eolo

Internet dove
gli altri non arrivano

EOLO and ArcGIS Enterprise

A partnership for growth

Agenda

What's EOLO

Where's EOLO

Which were our business needs

The steps for growth

What do we have created

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What's EOLO

EOLO S.p.A. is an Italian Internet Service Provider and one of the **leading wireless ultra broadband provider.**

EOLO has about **450 employees**, located in its headquarter based in Busto Arsizio (Varese) - a 17,000 square meters campus with offices, research laboratories, logistic centre, conference centre, company restaurant and recreational areas.

EOLO connects more than **390,000 customers**, with a growth rate of **10,000** new customers per month**.**

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EOLO
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Today, EOLO is available in **20 regions** covering **5,900 municipalities** thanks to a network of more than **2,500 Base Stations** and **8,000 km** of optical fiber backbones.

With its new service, **EoloWaveG**, EOLO delivers connections up to **100Mbs**, helping many rural areas to overcome the speed divide.

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Which were our business needs

01 Maximize territorial coverage and make cost-effective investments

02 Design processes that could support strategic decisions

03 Build the flow ''from target areas to sales''

04 Share data and KPIs with internal stakeholders

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The steps for growth

01 **WHERE WE STARTED FROM**

Desktop analysis with ArcMap and ArcGIS Pro

02 **WHERE WE ARE TODAY**

Geointelligence Web and Web Apps

03 **WHERE WE ARE GOING TO**

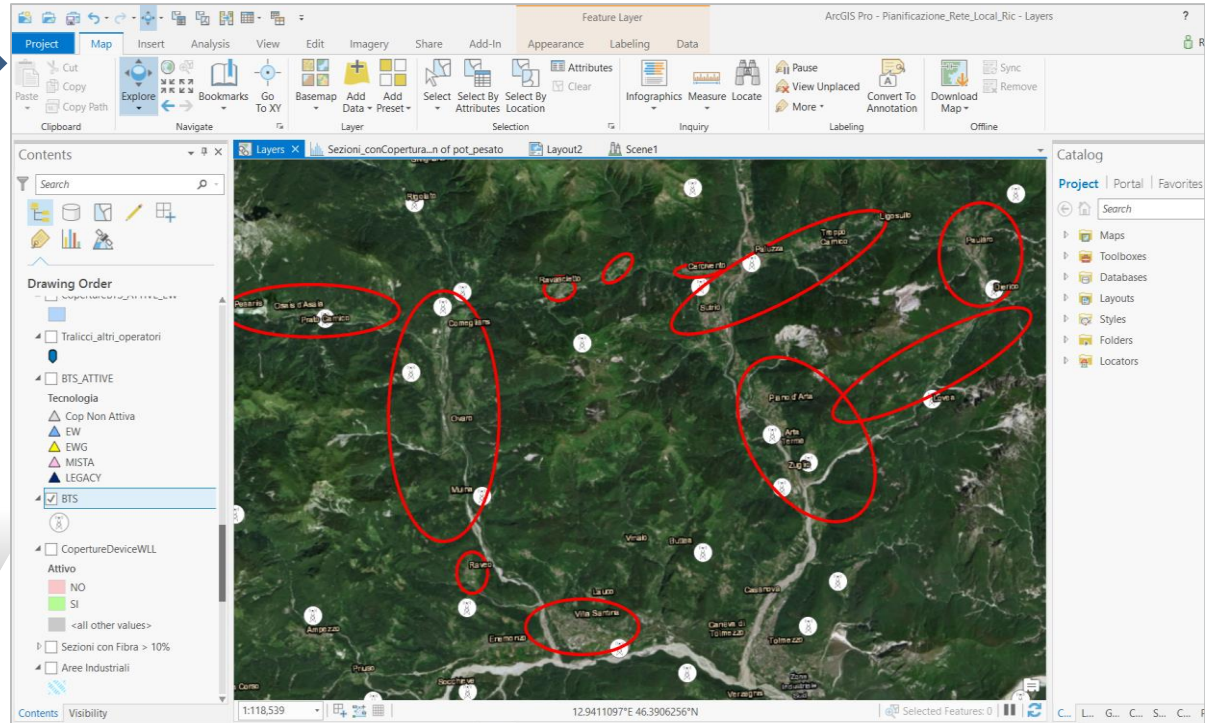Insights for ArcGIS and Workforce Apps

The steps for growth – Where we started from

01 WHERE WE STARTED FROM

The Strategic Planning Team performed advanced spatial analysis using desktop Apps

