

Hanover Research Passive Optical LAN Survey

John Hoover

APOLAN Board Chair

Hanover Research

Passive Optical LAN Survey October 2017 commissioned by Tellabs

- Who is Hanover
 - Custom research solutions
 - 200 Plus Analysts

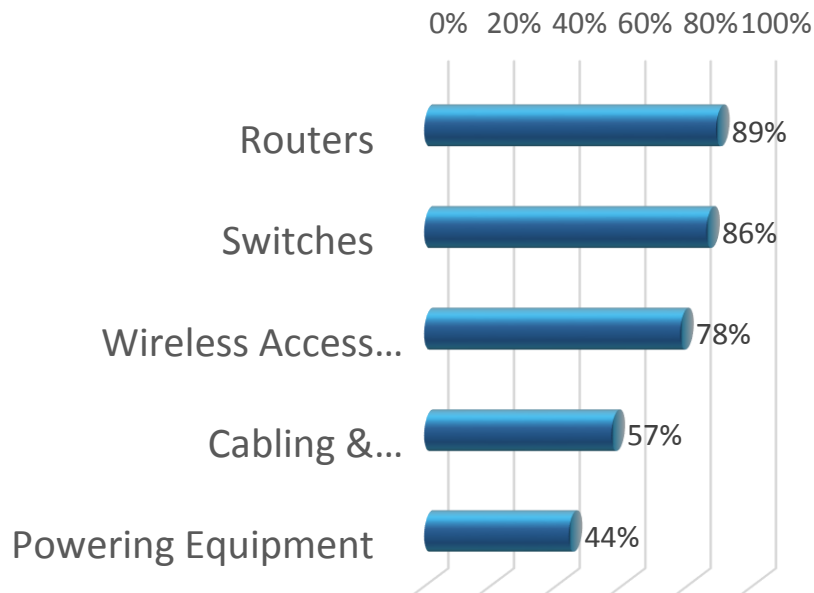
- Real research – Not an internet poll
 - Qualified participants
 - Statistically significant sample size

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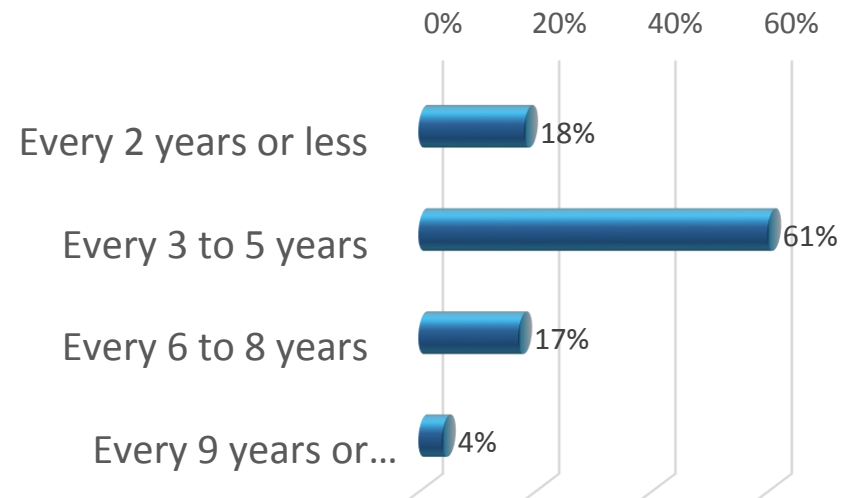


Refresh and Replacement Projects

What is replaced?



