

CASE STUDY

Orange

“LOCATION INTELLIGENCE HAS BENEFITED THE OPERATIONS OF ORANGE FOR A DECADE.”

Derek Buchanan, Senior Product Manager, Orange

LOCATION INTELLIGENCE
DIRECTS ORANGE'S FUTURE.



Challenge

- **Prioritising 3G network rollout with Pitney Bowes Business Insight location intelligence**
- **Network planning and management**
- **Demographic analysis and customer profiling**
- **Customer service base of over 7,500 users**

SUMMARY

On July 19, 2004, Orange reached a major milestone with the launch of the largest integrated high-speed 3G network in the UK. As one of the most successful European mobile operators, Orange has long been a convert to the power of location-based intelligence and the 3G announcement is just one example of many where Pitney Bowes Business Insight solutions have helped this operator achieve its aim of being the first for 'service, quality, innovation and choice.'

The Orange group is one of the world's largest mobile communications companies and a subsidiary of the France Telecom group, with operations in 19 countries across Europe and beyond. At the end of March 2004, Orange was the largest mobile operator in the UK with 13.8 million active customers and at the end of March 2004, Orange controlled companies that had over 50 million customers worldwide.

Most recently, Orange announced that it has the most extensive integrated 2.5/3G network in the UK, with 66% of the population covered by its high-speed network, ensuring that even if customers move out of 3G coverage, they will not lose their connection to the network. This announcement was the culmination of five years of preparation for the 3G network, during which a variety of Pitney Bowes Business Insight based solutions played a key role in defining its rollout.

“We have used Pitney Bowes Business Insight software since our launch in 1994 and it has been of significant benefit for ensuring that we always provide superior network quality and coverage,” explains Derek Buchanan, Senior Product Manager, Orange. “Our ability to leverage location intelligence through using Pitney Bowes Business Insight products was critical to the successful rollout of our 3G network as it enabled us to identify potential customers and where they would likely use our enhanced third generation services. As our decision making process was much more informed by location-based data, we could build our network in areas that will serve our customers most effectively. As our decision making process was much more informed by location-based data, we could build our network in areas that will serve our customers most effectively.”

Prioritising Rollout

Before Orange could start building its 3G network, it embarked upon a consultative planning phase with MapInfo's Professional Services Group where MapInfo TargetPro®, an advanced demographics and customer profiling solution, was used to analyse Orange's proprietary data in combination with 'Prizm' clusters, income and other related data sets. Through a series of workshops involving both Pitney Bowes Business Insight and Orange staff, a clearer picture emerged of where rollout would benefit the target audience.

Orange

"Rollout is both resource intensive and expensive. On day one of the launch, it was not going to be possible to have nationwide coverage, therefore we wanted to prioritise our 3G network rollout. Analysis conducted via TargetPro revealed where our potential 3G customer most likely works, rests and plays, so we were able to ensure that our network deployment was aligned with our broader marketing plan and commercial objectives," comments Buchanan.

Once Orange identified and prioritised those areas with potentially the strongest market for 3G services, the next phase was to plan the infrastructure build and get on with it.

Orange has sought to maximise its use of existing masts, thereby increasing the availability of its service whilst minimising the environmental impact. Buchanan says, "The existing Orange mobile network was used as the base upon which the new 3 network was built. Where possible, existing sites are upgraded to allow them to offer the new service in addition to existing services. This move kept the number of new sites needed to a minimum."

"Pitney Bowes Business Insight's software is essential to our network management and assists us to process queries from the public more effectively, thereby aiding our customer relationship management practices. Most recently, it has helped us to identify and leverage potential sources of competitive advantage from our 3G networks' early rollout."

Network Planning

From a network planning perspective, Orange uses MapInfo Professional® interfaced with its network planning tools and infrastructure management tools. Data pertaining to the network topology is displayed thanks to MapInfo Professional via a map, providing Orange's engineers with the exact coordinates and coverage capabilities of each mast, a visual representation of how those masts link to one another and any gaps in service.

By analysing link usage figures, Orange, using Pitney Bowes Business Insight software, is able to identify links approaching their usage capacity limits enabling engineers to proactively upgrade links before capacity limits are reached. "Pitney Bowes Business Insight's product family and componentised design has enabled fast and easy integration between Pitney Bowes Business Insight based systems and specialised 3G planning tools, so making the job of the systems delivery team that much easier," says Chris Jones from the Network Value Chain team in Orange.

