



## **SPATIALinfo and OSS**

The access to accurate and timely data and its use in cost-efficiently integrating network functions has sparked a new era of asset management and operational efficiencies, with new revenues, cost-savings and speed to market the bottom lines for cable operators and the broadband industry. Now, the intelligent use of data is allowing a virtual tour of networks and providing a detailed map on how to manage and grow them more efficiently, with revenues and cost-savings the keys.

SPATIALinfo is a Denver-based network and spatial information software company that integrates and manages complex and sophisticated data and network functions for the broadband industry. SPATIALinfo's suite of software products and services allows cable operators to seamlessly integrate network data from their engineering to their OSS functions, including network modeling and design, sales, customer service, marketing, operations and finance, and integrate them into a database of record for the entire organization.

SPATIALinfo's analytic tools provide a new generation of powerful, cost-effective solutions to many of the problems that have daunted the OSS initiatives of many MSOs,

One example is SPATIALinfo's ability to serve network and address data into a near fully automated order entry/provisioning/monitoring/billing cycle, and enable single-point addressing solutions across engineering, billing and marketing. This has been deployed in what was described by one MSO (SureWest) as "a complete set of operations support systems, world-class systems that were fully integrated with both flow-through provisioning, bundled billing...everything. They did a great job" [Bill DeMuth, CTO SureWest, quoted in CED InDepth, Dec 2002, p.16]

In another example, tools for managing network maps can be enhanced with the query capabilities to incorporate geographical analysis. Using these as a marketing aid, the current untapped sources of revenue can easily be identified. The result will enable marketing and sales departments to quickly assess their targeted marketing efforts with minimal costs. A typical case is being able to locate large commercial businesses located near spare fiber capacity are readily identifiable, while serviceable locations not currently listed in billing or CRM systems can be pinpointed.