



MDUs – Needs beyond broadband speed

“To anyone interested in selling technology to MDUs”

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A typical European MDU (Multi-Dwelling Unit) doesn't exist

- Multidwelling unit (MDU) is one building or several buildings within a single complex
- Ownership, management, the number of apartments, do the owners reside in the units

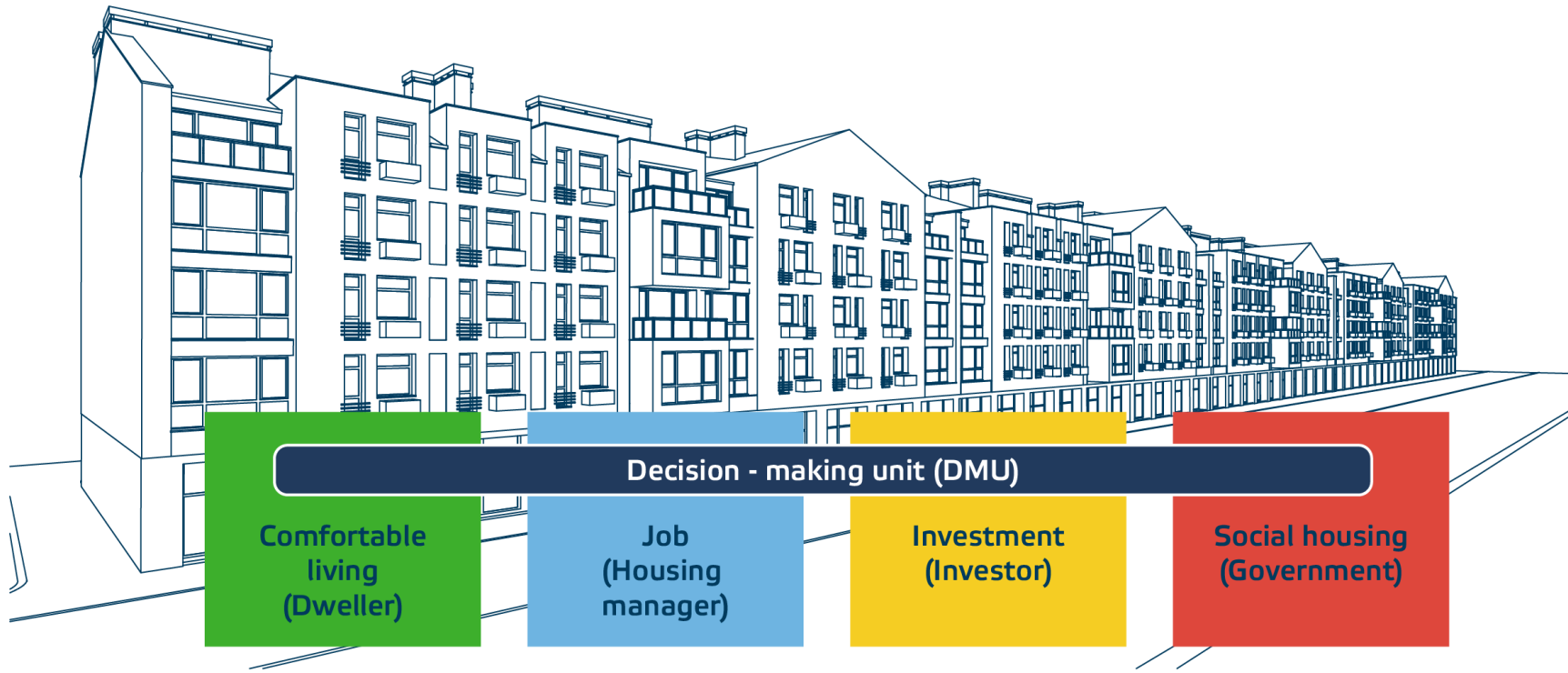
For example:

- Block of flats
- Apartment community
- Condominium
- Housing cooperative
- Q-type (Cluster house)
- Rowhouse
- Terraced house

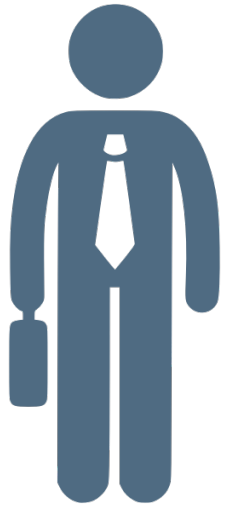
Optimizing marketing efforts becomes difficult if a typical MDU doesn't exist.

But DMUs exist!

