

case study

TELECOMMUNICATIONS

British Telecommunications: Satisfies Customers and Competes Effectively with MapInfo

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British Telecommunications (BT), owner and operator of the United Kingdom's dominant telephone network, sells local, long-distance, international, wireless and Internet service as well as equipment. Competitive pressures in its markets continue to push BT to develop new products and services that satisfy customers' communications needs and to compete effectively with available alternatives.

BT recently launched in the United Kingdom BTopenworld—a new asymmetric digital subscriber line (ADSL) service that allows ordinary home and business phone lines to be converted into high bandwidth digital links. ADSL represents an important opportunity for BT to compete head-on with the cable companies and other high-speed data service providers for a share of the growing market for broadband services.

BT selected MapInfo technology to help it meet the challenge of bringing this strategic new service to market. MapInfo Professional® software, the advanced geographic analysis and mapping tool, is used by BT's planners to support the critical tasks of market analysis and network planning for ADSL deployment.



CUSTOMER

British Telecommunications (BT)

PROBLEM

- ▶ BT wanted to find a way to profile and pinpoint the "ideal" high-bandwidth customer
- ▶ BT needed to prioritize ADSL deployment in locations with greatest potential demand
- ▶ BT also needed a tool to perform cost/benefit analysis essential for a cost-effective nationwide roll out of the service

SOLUTION

MapInfo's MapInfo Professional® mapping data visualization and analysis software and MapInfoData postal, demographic and road data sets have combined to produce a powerful ADSL market analysis and network planning tool for BT.

BENEFITS

- ▶ BT has been able to pinpoint more than 400 high potential exchanges—covering six million households and businesses—for its initial ADSL roll out
- ▶ The system has enabled a ranking of all exchanges offices for ADSL upgrade
- ▶ System is helping BT plan the most cost-effective nationwide ADSL roll out

...PROFILING AND PINPOINTING IDEAL CUSTOMERS WITH MAPINFO IS HELPING

BT ACHIEVE THE MOST EFFECTIVE ROLL OUT OF ADSL.

ADSL provides customers with a cost-effective connection—using existing copper—to a wide range of broadband services such as e-commerce, e-mail, audio and video downloading and online shopping. By profiling and pinpointing the "ideal" high-bandwidth customer, BT could prioritize ADSL deployment in those areas where the greatest potential demand exists. Analysis and visualization of demographic data at the exchange office level would be the key to effective marketing and network plans. The company recognized that maximizing penetration levels at the outset—by identifying and targeting the likely "early adopters" of high-bandwidth services—increased the likelihood of wider interest and demand critical to a successful nationwide implementation.

BT also needed a tool to help it perform the cost/benefit analysis essential for a cost-effective roll out of the service. ADSL requires the installation of advanced electronics, called digital subscriber line access multiplexers (DSLAMs), in each exchange office where the service is offered. Therefore, the company needed a system to help it rank all of the exchange offices in its vast network for ADSL upgrade.

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MapInfo's MapInfo Professional mapping data visualization and analysis software and MapInfoData postal, demographic and road data sets have combined to produce a powerful ADSL market analysis and network planning tool for BT. This tool enabled BT planners to take the entire United Kingdom down to the postal sector level—each sector representing about 3,000 households—and geographically analyze and evaluate those demographic factors that influence a customer's broadband needs. Variables such as PC ownership, Internet access needs, business size, household density, gender and age are tabulated and weighted. The system performs sophisticated correlation and modeling of demographic data and projects demand at the exchange office level then ranks exchanges based on this projected demand.

MAPINFO PROFESSIONAL ENABLED BT PLANNERS TO TAKE THE ENTIRE UNITED KINGDOM DOWN TO THE POSTAL SECTOR LEVEL—EACH REPRESENTING ABOUT 3,000 HOUSEHOLDS—AND GEOGRAPHICALLY ANALYZE AND EVALUATE THOSE DEMOGRAPHIC FACTORS THAT INFLUENCE A CUSTOMER'S BROADBAND NEEDS.

MapInfo technology enabled BT to plan an extremely focused and highly targeted ADSL launch for London and surrounding areas like Cambridge, Coventry and Manchester, where demographic factors most closely correspond with the profile of ADSL subscribers and significant potential for high bandwidth services has been identified. BT pinpointed more than 400 high potential exchanges—covering six million households and businesses—for upgrade as a part of its initial ADSL roll out.

“Deployment of capability into the appropriate areas to maximize the early adoption of new high bandwidth services into the UK is a critical factor in the business planning for implementing ADSL on the national network,” said Chris Gibbs, head of broadband at BT. “With such an enormous program to be undertaken over a period of time, profiling and pinpointing ideal customers with MapInfo is helping BT achieve the most effective roll out of ADSL.”

BT is evaluating taking this solution to the next step using MapInfo's® MapXtreme® Java™ Edition and MapInfo® MapMarker®, a fast and accurate geocoding tool, so that customers and customer service representatives have access to the most up-to-date information on ADSL availability via the Web or intranet. Street maps can be used to approximate customers' cable distance to their local exchange office so that available ADSL speeds—which diminish with a customer's distance from the exchange office—can be determined and the appropriate solution sold.

This ADSL market analysis and network planning solution is the latest addition to BT's portfolio of MapInfo-based applications. The company is one of the largest users of MapInfo technology in the world with more than 1,000 software licenses for MapInfo Professional client software, MapXtreme Internet/intranet mapping servers and MapInfo MapX® mapping software components. MapInfo technology is being used at BT for a wide variety of key applications in network planning, operations and sales and marketing. ●