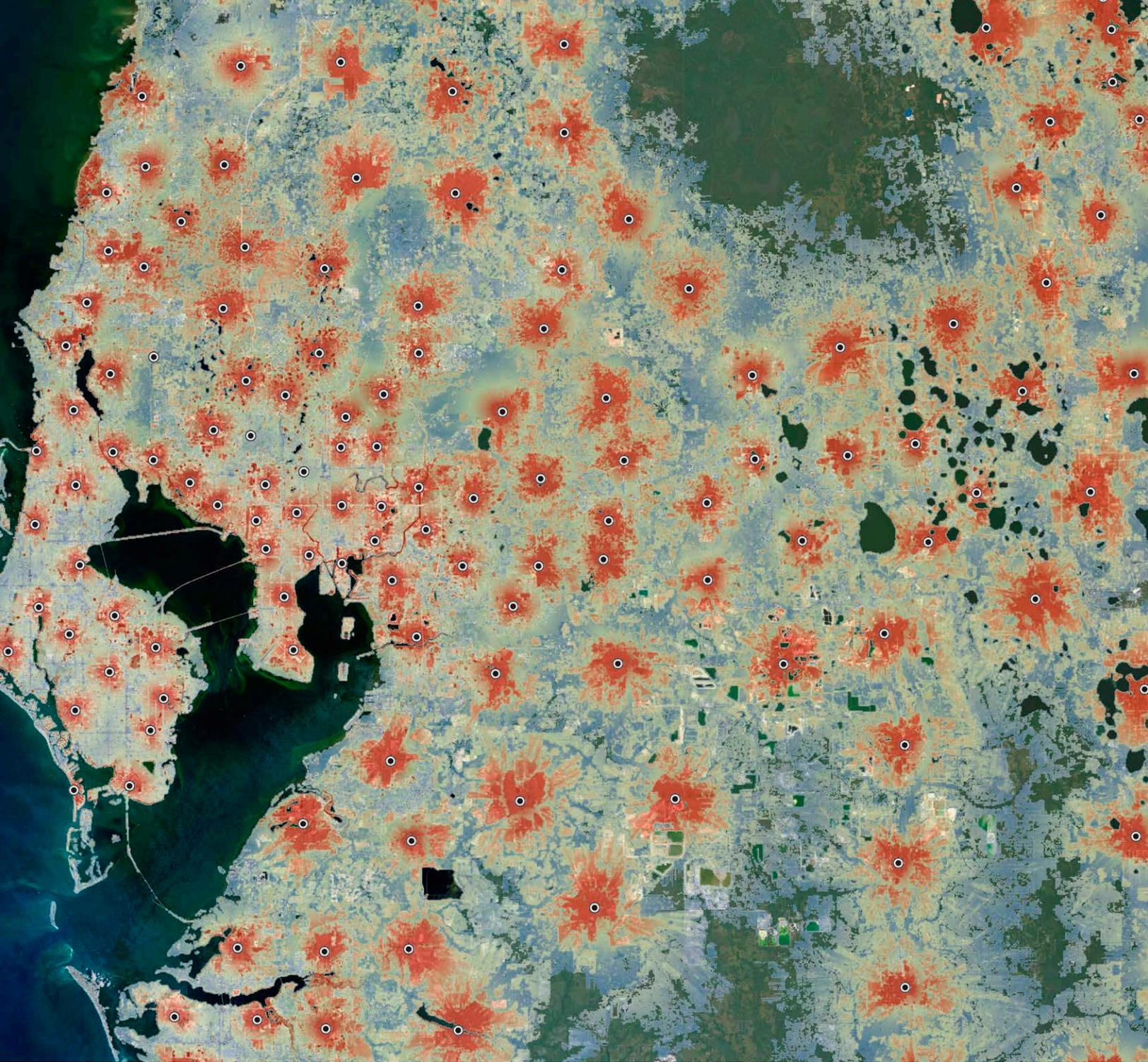


Put Location in Telecommunications



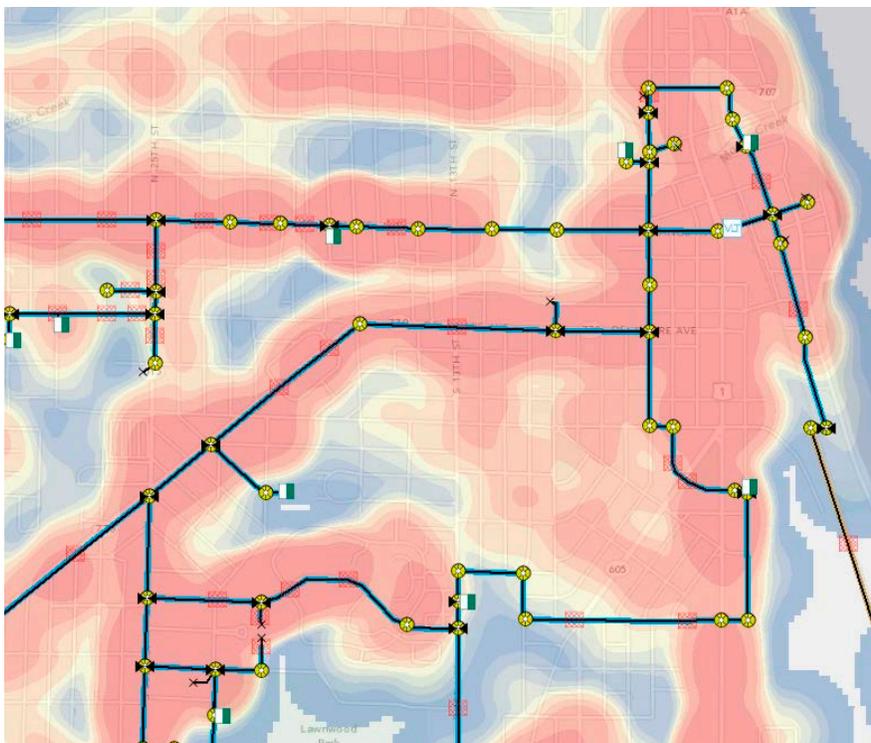
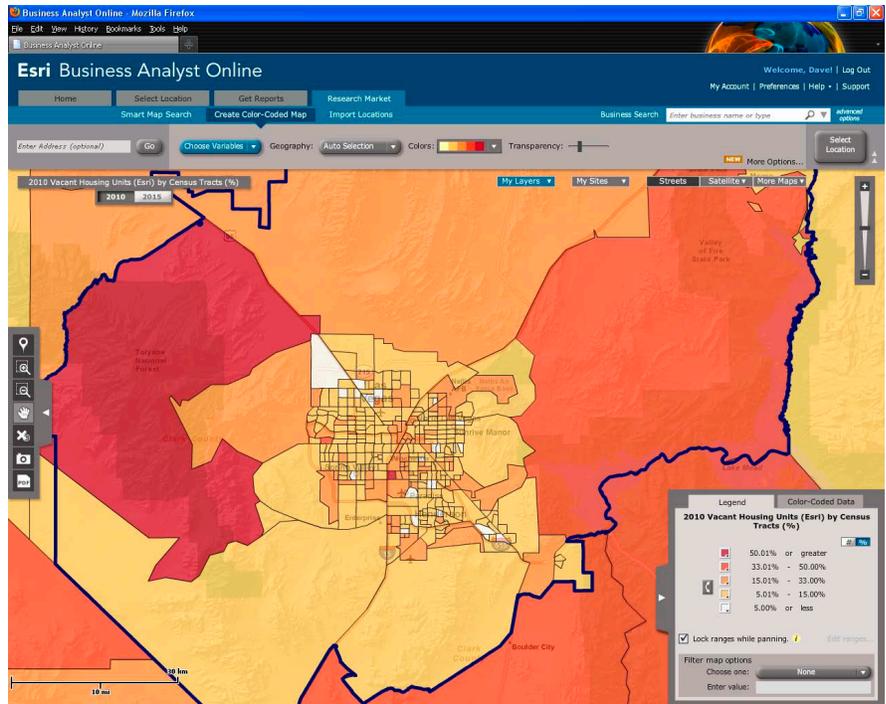


Here's What Esri Can Help You Achieve

When you deploy ArcGIS® from Esri®, you seize the power of location. Now you can wield that power to plan, build, and expand your network where customers need it most. Plus, analyze trends, communicate with potential customers, and design smart marketing campaigns. All this can be accomplished using ArcGIS—your complete technology platform. Now, your work can be done from nearly anywhere and on pretty much any device.