- People can be divided in groups based on the purpose of the MDU for them
- Some individuals may belong to multiple groups (an investor might live in the MDU)



DMU in the eye of the storm (context: New broadband)



Offering:

- Real fibre
- Fibre broadband
- FTTH
- DOCSIS
- 10G
- 5G
- FTTX
- Air fibre
- Fixed wireless
- MoCA
- No new cables needed
- Open access
- Service bundles
- Existing contracts



Interests:

- Disney, HBO, Netflix
- Gaming, remote work
- Security, robust internet
- Value of my investment
- Cost
- Broadband speed
- Digital divide
- It must be fibre!
- Is it 5G?
- Will I lose my radio?
- Can I still watch television
- Do not take my sport TV away?
- My WiFi doesn't work
- I just heard that ...



Question, data & method

Question: When the selected MDU broadband technology doesn't align with objective criteria and why?

Here are some examples of websites (data) where people discuss their broadband connection and infrastructure:

- www.reddit.com/r/HomeNetworking
- <https://www.tomshardware.com/>
- <https://www.trustpilot.com/>
- <https://www.biggerpockets.com/forums>
- <http://connectedremag.com/>

Inclusion criteria: People must live in an MDU (expressed clearly)

Method: Manual text mining with a qualitative data analysis program

Be careful if you plan to analyse websites (especially if you use Python + libraries (Requests, BeautifulSoup))
->You must read, understand, and follow terms of service, copyright, privacy, and other rules of websites

The completed cluster analysis includes only cases where three alternatives are compared, and the selected technology doesn't align with the objective criteria/conclusion.

Result: four clusters describing why MDUs may make counterintuitive technology decisions

Limitation: number of cases (data) didn't reach saturation -> most likely more clusters exist

Cluster 1: Rejection of seemingly superior technology

Alternative	Objective evaluation				Total score
	Brand	Max. broadband speed	Cost	Time	
A	1.	1.	1.	3.	6 (1st)
B	2.	3.	2.	1.	8 (3rd)
C	1.	1.	2.	3.	7 (2nd)

Despite the seemingly better qualities of Alternatives A and C, the DMU of people living in the MDU ultimately **chose Alternative B** because it met their minimum requirement of compatibility with the existing infrastructure (time).

Cluster 2: Counterintuitive trade-offs

Alternative	Objective evaluation				Total score
	Brand	Max. broadband speed	Cost	Time	
A	1.	1.	3.	3.	8 (2nd)
B	2.	1.	1.	1.	5 (1st)
C	3.	3.	1.	2.	9 (3rd)

During the decision-making process, some individuals in the DMU leaned towards Alternative A because it was a popular choice in their neighbourhood, and they believed that if other MDUs had successfully adopted it, it must be a good option.

Other individuals in the DMU assumed that the higher cost of Alternative A indicated its superior quality. As a result, the DMU ultimately decided to **choose Alternative A.**

Cluster 3: Suboptimal decisions

Alternative	Objective evaluation				Total score
	Brand	Max. broadband speed	Cost	Time	
A	1.	2.	3.	3.	9 (3rd)
B	2.	2.	1.	2.	7 (2nd)
C	2.	1.	2.	1.	6 (1st)

During the decision-making process, some individuals in the DMU prioritize meeting basic requirements and lean towards Alternative B due to its lower cost and simplicity.

Others in the DMU use mental shortcuts, such as "brand recognition," and lean towards Alternative A, as it is a well-known solution in the market.

As the group discusses the options, they focus on the trade-offs between A and B, overlooking C since it is relatively unknown. The group ultimately decides to **choose B**, as it meets their minimum requirements at a lower cost compared to A.

Cluster 4: Anchoring effects

Alternative	Objective evaluation				Total score
	Brand	Max. broadband speed	Cost	Time	
A	1.	?	?	?	?
B	2.	?	?	?	?
C	3.	?	?	?	?

During the decision-making process, a few influential individuals in the DMU, who have experience with Alternative A, strongly advocate for it. They emphasize its brand reputation and familiarity. Also, one of the decision-makers mentions that their admired neighbouring MDU is using Alternative A, and it seems to be working well for them.

This information serves as an anchor, influencing the group's evaluation of all ISPs. Under the influence of the anchoring effect, the group does not critically evaluate the potential benefits and drawbacks of each alternative. They disregard Alternatives B and C and **select Alternative A** without thorough consideration.

What can we learn from the previous cases?

1. While typical MDUs may not exist, you can approach MDUs using personas and the DMU concept
2. Even superior features do not make minimum requirements disappear. Thus, you have three alternatives:
 - A. know and meet the minimum requirements
 - B. try to influence them
 - C. forget the case altogether
3. Peer reviews and brand reputation matter a great deal; conquering an area may start with the first reference, which may not be profitable in itself but could lead to profitable cases.

For further reading, if you are interested in the underlying science (keywords): Bounded Rationality, Satisficing, Cognitive Bias, Technology Acceptance Model (TAM), and Diffusion of Innovations Theory.

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