- Data integration from various data stores and sources
- Site selection
- Monitoring of technical and commercial performances
- Off line support to Sales Area Managers
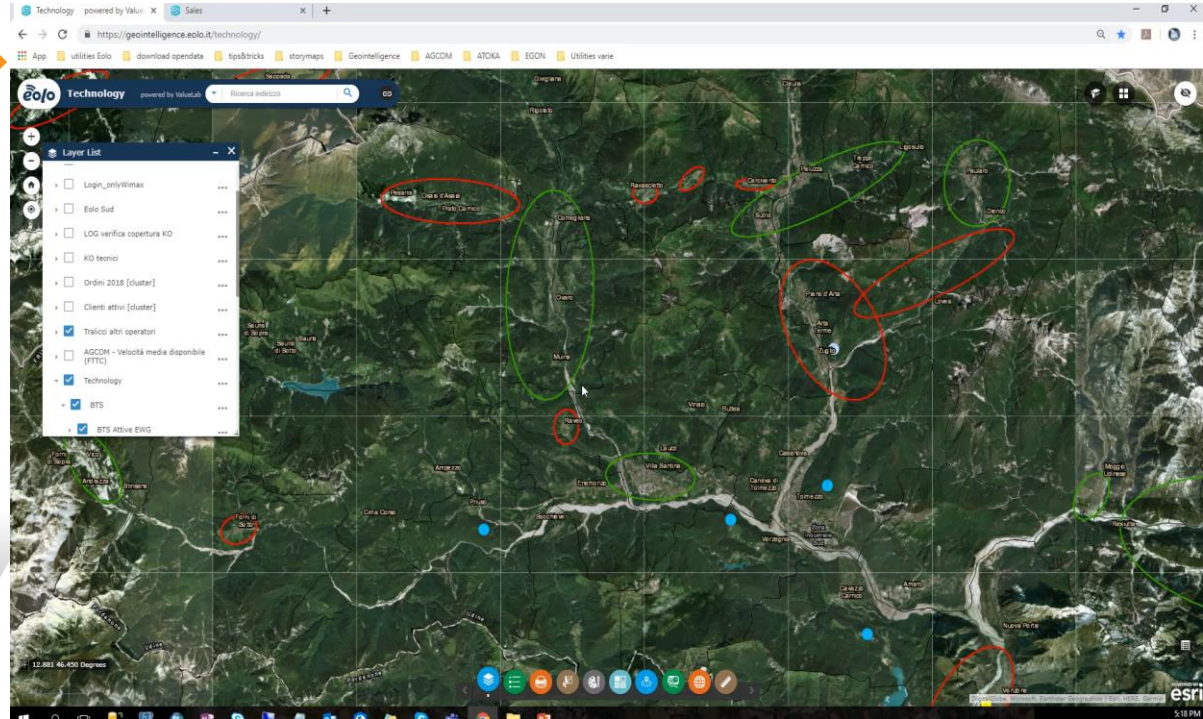

Site selection with ArcGIS Pro

The steps for growth – Where we are today

02 WHERE WE ARE TODAY

Together with our partner Jakala, we built a geomarketing tool, Geointelligence Web, with the aim of:

- Improving the efficiency of network development
- Increasing sales and market share
- Sharing KPIs within the company

