CityFibre visual AI quality checks

IMPLEMENTED 2022 ONWARDS · TELECOMMUNICATIONS · UNITED KINGDOM · BAND C · CLAIMED ONLY
VERSION 1.0 · PUBLISHED 17 NOVEMBER 2026 · UPDATED 17 NOVEMBER 2026 · FACTS CHECKED 17 NOVEMBER 2026

CityFibre uses image recognition on engineers' phones to check fibre installation work, moving from sampling about 20% of jobs to checking every one, by its own account.

ABOUT THIS SYNOPSIS

This is MarLuc's summary and grading of publicly available sources, for information only. It is not investment, legal, financial or professional advice, and should not be relied on for any decision. Readers must validate it against the original sources and, where appropriate, challenge its conclusions.

Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date. Check the original source before relying on any figure.

The impact band, proof marker and SEAM view are MarLuc's opinion. The organisation is not a MarLuc client and has not reviewed or endorsed this synopsis. Names and trademarks belong to their owners.

NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI used: Computer vision (image recognition) checking photographs of fibre installation work, running on engineers' phones.

Implemented: 2022 onwards. Grade: band C, Process change, Claimed only.

Headline result, as reported: Every job quality checked by AI, up from a 20% sample, with a four-month payback on the first use case, by CityFibre's Group CTO, October 2026

1 · The case

The facts, as reported by the 5 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

CityFibre. UK alternative full fibre network, wholesale and open access, which has built over 5 million premises, per aibl. The checks now run on IQGeo's NetLux AI, formerly Deepomatic Lens. Canvas block: 4. Operations and process. Also 5. People and skills, 6. Data and technology.

Business challenge

The challenge. Manual review could not cope with hundreds of photos at once, so sampling was the norm, by the CTO's account. The supplier's case study says managers reviewed 20% of operations at up to 60 minutes per audit, with mismatches between field data and system records. Many sites, including most data centres, have no mobile signal, and storing photos to send later led to revisits.

Who implemented it

Deepomatic (Software vendor): Supplied the visual automation technology from 2022.
IQGeo (Software vendor): Acquired Deepomatic in 2025 and supplies the product as NetLux AI.
In-house (In-house): CityFibre built visual inference into standard phones and ran the rollout with its contractors.

Technology (SEAM pillar E)

SEAM types: T8 Predictive / ML models. Deployment: Not reported. Vendors and products: Deepomatic, IQGeo, Deepomatic Visual Automation Technology, NetLux AI (formerly Deepomatic Lens).

Where it was built in: An app on engineers' phones photographs each job; the model checks the image on the device, even without signal, and results and photos are stored as a searchable record for network and quality teams.

What changed

Before: managers audited a sample of about 20% of jobs, up to 60 minutes each, per the supplier. After: the model checks every photo while the engineer is on site, and only problem cases go to people for review, by CityFibre's and the supplier's account. Payment is linked to work the checks prove. [1] [2] [3] [4] [5]

What it cost

Not reported. The first use case paid back in four months, by the CTO's account.

What it saved

Not reported in money. Supplier's case study: 92% decrease in QA time. CTO's account: four-month payback on the first use case; 55,000 network touches in 12 months by fewer than 10 people during a network upgrade; growth from 10,000 to a million homes connected a year with no extra headcount. [1] [2] [3] [4] [5]

Governance and control

Engineers get feedback on site and only flagged cases go to human review, per the supplier. Visual records are stored for CityFibre's network management and quality assurance teams. The CTO presented the programme as part of CityFibre's Better By Design approach. Model accuracy testing and a named accountable owner: Not reported.

S2 · Accountable owner · Claimed
The Group CTO presented the programme and called it part of CityFibre's Better By Design approach; a named accountable owner is not otherwise reported. [1] [2]

A1 · Safe use · Not reported
Not reported.

A2 · Human in the loop · Claimed
Engineers get instant feedback to correct work on site, and only problematic cases are left for human review, by CityFibre's and the supplier's account. [2] [4]

A3 · Monitoring and assurance · Claimed
Photos and notes are stored as a searchable history for network management and quality assurance teams, and right first time is tracked at 99.75%, by CityFibre's account; model accuracy testing is not reported. [1] [2]

A4 · Vendor AI · Not reported
The system comes from Deepomatic, acquired by IQGeo in 2025; how CityFibre assesses the supplier's model is not reported. [5]

A5 · Agent controls · Not reported
No agents described in the quality checks.

A6 · Standards and regulation · Not reported
Not reported.

What worked, what did not, what is unproven

WORKED

- Coverage: every job checked instead of a sample, by CityFibre's account.
- Contractor take-up, which the CTO links to faster payment for proven work.
- Checks on sites with no mobile signal, through inference on the phone, by the CTO's account.

DID NOT

- Not reported

UNPROVEN

- How often the model passes faulty work or fails good work.
- How much of the growth in homes connected without extra headcount is due to the AI checks.
- Total cost of the system and the supplier contract.

Timeline

Feb 2022 CityFibre announces nationwide rollout of Deepomatic's visual automation after a pilot, already in use in its Midland and Southern regions [2]

2025 Group CTO describes the shift from sample checks to AI checks of all installation photos on a Network X panel in Paris [3]

Aug 2025 IQGeo announces its acquisition of Deepomatic; the product becomes NetLux AI [5]

Oct 2026 Group CTO reports 100% of work checked and a four-month payback on the first use case at aiblLIVE London [1]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: B. Grade: C, Process change. Proof: Claimed only. Level of change: Process change.

Process change (Level 2, band C), claimed operating model change (band B). Quality assurance

The SEAM view and lessons learnt

The sources credit the result to checking every job instead of a sample and to linking contractor payment to proven quality. The AI's part cannot be separated from that payment change or from the wider growth of the network, and the scale figures come from the CTO and the supplier only. Before copying, a leadership team should ask how often the model passes faulty work or rejects good work, and who bears the cost when it does.

1. Price the cost of sampling before choosing what to automate.
2. Agree with contractors how AI checks affect payment before rollout.
3. Measure the model's error rate as well as the time it saves.

Evidence

Score 1 of 4. Self-reported: the Group CTO's conference account, CityFibre's release and the supplier's case study; trade coverage relays them.

Evaluation method. Self-reported company figures: a conference talk by the Group CTO, CityFibre's release and the supplier's case study; no baseline method published.

Status. Ongoing: in use across CityFibre's network, by the Group CTO's account in October 2026.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/cityfibre-visual-ai-quality-checks

[1] aibl: Visual AI at CityFibre, talk by the Group CTO at aiblLIVE London 2026
https://aiblmedia.com/downloads/visual-ai-cityfibre/

[2] CityFibre: CityFibre partners with Deepomatic for nationwide deployment of Visual Automation Technology (February 2022)
https://cityfibre.com/news/cityfibre-partners-with-deepomatic-for-nationwide-deployment-of-visual-automation-technology

[3] Informa Connect: Fibre's AI moment (Network X)
https://informaconnect.com/how-european-telco-execs-are-making-ai-pay-off-in-fibre-networks/

[4] IQGeo: CityFibre case study (supplier, PDF)
https://www.iqgeo.com/hubfs/Customer%20stories/Customer%20story/IQGeo-Deepomatic-lens-CityFibre-Case-study.pdf?hsLang=en

[5] IQGeo: CityFibre customer story (supplier)
https://www.iqgeo.com/customer-stories/cityfibre

CityFibre website: https://cityfibre.com

Version 1.0 · Published 17 November 2026 · Updated 17 November 2026 · Facts checked against sources 17 November

VERSION HISTORY

v1.0 17 November 2026 First published