

# *Bharti Airtel Unified GIS*

Feb - 2012



# Agenda

UGIS Solution Overview

Solution Architecture

UGIS feasibility & Functionality

Business Benefits

# What were the Business Driver?



## Customer

Reduce feasibility cost and Turn around time  
Reduce resolution time for customer complaint



## Financial

Integrate Broadband, Carrier & Mobility network Management  
Drive new Revenue streams  
Optimizing Mobility coverage with minimal cost  
Duplication or lost opportunity for sharing resources

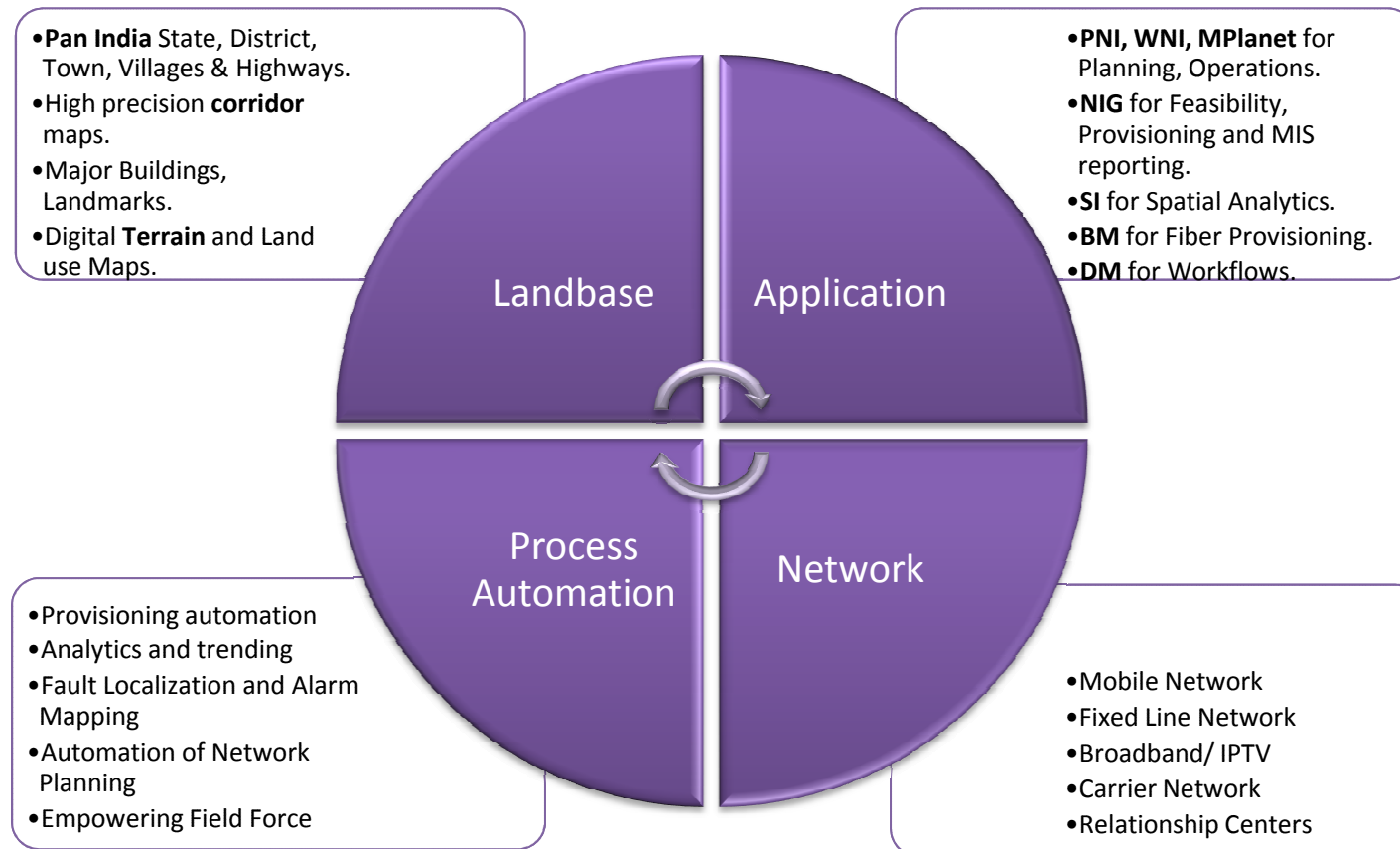


## Process

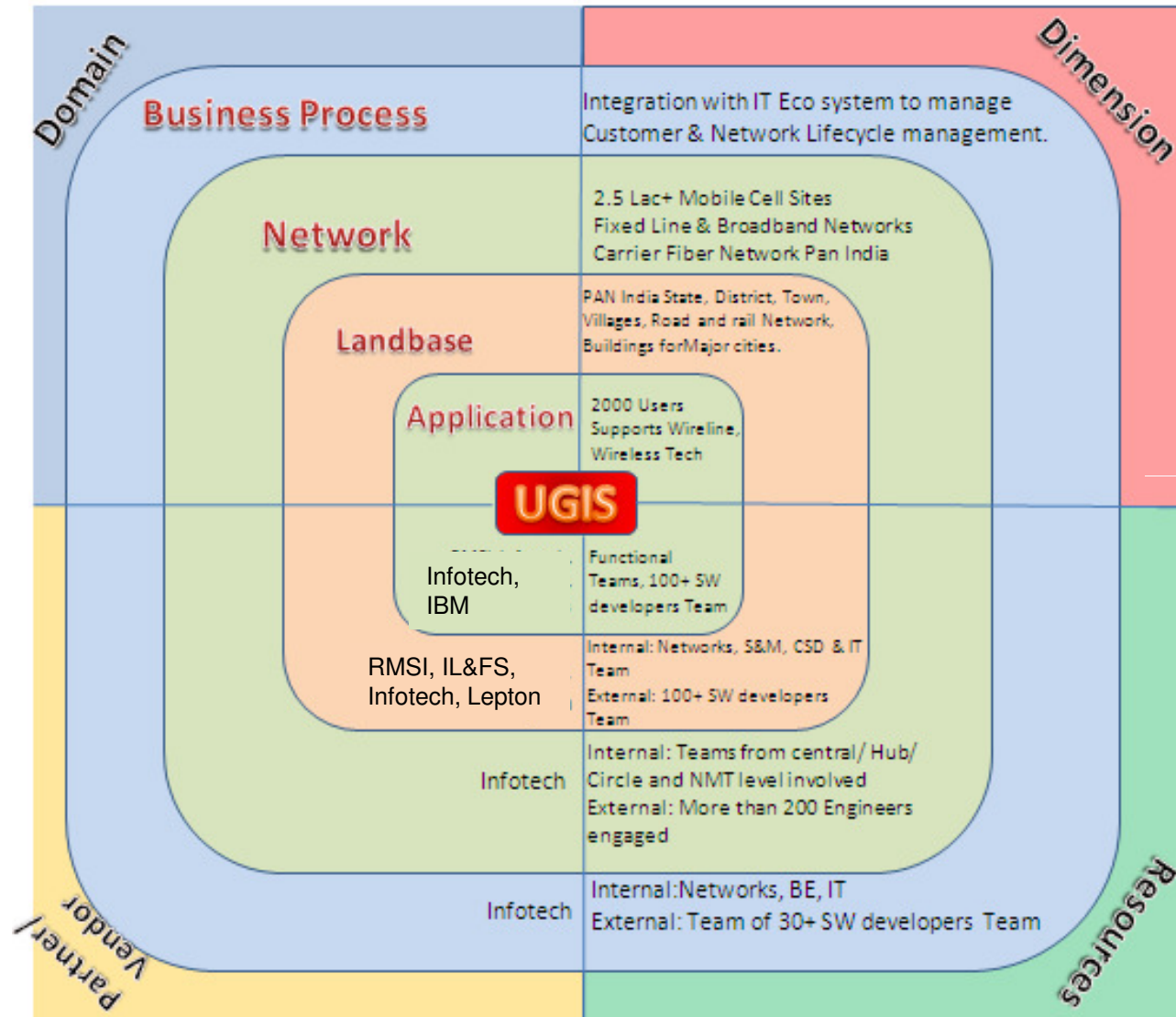
Unable to Realize Key Prospects  
Low visibility of spatially spread demographics and Network