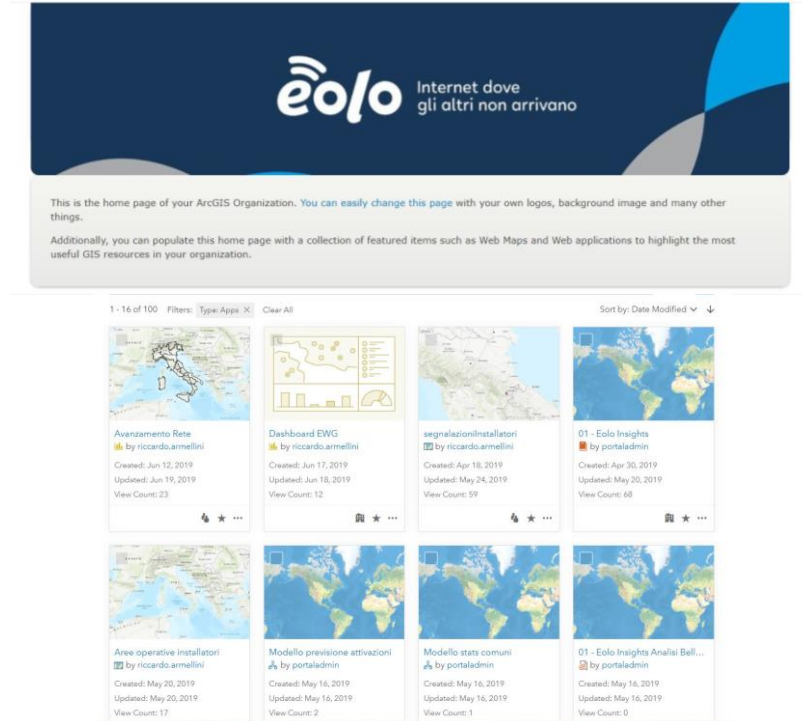*Geointelligence Web: network development and sales support Web Apps*

The steps for growth – Where we are today

02 WHERE WE ARE TODAY

Our infrastructure is composed by **2 Desktop Licences** (1 Basic and 1 Standard) and **1 Standard Server Licence**.

We have **85 users** on our Portal, accessing to more than 10 customized apps.
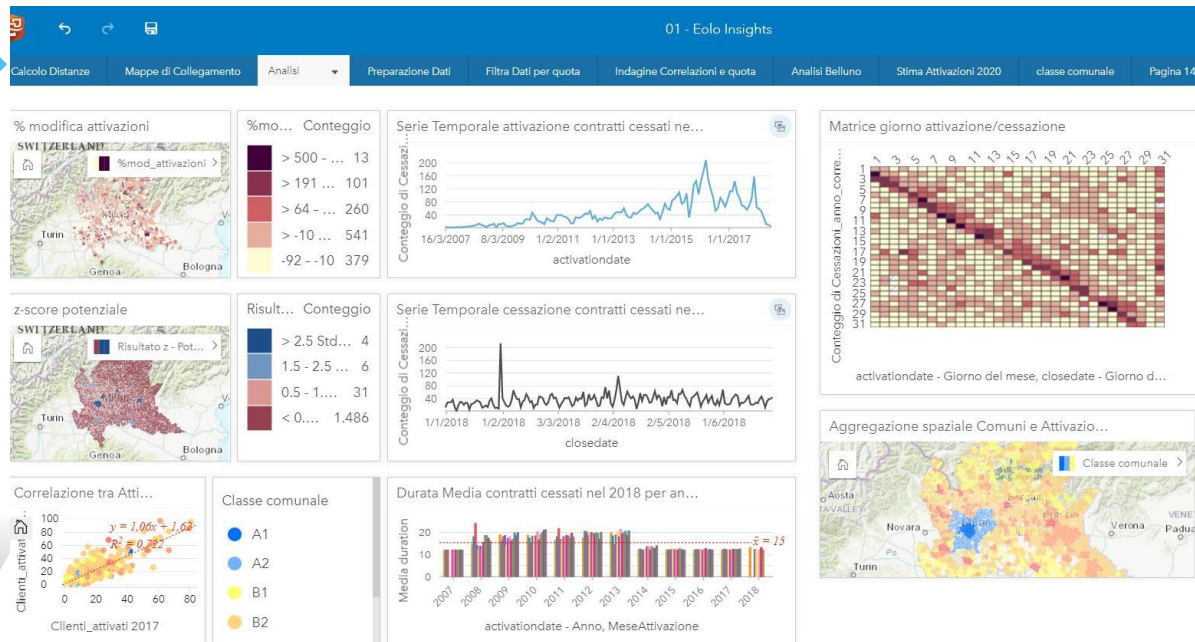

Eolo Enterprise Portal

The steps for growth – Where we are going to

03 **WHERE WE ARE GOING TO**

We imagine our **business analysts** working with **Insights for ArcGIS** to explore our data and generate geographic-aware insights

and our **field force** using **Mobile Apps** to access updated data and provide real-time technical and commercial feedbacks to the HQ

Data exploration with Insights for ArcGIS

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Today we are sharing this **value** with every division and team

Yesterday we started exploring and exploiting our data to extract **value** from them

Each step has been made to add **value** to the whole company

Thanks for your attention

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