Whereas some mobile phone operators have taken a traditional approach to 3G network build-out (i.e., initially concentrating only on London), the use of location intelligent planning tools has enabled Orange to provide the UK's largest 3G network with coverage in and beyond the major cities and population centres including London, Manchester, Edinburgh, Bristol, Belfast, Glasgow, Sheffield, Birmingham, Liverpool, Newcastle upon-Tyne and Leeds.

"Location intelligence has given us a way of unearthing competitive advantage and exploiting it. Whereas our competitors are taking a traditional approach, we will have 3G coverage where early adopters most need and expect it," Buchanan adds.

Superior network quality, coverage and customer service

While 3G has been a major focus for Orange in recent years, the company has continuously strived to provide its customers with superior GSM network quality and coverage. Orange has made significant investments—in the UK and abroad—in its state of the art customer service centres and in the expansion and enhancement of its GSM network. Here also, Pitney Bowes Business Insight technology is playing a key role in helping the company deliver on its commitment to delivering exceptional network performance and customer service.

The Orange coverage management system (CoMS) provides accurate and consistent coverage information and maps to thousands of staff across customer service, network management, engineering, sales and marketing as well as Orange shops and dealers. Embedded within CoMS is Pitney Bowes MapInfo MapX mapping software, which accurately displays network coverage on detailed, interactive maps that also show Orange base transmitter sites, road networks and other relevant site data.

As CoMS is integrated with Orange's engineering systems, customer service representatives (CSRs) can answer queries from the public immediately and consistently, making each customer contact productive and meaningful. For instance, when a customer calls to report a signal problem, the CSR can determine whether the caller has entered an area of variable coverage or whether the local transmitter is under repair and provide this information to the customer. Feedback of subscriber hits on coverage problems can then be sent to engineering for analysis and input to network planning.

The system's accurate and current maps provide information about planned new sites, date of their activation and details of how these sites will improve and expand coverage. All of this information is regularly updated, enabling CSRs to satisfy the customer's requirements for the latest information and CoMS now also holds detailed data about the 3G network.

Orange continues to deploy Pitney Bowes Business Insight technology in its customer service centers, adding to the base of 7,500 users of Pitney Bowes Business Insight-based technology in the company today.

Pitney Bowes Business Insight is also used to assist in the maintenance of the network. Engineers regularly drive large sections of the country with equipment that monitors and tests the network. Once a survey is completed, the route is plotted on a map and various network performance data extracted. This helps ensure Orange continues to provide a high quality service to its customers.

Increasingly, Orange sees Pitney Bowes Business Insight-based technology informing network coverage and performance enhancements to both its 2G and 3G networks by helping it to identify, prioritise and serve its customer's needs

"Pitney Bowes Business Insight's software is essential to our network management and assists us to process queries from the public more effectively, thereby aiding our customer relationship management practices. Most recently, it has helped us to identify and leverage potential sources of competitive advantage from our 3G networks' early rollout. Location intelligence has benefited the operations of Orange for a decade and will continue to do so in the future," Buchanan concludes.

"OUR ABILITY TO LEVERAGE LOCATION INTELLIGENCE THROUGH USING PITNEY BOWES BUSINESS INSIGHT PRODUCTS WAS CRITICAL TO THE SUCCESSFUL ROLLOUT OF OUR 3G NETWORK AS IT ENABLED US TO IDENTIFY POTENTIAL CUSTOMERS AND WHERE THEY WOULD LIKELY USE OUR ENHANCED THIRD GENERATION SERVICES. AS OUR DECISION MAKING PROCESS WAS MUCH MORE INFORMED BY LOCATION-BASED DATA, WE COULD BUILD OUR NETWORK IN AREAS THAT WILL SERVE OUR CUSTOMERS MOST EFFECTIVELY."

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THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

Pitney Bowes Business Insight (PBBI) provides a unique combination of location and communication intelligence software, data and services that enable organizations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximizing the value of customer data, PBBI provides the tools required to more effectively locate, connect and communicate with customers in today's global markets. Leading organizations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit www.pbbusinessinsight.com and www.pb.com for more information.