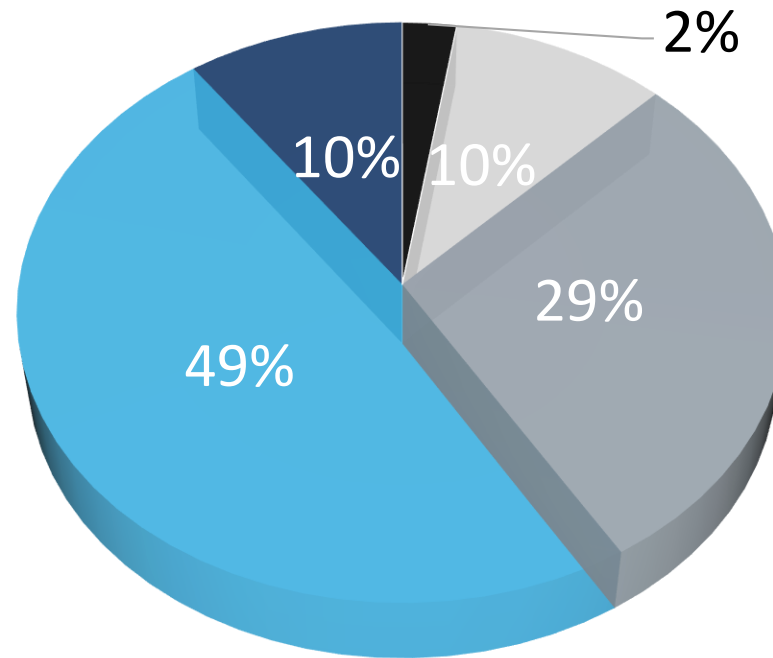
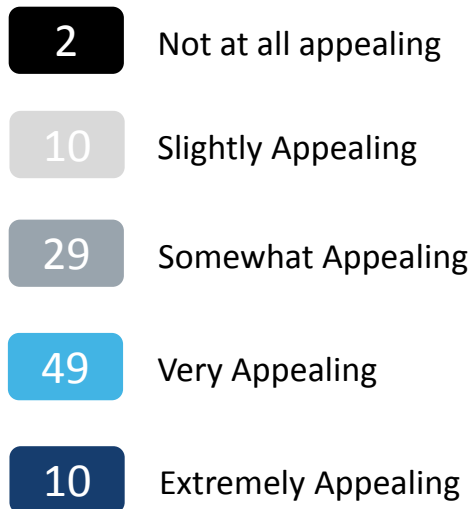
Replacement Rate



