Location Analytics spread throughout the organization

Paulo Simão – Telco Director Sector (Brazil)

(on behalf of OI)
Historical: Oi Brazil Operator

- 1998: Startup new company after privatization - Telemar (wireline services)

- 2002: Startup of Oi Mobile Operation

- 2006: Expressive merger between Oi (mobile) and Telemar (wireline services)

- 2007: The new trademark consolidation <-> “Oi”

- 2009: Operation was started in São Paulo’s state as well and Brasil Telecom’s Operator acquisition
76 Millions RGU (Revenue Generation Unit)

- 8 millions on B2B (major and SMBs);
- 1 million WiFi hotspots
- 49 millions on personal mobile services;
- 18 millions on residential consuming wireline services;
GIS department

Administrative and Financial Department

Business Support Management

Cadastry and Location Intelligence Management

39 ArcGIS hard users
GIS: Internal Demand - Supporting punctual solutions

<table>
<thead>
<tr>
<th>SERVICE AREA</th>
<th>STORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 Km</td>
<td>1</td>
</tr>
<tr>
<td>25 Km</td>
<td>9</td>
</tr>
<tr>
<td>10 Km</td>
<td>27</td>
</tr>
<tr>
<td>5 Km</td>
<td>53</td>
</tr>
</tbody>
</table>
Corporate Solutions – WFS ArcGIS Server

It allows ArcGIS users can provide analyzes per department across the all corporate data available:

Layers available:
- MUB Oi
- Wireline Network (Fixed Station, Cabinet, F.O.D. and Customers)
- Mobile Network (2G-3G-4G Coverages)
- WiFi access points
- Oi’s Stores

Booster of the analyzes with Oi’s data x cloud data ArcGIS
Integration = CRM + ArcGIS
INTEGRATION = CRM + ArcGIS = Market Segmentation Strategy

Spatial Join between Oi Terminals versus Censitary data (IBGE - Brazil).

Extremely important in order to define "Customers Segmentation"
ERB = Environmental Impact Analyzes

Identify the BTS installed in the preservation areas in order to provide the licenses from regulatory agency responsible.

Another important issue is related to stay totally comply with best practices from Oi's Corporative Governance.
Public Fixed Access Analyzes = Normative Support

Legend:
- Existing TUPs
- Coverage Area
- No-Coverage Area
- New TUPs
- New Coverage
ArcGIS = VAS = Green Field
Enterprise Solutions = Network Planning

1 – Through data of households and Oi's coverage information added to IBGE data, provide the "Automated Tool" for planning and network expansion effective projects.

- Social demographic data
- House x Building (number of floors)
- Residential x Non-Residential (CNAE)
- Householders quantity
What’s the Oi total portfolio of services available per each customer’s address?

- Availability of products
- Suggesting faster products
- Decision workflow for non-supported areas
- Spatial Analysis for suggest the solutions
- Consulting based on historical data base
Thank You!