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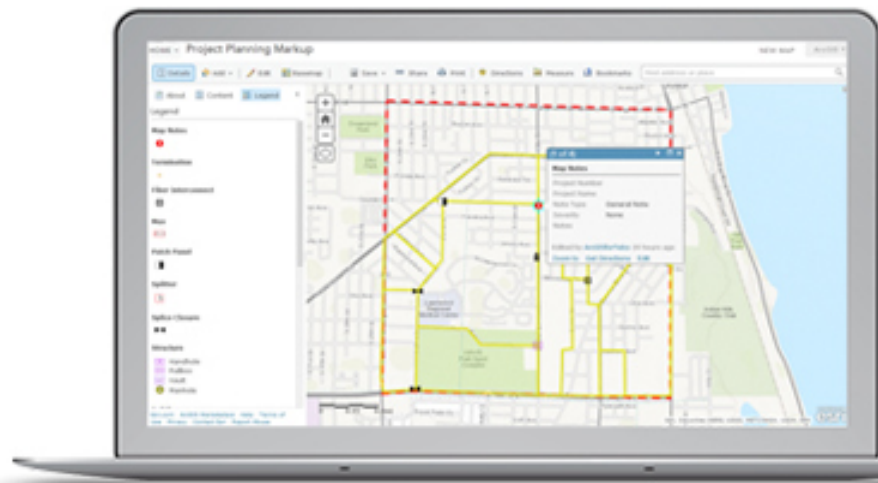
Your Telecommunications Location Platform

[How can we help →](#)

Your Telecommunications Location Platform

What if one system made you more efficient? More profitable? Better able to deliver what your customers need? And more strategic about how you deliver to your markets? Well, guess what? That system exists. It's the Esri ArcGIS® location platform. ArcGIS helps you build out your network where customers need your services. It uses industry-leading spatial analytical tools to find trends. So you can do more than design your smartest network plans. You can react in real time to performance issues to provide the best customer experience. With ArcGIS, you use apps, maps, and web applications to come together as an organization. There's an authoritative source of information, so everyone has what they need to do their jobs. And everyone – from the field to the conference room – is accessing critical data in real time. It's time to let the industry-leading location platform transform your network.

Discover how the nation's largest telecom cooperative is transforming its bottom line with ArcGIS.



Increase Revenue

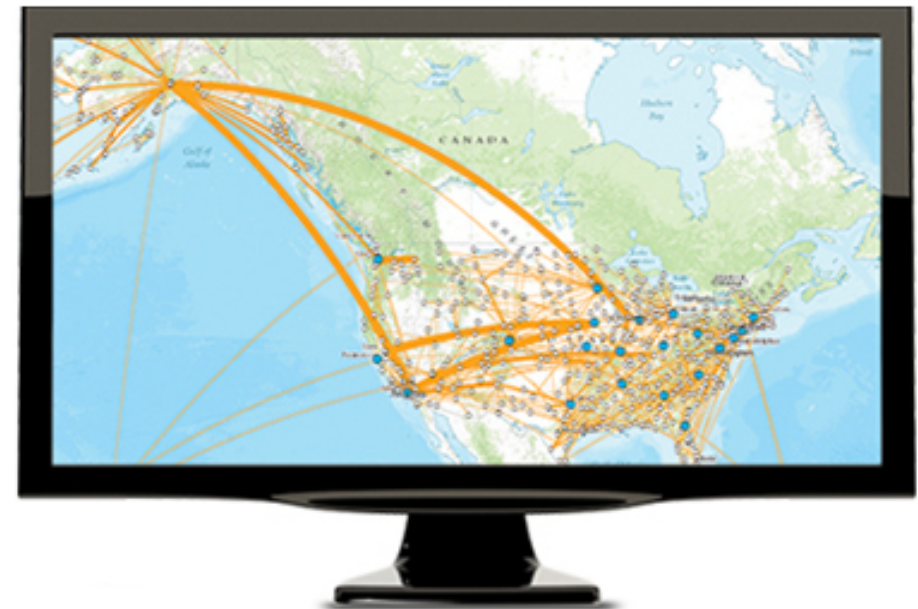
Discover where your opportunities are. The ArcGIS platform helps you use demographic analysis to find where your customers want which services, and where more customers exist like them. Analyze churn rates to find new competitive threats. You can also use location to track door-to-door sales efforts in real time. So when you locate underserved areas, you can

target your most profitable network expansions. You can even supplement capital planning with rich demographic and competitive analyses – to drive your biggest ROI.

See how Telecom New Zealand Boost Sales with Mobile GIS.

Reduce Time to Market

Reduce the lag time from the moment you invest in your new network build-out to the day you get customers up and running with new services. With ArcGIS, you can let everyone, from customer service representatives to customers themselves, exactly which new services will be offered and when. So CSRs can make the sale over the phone. Meanwhile, location analysis lets you design powerful marketing campaigns tied directly to network completion. So your sales people can even presell services. As soon as your network is ready, your services can be in the market.



Learn how Maine Fiber provides accurate quotes while planning its new network



Operate Efficiently

Exploit the power of one efficient information source. With easy access to current network data, installation statuses, service diagnoses, and real-time status updates, you can deploy resources the fastest. So you ensure on-time service activation. You streamline the design-to-fulfillment process simply by providing greater access to all your critical information. Use mobile apps for field-work updates as they happen and keep office supervisors informed with real-time dashboards. Everyone from engineers to operations gain from having a transparent, geospatial view of critical data.

See how Esri technology powers your network operations center. [\[PDF\]](#)

Improve Customer Experience

Maximize your revenue by providing the best customer experience possible. You can uncover trends in customer information, including complaints, performance, and churn rates, with the power of location. Overlay existing opportunities and issues with demographic data. All your information is easily accessed and interpreted through dashboards and mapping applications. So you can make strong, supported decisions. Discover connections in issues and performance, and diagnose why customers are coming and going. So you can enhance their experience, and increase your bottom line.

Delivering triple-play service has never been easier for INEA, since the Polish telecom made information instantly available with GIS



It's time to harness the power of location.

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