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Appeal of Fiber vs. Copper

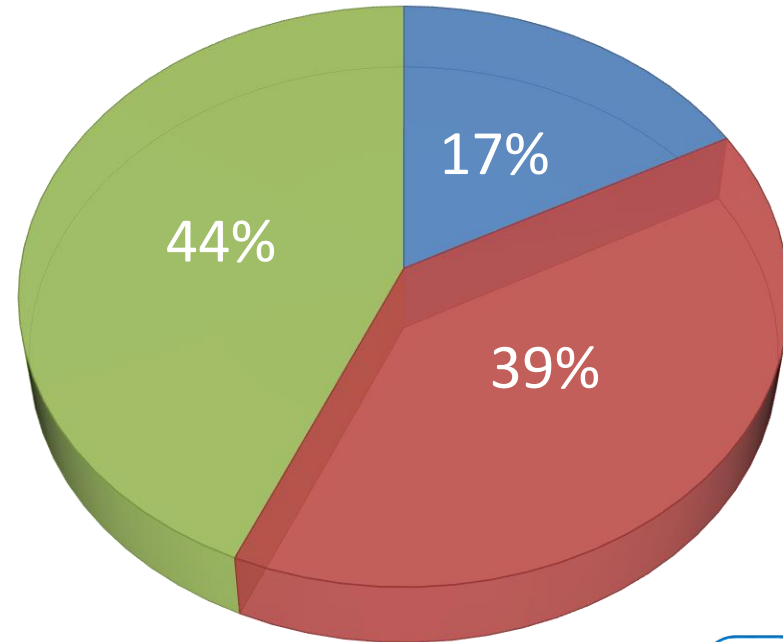


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Market Familiarity with POL

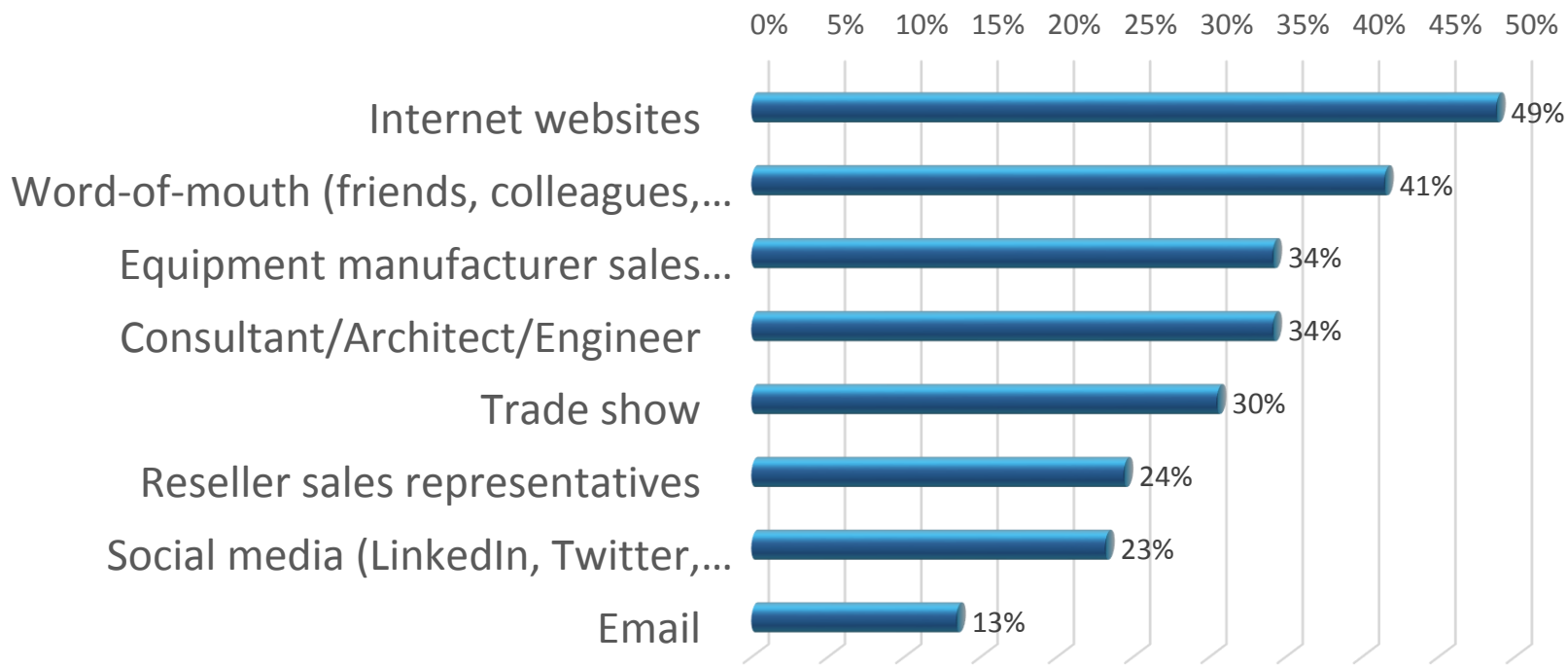
- 17 I have never heard of POL Technology.
- 39 I have heard of POL Technology, but am not familiar with it.
- 44 I have heard of POL Technology, **and I am familiar with it.**



