in network operation compared to previous networks, Deutsche GigaNetz also contributes to the ecological sustainability in the municipalities.

Why this Challenge?

Internet usage in our society continues to rise. Our entire lives now depend on a reliable Internet connection, and it shapes the success of businesses and individual applications. More devices are connected to the Internet, Netflix is now streamed in almost every second household, significantly more people are working from home, and the increased use of cloud services is leading to high upload data streams. In the future, data flows will continue to increase. With existing cable technology, this will soon lead to Internet speed restrictions in neighborhoods with high streaming volumes and data uploads. The speed we pay for will not be reliably delivered anymore. This is why Deutsche GigaNetz GmbH takes over responsibility for our society and has set itself the task of installing real fiber optics networks (FTTH – fibre to the home) right into your own four walls, so that Germany will continue to be a strong technological country in the future. However, potential customers cannot grasp the added value of a technology that will be relevant in the future and cannot understand its urgency. However, action and expansion must be taken NOW so that the necessary infrastructure for the latest technology is actually available in the coming years. The major challenge for Deutsche GigaNetz GmbH is that at least 35% of households in the respective expansion municipality must participate so that large-scale expansion can be implemented economically. If this opportunity is missed, we will need years to expand the technology piece by piece on demand and with high cost for society. This could severely impair reliable internet use in the future. It is therefore important to find a way of convincing potential customers of the benefits of roll-out depending on various parameters such as place of residence, type of building, age and demographics of potential customers, etc. Considering technologies such as artificial intelligence, modern marketing methods and Big Data analyses can help to analyze a potential fiber rollout in certain areas and based on that design tailored marketing strategies & campaigns. It is essential to make the USP visual and tangible to the customers to move them to a change of technology. By analyzing the various target groups with their needs, problems and doubts on large scale, and to address and convince them in a precisely tailored manner you will have a big impact on our future in which we all want to live in.

Challenge Description



that gives context about the challenge and how we will tackle it

How do we get there?

Within 14 weeks the matched interdisciplinary teams working on the DGN fiber marketing challenge will tackle the challenge by applying a Design Thinking and Lean Startup approach to come up with human-centred solutions that add real value for their identified target market.

At first they will do a Deep Dive into user and customer research of DGN but also other companies around the world to develop a holistic view of the challenge and its underlying problems and needs. From understanding the user / customer's personal needs and motivational factors to understanding their behavior, the job of the teams will not only be to look inside the company with a lot of curiosity but also analyze external best practices. The teams will find which other players in the market face the same underlying problems to scope the total market opportunity for any kind of solution that they will develop. Starting with a broad challenge statement the challenge partner and our coaches will help the teams to uncover concrete problems, user stories and needs that really matter. Based on the findings as a team from interviews, observation and market research we will develop a joint problem understanding and look for fields of opportunity to target the existing and new customer groups of DGN with emotionally loaded messages

This problem understanding will be the strong foundation for the prototypes. In the second stage, the prototyping, the teams will first will co-create a lot of different solution ideas. After receiving initial feedback and selection of the most promising ideas they will build rapid prototypes with our trainers. The prototype can be everything addressing the core need they have identified. From hardware to software, from product to service - their creativity is the limit. Their biggest challenge: prototype what matters!

In the last stage of the Corporate Campus Challenge it's about making the idea tangible, scalable and functional. The teams will test and iterate the prototype together with the target market, most important stakeholders as well as with the city administration office employees to get a first reality check. We will help the teams facilitate learnings from potential customers, users and improve your prototype until the finals. Besides that, the coaches will help them get a first estimation for a business case and how they can scale their solution. Finally, we will develop a perfect pitch that combines all elements of the learning journey that the teams will present on our big graduation event.

Readings and Links

related to this challenge to get started and understand context
(e.g., links, websites, reports, press releases, trends,...)

- [Internet & Telefon - Deutsche GigaNetz GmbH \(deutsche-giganetz.de\)](https://www.deutsche-giganetz.de)



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