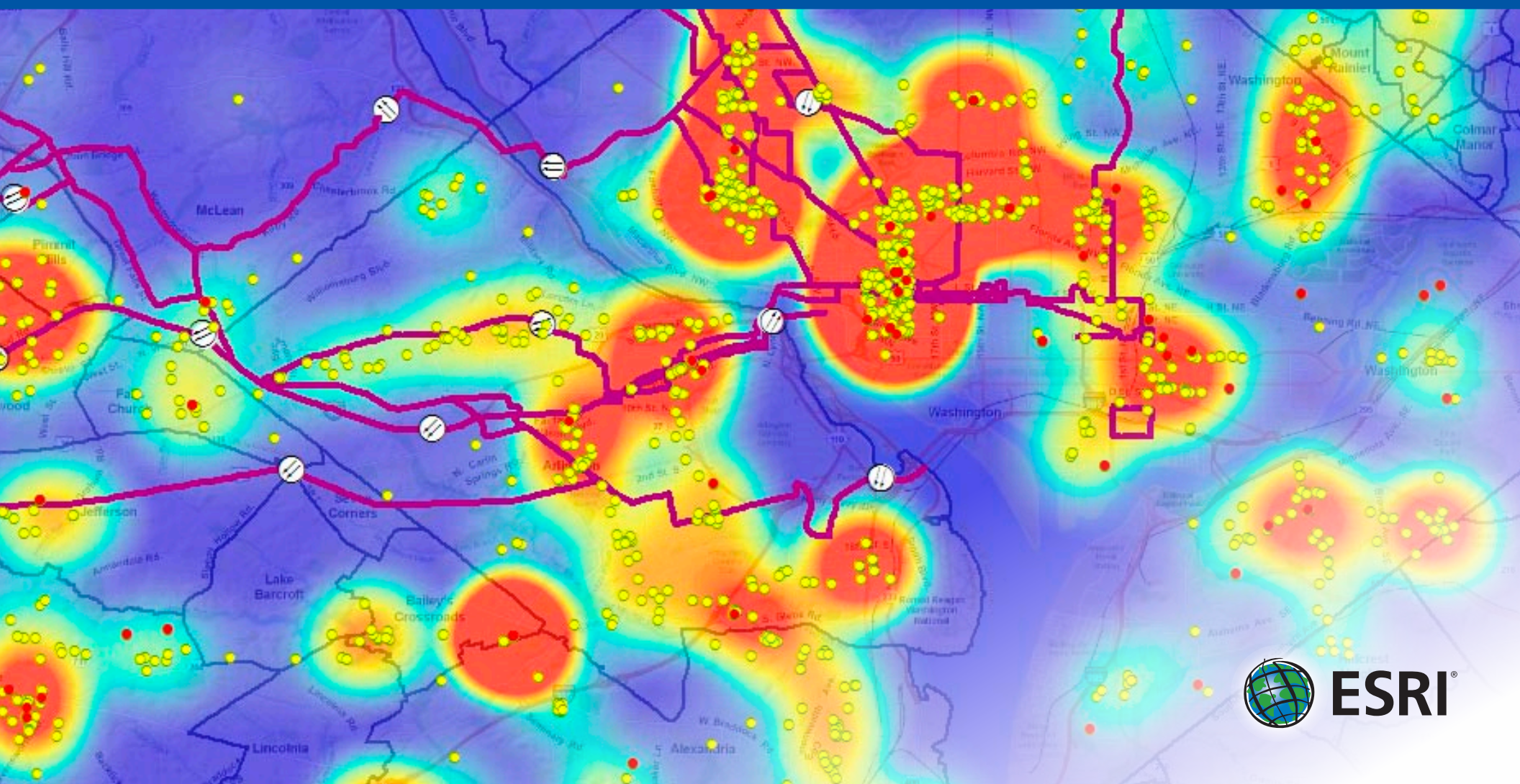


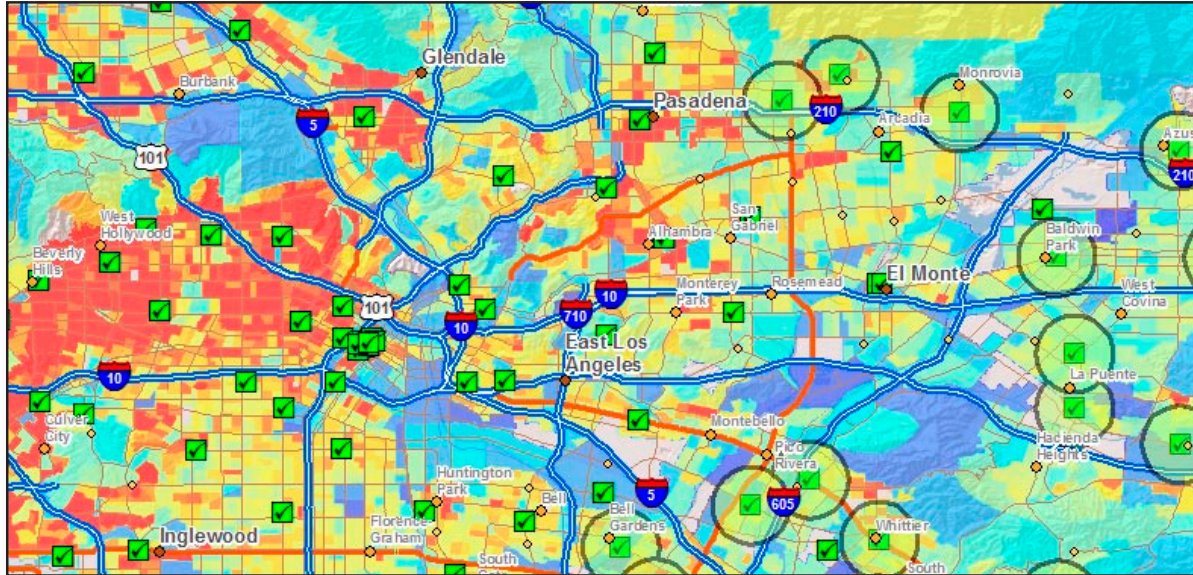
# ESRI® Business Analyst™ for Telecommunications

GIS Market Analysis Package





# Drive Business Results with ESRI® Business Analyst™



Market demand, telecom, and network data is combined and analyzed in ESRI Business Analyst to reveal commercial and residential areas with the best potential for attracting new customers.

Success in today's telecommunications market requires a competitive edge. One way to hone that edge is with tools that increase understanding of your customers and competitors relative to your own service capabilities. Such information synergy produces actionable business intelligence and a powerful way to understand, attract, and retain customers.

