


## CASE STUDY

# BT Group

“LOCATION INTELLIGENCE DEFINITELY PROVIDED AN ADVANTAGE AS FAR AS OUR ABILITY TO EFFECTIVELY ROLL-OUT NEW SERVICES, SUCH AS NEW BROADBAND AND FIBER SERVICES.”

Ian Drury, GIS consultant, BT



A KEY COMPONENT OF THE COMPANY'S SUCCESS HAS BEEN THE INTEGRATION OF LOCATION INTELLIGENCE ACROSS ALL FACETS OF ITS BUSINESS.

## Challenge

To maintain its position as an established leader in the telecommunications industry, BT seeks to innovate and continually evolve to provide new offerings and technologies to customers. A key component of the company's success has been the integration of location intelligence across all facets of its business. Critical areas include service networks, emergency response, and sales and marketing initiatives.

## Solution

The company turned to Pitney Bowes Business Insight solutions to visually display and analyze location-based data to make more informed decisions about customer service. In addition, these solutions integrate easily with BT's existing systems, which are primarily built on an Oracle®-based platform.

## SUMMARY

BT Group plc (formerly British Telecommunications plc, abbreviated to British Telecom) is one of Europe's leading providers of telecommunications services. In the United Kingdom, BT serves around 15 million customers ranging from individual consumers with a single phone line, to government departments and some of the world's largest multinationals. Services include local, national and international telecommunications services, higher-value broadband and Internet products and services and IT solutions, as well as network services to other licensed operators.

BT also has one of the world's largest communications research and development (R&D) organizations. In 2009, BT invested over £1Bn in R&D to support its drive for innovation, and it currently maintains a total worldwide portfolio of around 7,000 patents and patent applications. The R&D organization designs, develops and deploys some of the largest and most complex IT and communications networks in the world. BT is building the world's most advanced global IP network, 21CN, providing a wide range of connectivity options for voice, video, data and converged communication services.

An established leader in the telecommunications industry, BT seeks to innovate and continually evolve to provide new offerings and technologies to customers. A key component of the company's success has been the integration of location intelligence across all facets of its business.

## RESULT

A critical area where BT uses location intelligence solutions is in the management of its extensive networks of services. With 17,000 field-based engineers servicing approximately 6.1 million customers each year, BT needed a unified, effective and efficient system to manage the deployment of employees, supplies and other resources across network sites. As paper-based maps and diagrams proved to be inefficient, engineers needed a better system to respond to customer needs. The company turned to Pitney Bowes Business Insight's MapInfo MapX® and MapInfo Professional® solutions to visually display and analyze location-based data to make more informed decisions about customer service. In addition, the Pitney Bowes Business Insight tools integrate easily with BT's existing systems, which are primarily built on an Oracle®-based platform.

The Pitney Bowes Business Insight 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. The solutions are quickly accessible to field engineers at all times, allowing employees to easily locate BT plant equipment and customers, and submit

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.

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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. BT's internal contingency management system relies on location intelligence for emergency response plans, such as proper protocol if the company was impacted by a natural disaster, terrorist act or major failure of any IT systems. BT also provides a 999 emergency system, the equivalent of the U.S. 911 call system. Every emergency call is received by a BT employee and routed by address through a complex database. Emergency response authorities can access this data to determine the site of the caller. On average, 100,000 calls are received each day, with half of the calls being placed from a fixed location and the other half from a mobile phone. 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, giving them the ability to respond as quickly as possible.

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, on a technical level, which network sites are best to roll a new product or service out to and identify the optimal markets to sell to. This has been particularly important as the company expands offerings of new technologies and seeks to raise awareness among target customer audiences. BT is also able to assess competitive threats with the Pitney Bowes Business Insight location intelligence and data solutions. "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." The company also plans to target customer segments and improve site selection for a fiber network roll-out scheduled for the coming year.

Sales departments also use MapInfo Professional for location intelligence modeling that enables them to properly distribute localized phone directories to customers. 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."

## THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

BT's use of Pitney Bowes Business Insight location intelligence solutions is a key aspect of its continued growth and leadership in IT and telecommunications. "For us, one of the keys in using location intelligence tools has been implementing them across different departments—from engineers to sales and marketing. We are also always working to learn new ways to use location intelligence to improve our business operations," said Ian Drury, GIS consultant.

