Case Study

Organization
SRP Telecom

Location
Phoenix, Arizona, USA

Industry
Fiber Network Provider

Simplifying Fiber Backhaul Connection

With its 1,600-route-mile fiber network, SRP Telecom is in an ideal position to fulfill the needs of cellular companies looking to upgrade backhaul capacity in Arizona's Valley of the Sun. The company is rapidly responding to bids and providing a new level of customer service, thanks to an automated business process based on Esri® ArcGIS® technology. In short order, SRP Telecom can provide potential customers with an accurate cost estimate as well as a detailed map showing the network access location and proposed route.

> "We have reduced the time and cost of request-for-pricing response by up to 60 percent while improving accuracy."
>
> **Tom Cox,**
> **Senior Developer,**
> **SRP**

What Did They Do?

SRP Telecom management selected Esri ArcGIS technology to determine the proximity of network access points to customer cell sites, helping it respond quickly and appropriately to any request for pricing (RFP). By viewing critical data in ArcGIS, the company can determine optimal routes, develop cost estimates, and present customers with comprehensive, competitive responses to RFPs.

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. Using ArcGIS, companies can 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.

For more information, visit esri.com/telecom.

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Need More Details?

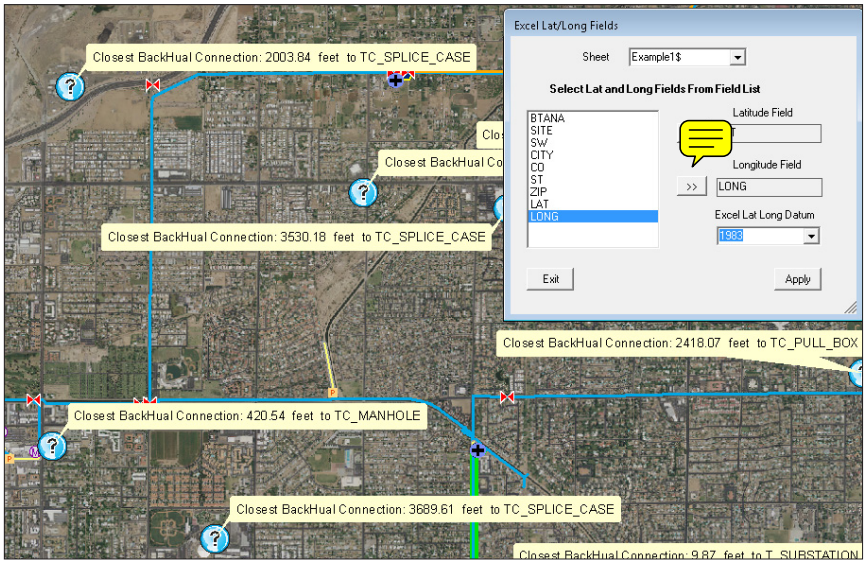
SRP Telecom needed to be able to showcase its extensive Phoenix metropolitan fiber-optic network along with its ability to support wireless market demand for bandwidth that can accommodate heavy data and speed-intensive applications.

"We needed a way to illustrate, demonstrate, and market the close proximity of our fiber to the collective number of cell sites of all mobile carrier providers within the Phoenix metro valley," said Tom Cox, senior developer, SRP. "The spatial analytic capability of ArcGIS gave us the tools we need to quickly and accurately determine the proximity of network access points to customer cell sites."

Process moved to paperless. The geospatial approach proved to be a much speedier and more reliable way to process and deliver RFP responses than the previous, manual process.

Analysis can be completed with minimal trips to the field. Engineering resource requirements are reduced and critical time saved when engineers use the imagery and spatial data integration capabilities of ArcGIS.

Improved accuracy reduces risk. Using ArcGIS, engineers can quickly analyze environmental factors such as existing infrastructure, rail lines, major roadways, water, and distance features that directly impact the cost to build network extensions. This facilitates a more precise estimate of the cost to construct new fiber facilities and reduces the risk of an inaccurate estimate.



Route analysis is generated by the Telecom Proximity Tool in ArcGIS.

For more information, visit esri.com/telecom.

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