For years, ESRI® geographic information system (GIS) software has helped telecommunications companies

keep track of their infrastructure and networks. Now, ESRI Business Analyst™ software helps you add business, demographic, and consumer data (United States or Canada) to the mix and provides tools for innovative market analysis.

Business Analyst helps you design campaigns and network expansions that consider demographics, area churn, and planned rollout dates to provide critical insight for designing your marketing strategy.

## ESRI Business Analyst helps you

### Analyze your competition:

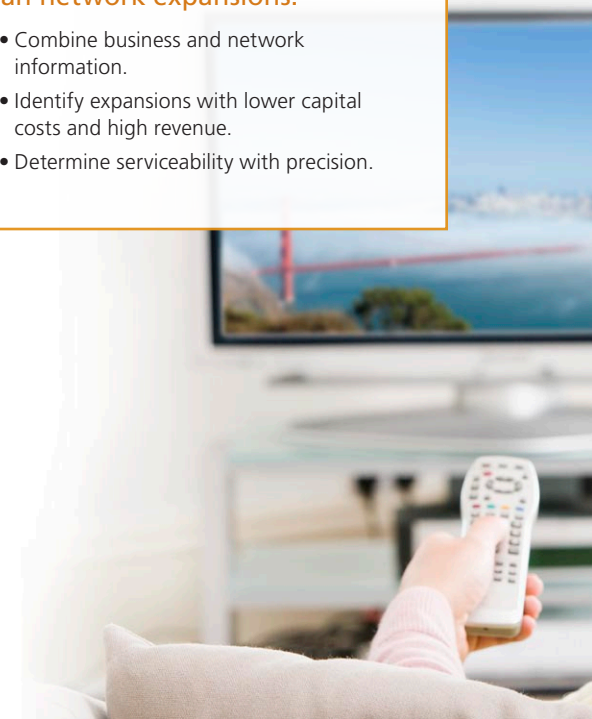
- Track customer churn.
- Identify competitor resource allocation.
- Analyze incumbent service territories.