Market Analysis

Determine market potential and identify high-revenue areas. Integrate information on buying habits and customer density. Boost your business intelligence with data on customers and competitors. Analyze marketing effectiveness and competitor information. Track customer connections, churn activity, and market trends within your service area. Perform selective customer profiling and market area analysis.



Network Planning

Establish a correlation between network capital requirements and market revenue potential by service area. Map new customer opportunities to identify proximity to current assets. Monitor growth and expand capacity in a timely manner to reduce risk of held orders or denial of service. Plan your network expansion with fewer field visits when you analyze customer locations and network requirements through web-based map services and imagery.



Engineering and Construction

Integrate localized information into a centrally controlled design process. Produce more precise designs with fewer delays. Lower the cost of network expansion when you track required field changes and keep an accurate set of as-builts. Meet service commitment dates by tracking expansion and construction progress more precisely. Provide contractors with accurate designs and monitor construction progress. Share that progress with sales and customer service representatives to ensure they can respond correctly to new sales inquiries.

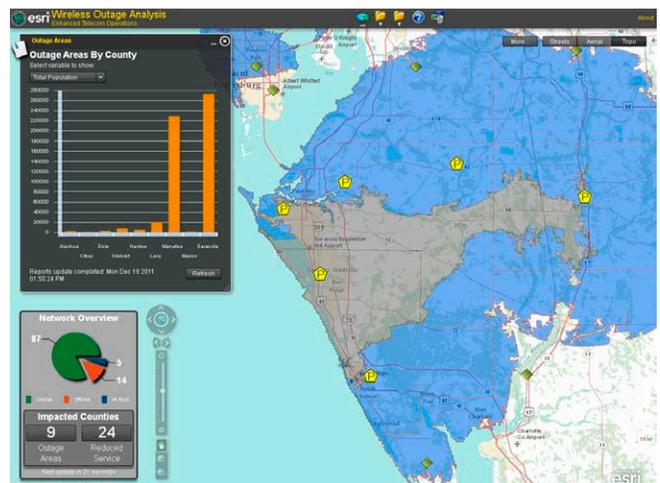
Sales and Service Delivery

Keep all engineering and network data handy to rally your people in sales and service. Provide information to identify high-opportunity areas, monitor network expansion completion dates, and determine accurate installation intervals for new customers. Save the cost of a site visit with office access to data such as drop requirements and network capacity. Create an accurate model of true revenue potential for future expansions. Forecast projected revenues by comparing historical and current revenue to similar areas.



Customer Care

Monitor work orders, crew assignments, routing, and job tracking. Enable service technicians to generate repeat trouble reports that detail individual service history and identify the root causes of problems, thus reducing costly return visits from field technicians. Reduce churn by mapping and evaluating disconnects for targeted retention programs. Allow dispatchers to process customer service requests.





Esri Understands Telecommunications

We realize that data is vital to your business. That's why we developed the ArcGIS platform to help you keep track of data related to all aspects of your organization including assets, customers, and financial records.

You can also use ArcGIS to do the following:

- Integrate data with other systems
- Collaborate across departments
- Visualize information by way of interactive maps and reports
- Analyze your data for planning, maintenance, and construction
- Share select data with staff and the public

Just ask. We offer solutions, services, training, and expertise.

esri.com/telecommunications



Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.



Contact Esri

380 New York Street
Redlands, California 92373-8100 USA

1 800 447 9778
T 909 793 2853
F 909 793 5953
info@esri.com
esri.com

Offices worldwide
esri.com/locations

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