

Case Study: Telecom provider puts location-based technology from Precisely to work across the enterprise

Meeting global networking needs

BT Group plc (formerly British Telecommunications plc, abbreviated to British Telecom) is one of Europe's leading providers of telecommunications services. In the UK, BT serves customers ranging from individual consumers with a single phone line to government departments and some of the world's largest multinationals. Services include higher-value broadband and Internet products and services and IT solutions. BT's global IP network provides a wide range of connectivity options for voice, video, data and converged communication services.

Business challenge

A key component of the company's success has been the integration of location intelligence across all facets of its business, starting with management of its extensive networks. With 17,000 field-based engineers servicing approximately 6.1 million customers each year, BT needed a unified, efficient system for deploying employees, supplies and other resources across network sites. As paper-based maps and diagrams proved inefficient, engineers needed a better way to respond to customer needs.

Solution

The company turned to Precisely MapXtreme and MapInfo Pro solutions to visually display and analyze location-based data to make more informed decisions about customer service. In addition, the Precisely location intelligence tools integrate easily with BT's existing systems, which are primarily built on an Oracle-based platform.

The Precisely location intelligence solutions enable BT engineers to locate a property, view road networks and plant details, and then identify the location of underground ducts and individual cables within each site. Additionally, engineers are able to see the exact location of the customer in relation to the network, and can also search by a customer's address and postcode to plot the shortest route for site visits, resulting in time and labor savings.

Company profile

BT Group plc

- One of Europe's largest telecommunications service providers
- Serves around 15 million customers
- Deploys some of the largest and most complex IT and communications networks worldwide
- Holds around 7,000 patents and patent applications

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Benefits

The solutions are quickly accessible to field engineers at all times, allowing employees to easily locate BT plant equipment and customers, and submit work requirements or requests from any given site. Location intelligence also helps engineers more easily identify network outages, allowing for faster response times and a more timely resolution of the outage. With the location intelligence solution, BT has streamlined operations and increased efficiency, resulting in cost savings and improved customer service.

In addition to network management, location intelligence solutions are also a critical component of BT's emergency response — both internally and for the company's 999 system, the equivalent of the U.S. 911 call system. On average, 100,000 calls are received each day. Many callers are not able to provide their exact location, so a highly efficient, accurate system is essential to providing emergency response authorities with the exact locations of callers.

BT also utilizes location intelligence and location-based data to make better decisions for sales and marketing efforts. By combining geographic and customer data, BT is able to determine which network sites and markets are best for rolling out a new product or service. "BT is an early adopter of the use of location intelligence for marketing purposes," said Ian Drury, GIS consultant. "Location intelligence definitely provided an advantage as far as our ability to effectively roll out new services, such as new broadband and fiber services."

Drury noted that the accuracy of the data provided by these solutions has been critical to BT's success. "If the data you are using is not clean and up to date, any analyses conducted will be completely ineffective," he said. "We've found that these solutions provide accurate geographic information and give us the most realistic view, be it of customers, the network or competitors."

Technology used

- MapXtreme
- MapInfo Pro

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