### Increase your customer base:

- Develop strategies using demographic, consumer, and business data.
- Locate sales opportunities.
- Launch and track targeted marketing campaigns.

### Plan network expansions:

- Combine business and network information.
- Identify expansions with lower capital costs and high revenue.
- Determine serviceability with precision.



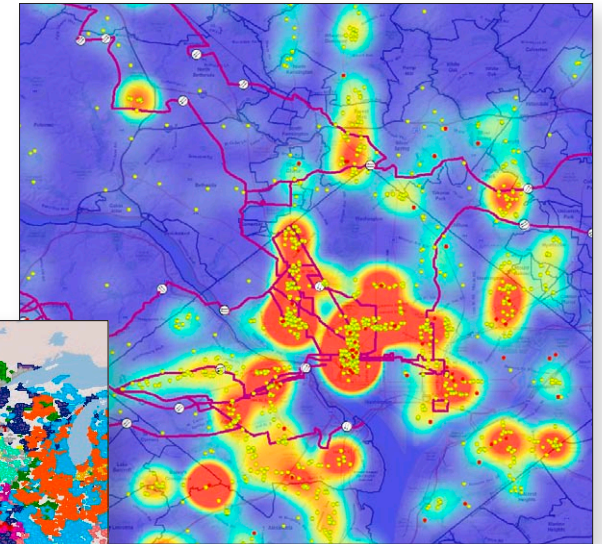
# Competitive Analysis

## Reduce Churn

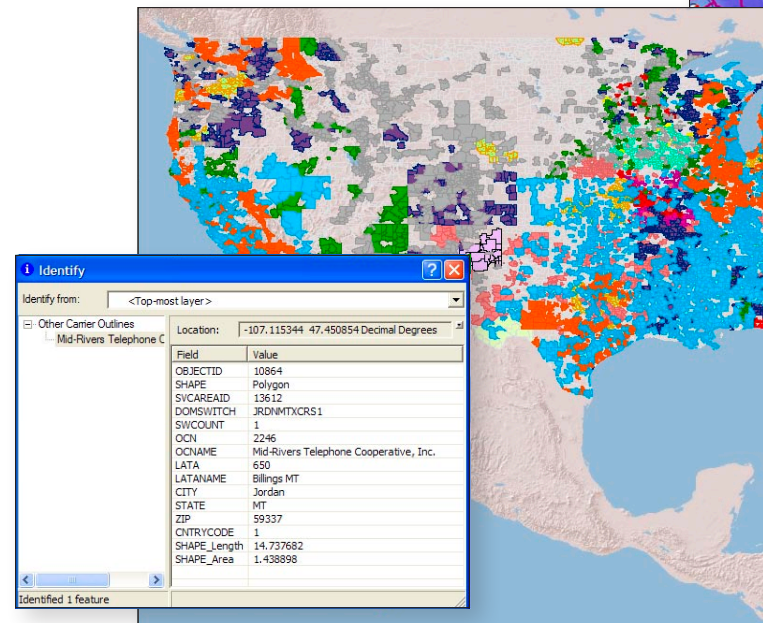
Customer churn is expensive. To grow revenue, your company needs to reduce churn and attract new long-term prospects. Business Analyst helps reduce churn through spatial analysis capabilities that quickly map disconnects to see if they are more prevalent in certain areas. You can evaluate connect/disconnect activity in smaller geographic areas to identify where your competitors are targeting customers. This information helps you act promptly and implement targeted retention programs to keep your customers loyal.

## Understand Your Service Territory

ESRI gives you access to several specialized datasets that help you evaluate the telecommunications landscape. For example, cable boundary data allows you to perform a complete analysis for cable service areas. You can use wire center data to reveal service offerings in your current or potential service areas, accurately determine which customers are inside your service area, and show where other companies operate.



This view of connect/disconnect activity helps you quickly diagnose potential problem hot spots to identify encroaching competitor activity.



Telco wire center data from Tele Atlas® gives you information on telecommunications carriers' coverage areas.



