



## Case Study

**Organization**  
Bell Aliant

**Location**  
Canada

**Industry**  
Telecommunications and Fiber  
Optics Service Provider

# Fiber-Optic Services to the Home in Less Time

Bell Aliant set out to offer fiber-optic services to the home for more than 650,000 customers within three years. Typically, time and cost would prohibit such an endeavor. However, as one of North America's largest regional telecommunication providers and the leading fiber-optic service provider in Canada, Bell Aliant does not shy away from network challenges. With the help of Esri® technology, the company was able to reach its goal without high costs or time-consuming processes.

## What did they do?

Operators brought real-time, accurate network views to stakeholders throughout the organization including the engineering department and field crews as well as staff members in management, marketing, customer service, and finance. Bell Aliant employed a sophisticated database so that all spatial information pertaining to a multitechnology infrastructure could be centrally stored and accessed.

## Do I need this?

Esri ArcGIS® technology provides a common platform for integrating spatial data with information from existing support software. Network providers become more efficient when they use ArcGIS to analyze infrastructure and operations. ArcGIS helps companies analyze large portions of data when there is a direct correlation between capital costs and distance. The spatial perspective offers new ways to understand service areas and satisfy customers.

[esri.com/telecom](http://esri.com/telecom)

"We contained costs and met our build schedule by automating tasks. We reduced engineering time by 32 percent and improved accuracy 25 percent."

**Shelley Scott**  
GIS Manager  
Bell Aliant



Understanding our world.