



ODEN-T Cost Benefit Analysis & Return on Investment

Introduction:

ODEN-T requires no telecom Capital Expenditure (CAPEX), and the Return on Investment includes enhanced end user experiences for increased market share and improved RF spectral efficiency for increased revenue.

Cost Benefit Analysis:

A cost-benefit analysis (CBA) is a systematic process for calculating and comparing benefits and costs of a project or decision. A CBA helps predict whether the benefits of a project or decision outweigh its costs, and by how much relative to other alternatives. Deployment of ODEN-T requires no CAPEX by the telecom, and the customer pays all service costs. The CBA markedly favors the benefits and costs of ODEN-T over costly alternatives.

Return on Investment:

Most significant in determining the Return on Investment (ROI) for deployment and operation of ODEN-T is improved RF spectral efficiency. TIMMES, Inc. ODEN-T compression technology delivers between 20% and 80% savings for downlink digital data consumed by the customer, depending upon the type of data processed. The **ODEN-T average bandwidth saving is 40%**.

The following is a list of factors considered for calculating ROI.

1. Telecom Capital Investment:

There are no startup costs for the telecom. All necessary server, server acquisition, software, and licensing expenditures are the responsibility of TIMMES.

2. Telecom Method of Billing Their Customers:

- a. Does the telecom utilize pre-pay or post-pay or a combination of the two?
- b. Does the telecom intend to bill the customer post-pay for uncompressed data consumed (pre-compression) or for the compressed data?
- c. Does the prepay data plan have an expiration time limit (use it or lose it) for data not used?

3. Cost/Gig of RF Spectrum:

What does the telecom pay per Gig for bandwidth?

Discussion:

1. Telecom Capital Investment:

- a. There is no capital investment by telecom to utilize ODEN-T.

2. Telecom Method of Billing:

- a. Post-Pay Billing Scenario
 - o If the cost of data were \$4.00 per Gig, then the 40% minimum saving per customer would be \$1.60 per Gig.
- b. Pre-pay Billing Scenario
 - o If the customers have a "use it or lose it" agreement, the savings are even greater. The telecom would save the same \$1.60 per gig for what the customer actually used, plus save 100% of the unused or forfeited data.

Additionally, under a "Time Limit Agreement" the customer will predictably purchase additional pre-pay data monthly.

- c. In both pre-pay and post-pay scenarios, revenue significantly increases if the telecom bills the customer for uncompressed data consumed. The telecom not only saves bandwidth but also receives compensation for the difference between compressed and uncompressed data used by the customer.
- d. TIMMES will provide the usage and billing information for the telecom to bill their customer. TIMMES will bill the telecom an agreed amount for each customer using ODEN-T. This amount will be a monthly charge for each customer using ODEN-T, regardless of the usage or number of pre-pay agreements the telecom has with the customer during the monthly billing cycle.

3. Additional ODEN-T benefits and savings:

- a. In addition to increased revenue for the telecom, the customer has improved Quality of Experience (QOE) through performance.
 - o Handset wait times are greatly reduced or eliminated
 - o Optical clarity of the display is retained
 - o Improved handset performance in areas of reduced RF signal strength (fewer dropped calls)
 - o Improved handset performance in highly congested urban areas (fewer dropped calls)
- b. Flexibility of operation achieved through the ability to throttle the amount of compression provided by ODEN-T during periods of reduced or peak usage.
- c. ODEN-T supports all mobile operating systems, including Android and iOS, for smart phones, all handset providers, and performs equally well for pre-pay or post-pay systems.

Summary:

ODEN-T technology is available now to increase telecom revenue, improve cellular performance, improve bandwidth efficiency, and increase customer satisfaction. There is no downside to using ODEN-T because there is no CAPEX. The telecom ROI is enormous due to zero cost factors, regardless of which end user billing methodology they use.

Please contact On Point Cyber to schedule a technical discussion, demonstration, and beta test of ODEN-T.