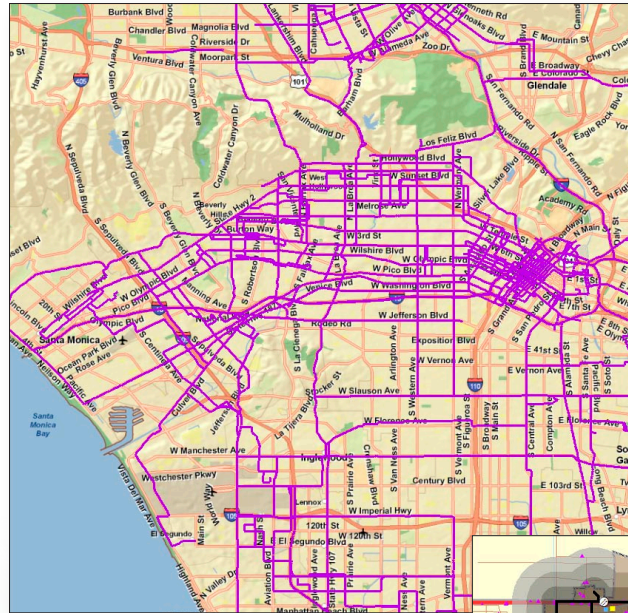
# Commercial Services

## Develop Business Strategies

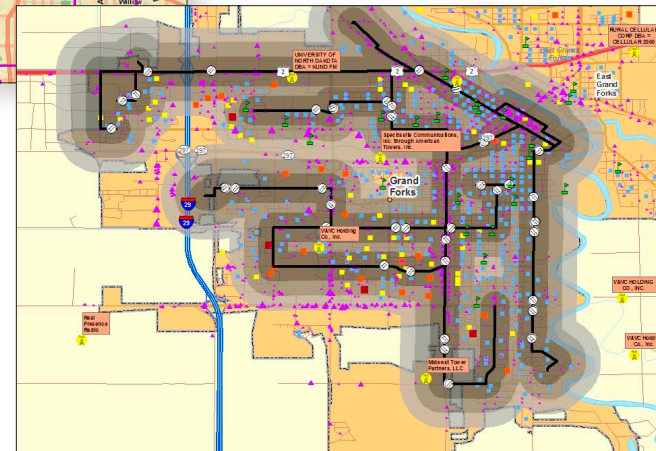
A clear picture of the fiber landscape is crucial to any telecommunications company serving the commercial market. Use Business Analyst with fiber data to build comprehensive knowledge about fiber runs and lit buildings in your service territory. The information will support strategic decision making when forming fiber rollout strategies or targeting customers to entice them away from your competitors.

## Locate Sales Opportunities

Business Analyst contains a built-in toolset that enables your sales team to discover and specifically target commercial opportunities close to existing plant sites, helping reduce network expansion costs while delivering the highest revenue potential. A network expansion that leverages existing plants significantly reduces capital costs while increasing return on investment. You can give your marketing and sales teams desktop access to needed information, which significantly increases their productivity.



Business Analyst displays MetroFiber datasets from GeoTel Communications for analysis.



This existing fiber network map, combined with business information, reveals serviceable areas that are within reach of a proposed network expansion, as indicated by the banded buffer zones.



# Network Expansion

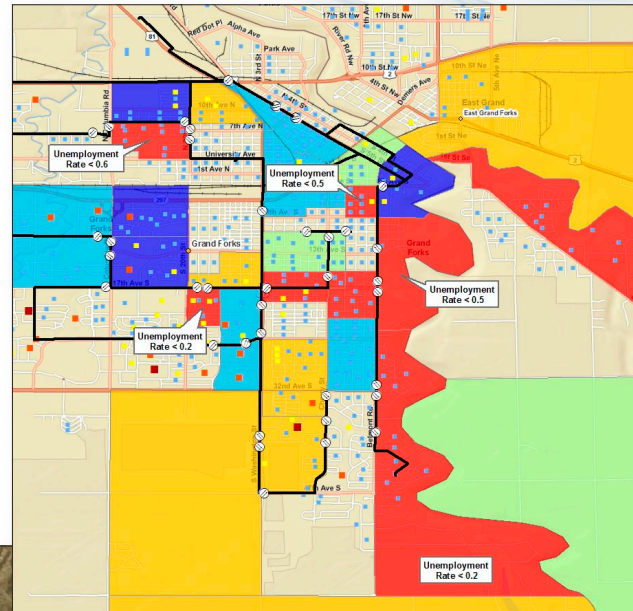
## Plan Network Expansions

Successful network expansion requires significant analysis of the proposed service territory. Use the demographic data included with Business Analyst, along with the built-in toolset, to identify your best customers and locate others like them.

