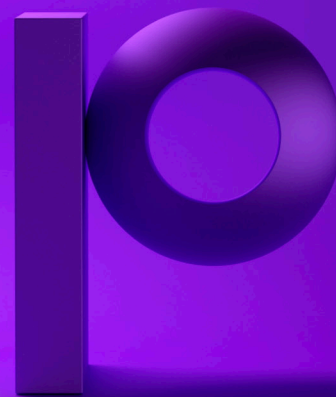# Plan and optimize networks

Close service gaps, expand with confidence,
and grow revenue

precisely

## Are you prepared to expand your network?

Telco and utility providers face mounting pressure to expand and modernize their networks and infrastructure while simultaneously containing costs.[1,2] Yet their planning and investment decisions are often based on incomplete or inaccurate address and asset data, fragmented network maps, and limited visibility into demand, property details, market conditions, risks, and service gaps.

This leads to inefficient capital allocation, redundant builds, and slow rollout of new infrastructure—ultimately increasing costs, delaying service delivery, and reducing ROI.

With greater demand for comprehensive, high-quality networks than ever before, these organizations need complete, trusted data to inform their decisions.

## Take your network to the next level

Precisely enables you to plan, expand, and optimize your network with confidence, delivering the data and spatial analytics you need to make key infrastructure decisions.

We transform fragmented address and asset records into a single source of truth. Via our Geo Addressing solution, every serviceable address is validated, standardized, geocoded, and appended with a unique identifier that enables frictionless enrichment with our portfolio of pre-linked datasets. This allows you to leverage accurate addresses and easily enhance analysis with key data attributes, like property details, location-specific consumer preferences, tax jurisdictions, nearby infrastructure, and environmental factors.

Precisely also empowers you to go beyond static network maps. With our advanced spatial analytics and mapping tools, teams can visualize network behavior, model "what-if" scenarios, and evaluate the ROI for upgrades or expansions.

Gain a clear picture of how network assets, customers, and geographic characteristics intersect to easily identify underserved areas, enhance site assessments, and power network expansion at scale.

### Benefits

Armed with everything you need to make informed network planning and infrastructure-related decisions, you can:

- **Increase margin growth and revenue** by reaching previously underserved areas, enhancing network efficiency, and expanding capacity.
- **Improve customer LTV and retention** by delivering more optimal service and expanding capacity to meet specific, location-based demand.
- **Ensure reliability at scale**, minimizing downtime and enhancing experiences.
- **Differentiate yourself in competitive markets** with greater coverage and reliability.
- **Accelerate time-to-value** by reducing manual processes and ensuring accuracy.

### Ready to get started?

Interested in speaking with an expert or want to learn more about how Precisely can help you plan and optimize your network? Get in touch today.

1. McKinsey: The growing imperative of energy optimization for telco networks
2. McKinsey: The Infrastructure moment

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