



CASE STUDY

OPERATIONS: FINANCIAL MODELLING

Client Industry: Telecommunications

BUSINESS CHALLENGE

The Client was pursuing opportunities in the ECOWAS Region in order to build relationships and align with the key stakeholders to do a feasibility study on the building of a pan national fibre backbone across the 6 referenced ECOWAS countries, implementing a long term contract and providing a managed service.

PSP ICON APPROACH

PSP Icon conducted interviews with relevant parties to understand the requirements and background. A high level conceptual model was designed for the model backbone. Data was requested and received from a variety of sources for the use in an economic model. The basic model was designed with all the known and validated details, and once this was completed the variables were assessed with experts in this field. Finally the model was validated by the necessary key stakeholders. A sensitivity analysis was completed to highlight those variables were the most sensitive and had the largest bottom-line impact.

RESULTS

A working economic model

Accessible usable tools for changing variable data for sensitivity analysis

Economic Model Supporting Documents

- Assumptions and Hypotheses
- Base Variables
- Data Sources
- Basic user guide for continued use by the client

Client was enthusiastic about a continued need for PSP Icon for future financial and economic decision-making models