ArcGIS for Telecommunications: An Overview

Mike Miller
Patrick Huls
Randy Frantz
Agenda

- Introduction to ArcGIS for Telecommunications
- Demonstration
- Deployment Approach
- Configuration Examples
Telecommunications Network Infrastructure
Service Availability is Technology Dependent

- DBS
- HFC
- Femtocell
- WiFi
- Microwave
- WiMAX
- 4G/LTE
- Cellular
- Bluetooth
- DSL
- ZigBee
- CO
Business Process Framework
TM Forum eTOM
Enterprise ArcGIS
Serving All Functional Workgroups
ArcGIS
Discover, Use, Make and Share Maps from any Device, Anywhere, Anytime

Simple
Open
Configurable

Web GIS

Desktop
Web
Device

Portal

Server
Online Content and Services

ArcGIS for Telecommunications: An Overview
ArcGIS for Telecommunications
Platform to Access, Analyze, Manage and Share Information
ArcGIS Supports Telecommunications
Maps and Apps for Revenue

- Door to Door Sales
- Service Qualification
- Backhaul Planning
- Competitive Threat Analysis
- Commercial Business Analysis
- Fiber Expansion Requests
ArcGIS Supports Telecommunications
Maps and Apps for Network Performance

- Tower Redundancy
- Sector Performance
- Coverage Analysis
- Site Alarms Dashboard
- Network Outage Analysis
- Damage Assessment
ArcGIS Supports Telecommunications
Maps and Apps for Customer Care

- Service Outage Status
- Drive Test
- Quality of Service
- Social Media
- Live Weather
- Store Locator

ArcGIS for Telecommunications: An Overview
Using the Platform to Solve Business Problems

Demonstration

- Knowledge Workers
- Executive Access
- Public Engagement
- Work Anywhere
- Enterprise Integration

Professional GIS

ArcGIS
Scenario:
Service Qualification and Network Build Out

Time is Money!!!
Service Qualification and Network Build Out
Breaking down the demo

- **Serviceability** - Information Lookup
- **Service Request** – GeoForms
- **Email Notification** – GeoEvent Processor for ArcGIS
- **Service Qualification** – Service Qualification Solution App
- **Project Planning** – Find Edit Filters & Collector for ArcGIS
- **Fiber Editing** – Fiber Network Editing Solution Add-In
- **Door to Door Planning** – Maps for Office
- **Door to Door Sales** – Collector for ArcGIS
- **Door to Door Dashboard** – Operations Dashboard
ArcGIS for Telecommunications

Configures the ArcGIS Platform for Telecommunications
ArcGIS for Telecommunications
Configures the ArcGIS Platform for wireless, fixed line and cable workflows

- Free download
- Fully supported by Esri
- Continues to be developed
- Maintained by Esri
- Open sourced on Github
ArcGIS for Telecommunications

- Fiber Network Editing
- Backhaul Optimization
- Automated Coverage Maps
- Project Planning
- Service Qualification
- Wireless Infrastructure
ArcGIS for Telecommunications Mapping Portal Configuration

- Instructions
- Group Structure
- User Roles
- Sharing Permissions
- Icons
- Banner Graphic Generator
What’s Next for Telecommunications
Area’s of focus for Q4

• Public Serviceability

• Service Request GeoForm

• Door to Door Sales

• Service Qualification Enhancements
Implementing ArcGIS for Telecommunications
Implementing ArcGIS for Telecommunications

Four steps

1. Deploy the ArcGIS Platform
2. Configure Your Mapping Portal
3. Configure Initial Apps
4. Iterate
1 - Deploy the ArcGIS Platform
If You License ArcGIS Desktop You Have the Platform

Desktop Web Device

Portal

Server Online Content and Services

...Can be scaled to meet your deployment and user needs
2 - Configure Mapping Portal
Use the ArcGIS for Telecommunication Model Organization

• Organize
• Brand
3 - Configure Apps
Planning an Iteration

- Don’t allow focus and energy to fall on your geodatabase schema
- Focus on quick wins that
  - Solve organizational business problems
  - Empower large parts of the organization
- Choose up to 3 apps

...Answer the question “What are our biggest problems?”
Example Initial Deployment

- Project Planning Markup
4 - Iterate
Deploy apps with Iterations
To Incrementally Add New Capabilities

- Keep iterations brief (~30 days)
- Involve stakeholders
- Stop | restart at any time
- Configurations accelerate delivery

...Each sprint results in deliverables you can use
3 Things to remember

If nothing else

• GIS is now a Mapping Platform
• Shorten or eliminate development
• Bridge disconnected systems
Thank you...

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