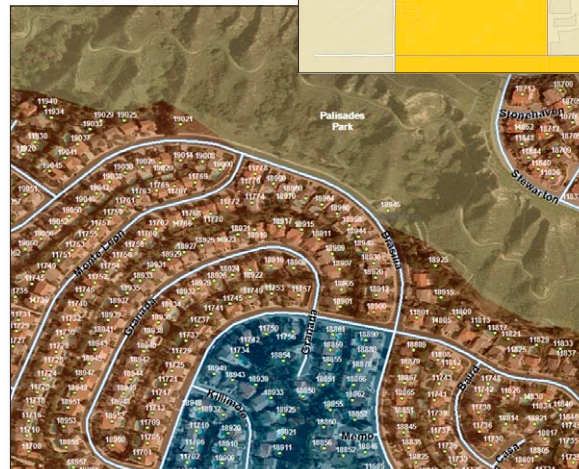
These analyses allow you to evaluate the revenue potential of areas based on selected criteria and develop specific strategies to execute profitable expansions with the lowest capital costs.

## Evaluate Marketing Campaigns

Effective marketing requires campaigns that target your best prospects. Marketers use Business Analyst for selective customer profiling and market analysis. Performing complex analyses in a geospatial environment enables you to evaluate the effectiveness of marketing campaigns based on increased revenue, new connections, and other parameters that you define. Results are presented in an easy-to-interpret geospatial format.



A display of demographic data (included with Business Analyst) helps find the best areas to expand your network for residential services.





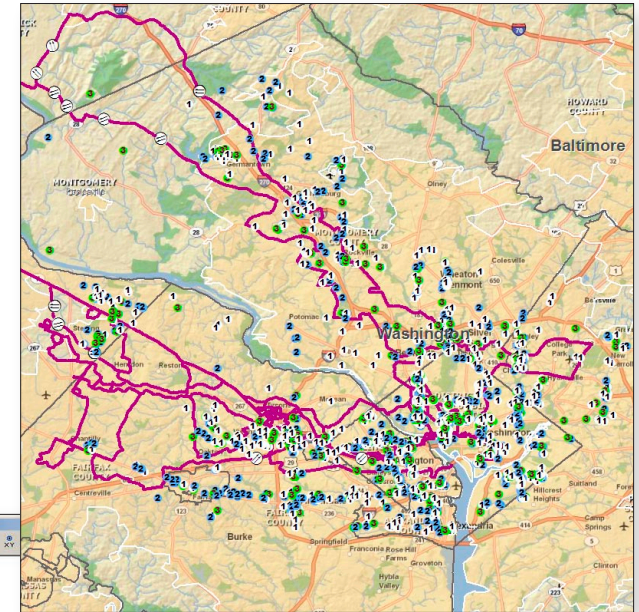
# New Service Rollout

## Triple-Play Services

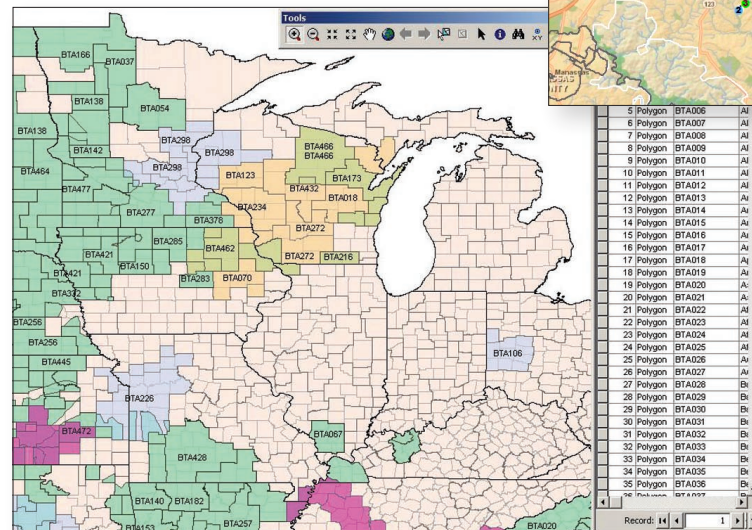
Actualizing a profitable triple-play rollout is a challenge for telecom companies. With Business Analyst and business data, you can analyze service areas to find the best places to concentrate resources to ensure a high return on investment. These analyses can be used to effectively allocate marketing resources, plan network expansions to support new product launches in strategic areas, and give your sales force the information it needs to capitalize on new service offerings. As the rollout continues, analyze revenue and determine how it measures up to forecasts to more accurately model the true revenue potential of future expansions.

