

Turnkey GIS Management

Building a Scalable and Extendible Corporate Solution

The Situation

In 1996, a new operator entered the fast-growing Spanish mobile telecommunications market. The need to deploy its network and provide service to clients immediately gave rise to the requirement for network design and maintenance tools based on digital cartography.

To ensure efficiency, consistency, and utility in their GIS solutions, they sought a partner with extensive GIS and telecoms experience to design and build a core GIS system complete with cartographic information and data models for network planning.



The deep relationship with the customer allowed Genasys to contribute all of its experience and know-how by proposing innovative ways to make the best use of geospatial information and the GIS system.

The Solution

Genasys offered a global GIS solution to provide a consistent set of cartography and geospatial models to be used across departments by different applications. Following the success of the initial projects, Genasys has continued to manage aspects related to their use of GIS applications and data. Over the years this global solution has encompassed:

- Provision of a corporate GIS system with licensing that allows access by any department at no additional cost.
- Provision of optimized cartographic data models needed by each department that has successfully made use of the corporate system. From models at scale 1:10,000 for Customer Services to models at scale 1:500 for the Transmission Department.
- Also included are models designed for very specific purposes such as radiofrequency planning.
- Development of GIS powered applications for the needs of different departments, integrated with existing corporate information systems.
- Design of tools for sharing data between existing systems.
- Technical support and remote system monitoring.

The Results

As a consequence of this long-term partnership and the solutions delivered over time, the corporate GIS is currently used by several departments including Customer Support, Radiofrequency, Transmission, Operations and Maintenance, Network Quality, Deployments, and Marketing. Customer Loyalty and Market Share campaigns are designed using geographic analysis based on engineering planning data. Planned service stoppages are communicated in advance to Customer Support team to notify affected customers in advance. Problems reported by customers are now recorded directly in the system used by engineering in order to provide the fastest response possible. In fact, the entire business lifecycle from finding new customers to managing their service is supported by applications based on GIS that was built by Genasys who also is responsible for keeping cartography and data models accurate and complete.

ABOUT GENASYS

For over ten years, Genasys has been delivering to its clients a wide range of innovative solutions based on the creative use of geospatial information. With offices all over the world, Genasys strives to provide excellence in technical advice and customer service. To find out more, visit www.genasys.com.