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Knowledge sources for POL

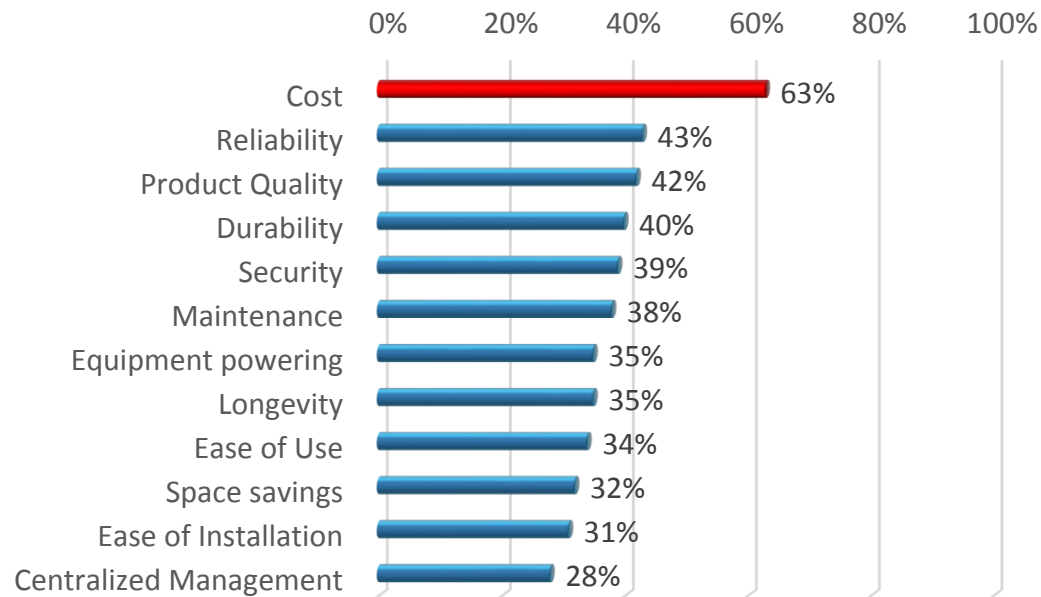


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POL Sentiments

Concerning Factors

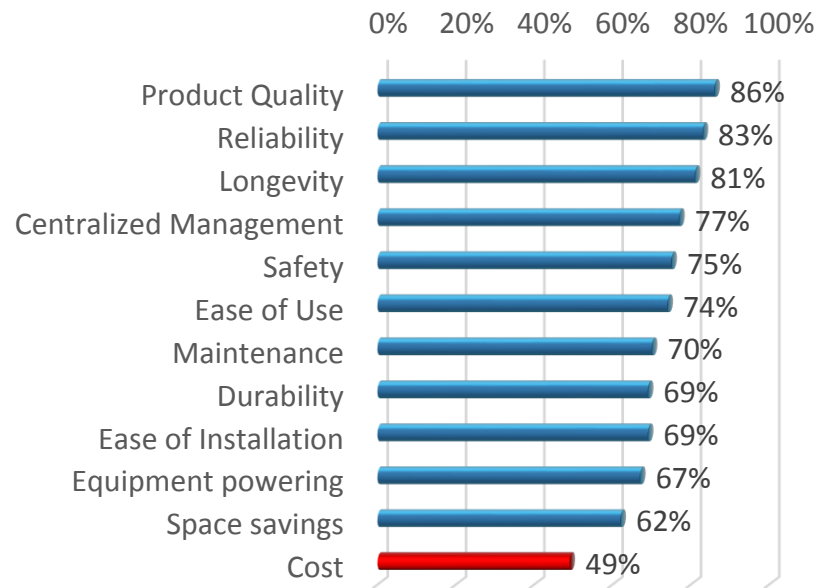


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POL Sentiments

Appealing Factors

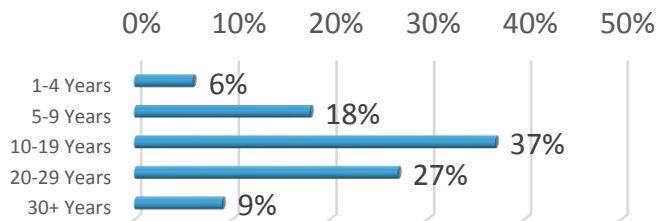


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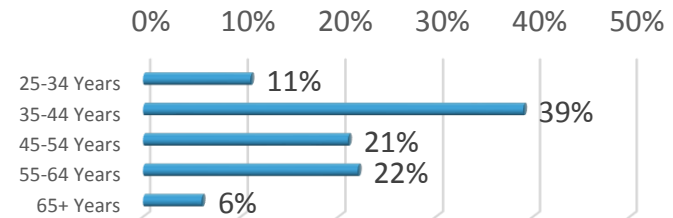


Survey Demographics

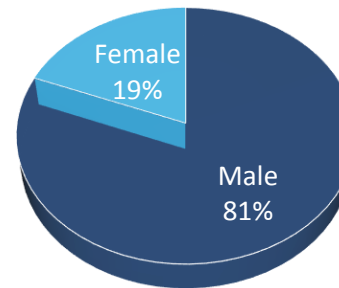
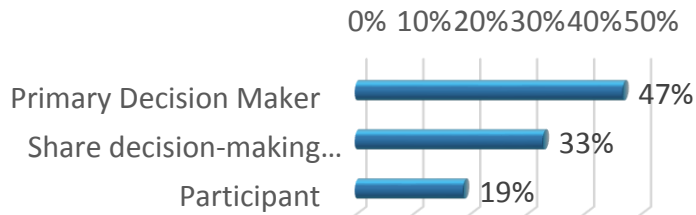
Years in IT Field



Age



Decision-making Role



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