## Wireless Services

Introduction of wireless services to the product mix is now a real possibility for many telecommunications companies. Since wireless services are not bound by traditional service networks or franchise areas, they can extend your reach into new markets. Use Business Analyst to evaluate the rollout of new wireless services such as mobile TV and WiMAX. Wireless coverage and consumer-spending data can help ensure that you introduce new wireless services in areas that have the maximum revenue potential.



This map of current customers and the number of subscribed services for each one reveals the revenue saturation of an area.



Business Analyst uses mobile voice and data services and market boundary datasets from American Roamer to display a view of wireless service territories and corresponding providers.



# Data Compatible with ESRI Business Analyst

## Options

### Coverage Options

ESRI offers three different coverage selections for Business Analyst:

**State**—Business Analyst with ESRI-included data for 1 state

**Region**—Business Analyst with ESRI-included data for any 5 states

**USA**—Business Analyst with ESRI-included data for all 50 states

### Software Options

#### Business Analyst Online™

Creates boardroom-ready reports and maps based on business, consumer, and demographic data

#### Business Analyst Desktop

Provides advanced analysis tools and includes extensive data relevant to telecommunications needs

#### Business Analyst Server

Enables online sharing of models and workflows created with Business Analyst Desktop as well as creation of custom dashboard viewers

### Additional Data Options

- Wire Center Boundaries
- Cable Boundaries
- LATA Boundaries
- MetroFiber/Lit Building
- Area Code Boundaries
- Surface and Terrain
- Point of Presence Boundaries
- Wireless Coverage/Market Areas

## Included Data

### Updated Demographics

ESRI offers more than 1,600 demographic data variables including current-year estimates and five-year projections. These data variables are augmented by current-year estimates for employee population, population by occupation/industry, disposable income, and consumer expenditures, all at the state, county, ZIP Code™, census tract, block group, core-based statistical area, and designated market area geography levels.



### Business Data

A national database of approximately 10 million U.S. businesses from Infogroup™ can be used to identify customers or competitors and includes data by industry (SIC and NAICS), sales volume, location, name, and employees.



### Aerial and Satellite Imagery

DigitalGlobe's premium imagery service provides a collection of high-quality aerial and satellite imagery that is regularly updated and expanded. These images can be used in reports and projects that require visual details of properties, neighborhoods, and towns.



### Street Information

Street data from Dynamap®/Transportation, the flagship product from Tele Atlas North America, provides a nationwide basemap for routing and drive-time analysis. This database contains the most current and comprehensive data available for more than 14 million addressed street segments.



Find out more about ESRI telecommunications solutions by visiting [www.esri.com/batelecom](http://www.esri.com/batelecom).



## About ESRI

Since 1969, ESRI has been helping organizations map and model our world. ESRI's GIS software tools and methodologies enable these organizations to effectively analyze and manage their geographic information and make better decisions. They are supported by our experienced and knowledgeable staff and extensive network of business partners and international distributors.

A full-service GIS company, ESRI supports the implementation of GIS technology on desktops, servers, online services, and mobile devices. These GIS solutions are flexible, customizable, and easy to use.

## Our Focus

ESRI software is used by hundreds of thousands of organizations that apply GIS to solve problems and make our world a better place to live. We pay close attention to our users to ensure they have the best tools possible to accomplish their missions. A comprehensive suite of training options offered worldwide helps our users fully leverage their GIS applications.

ESRI is a socially conscious business, actively supporting organizations involved in education, conservation, sustainable development, and humanitarian affairs.

## Contact ESRI

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