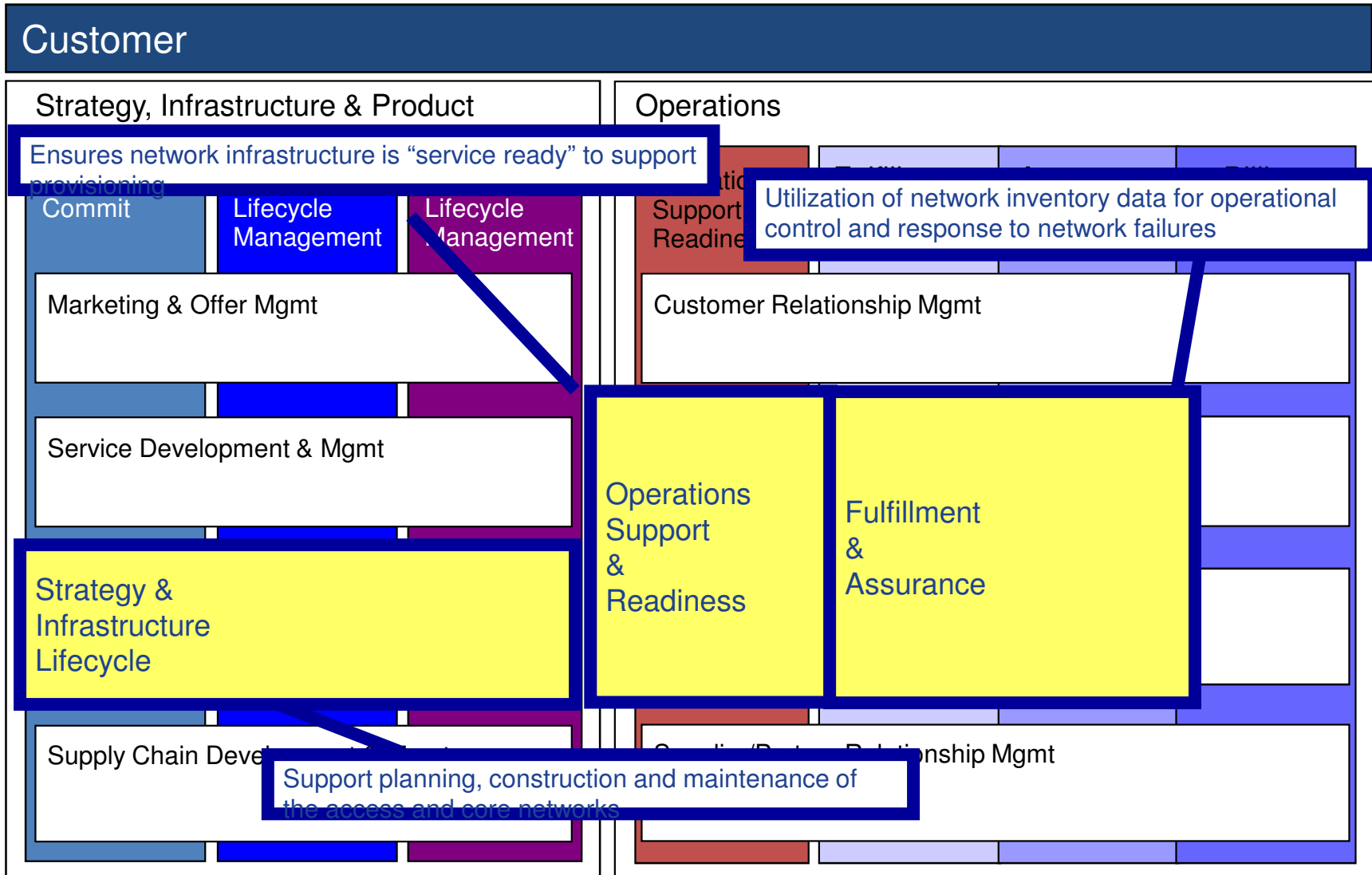
# What has been deployed



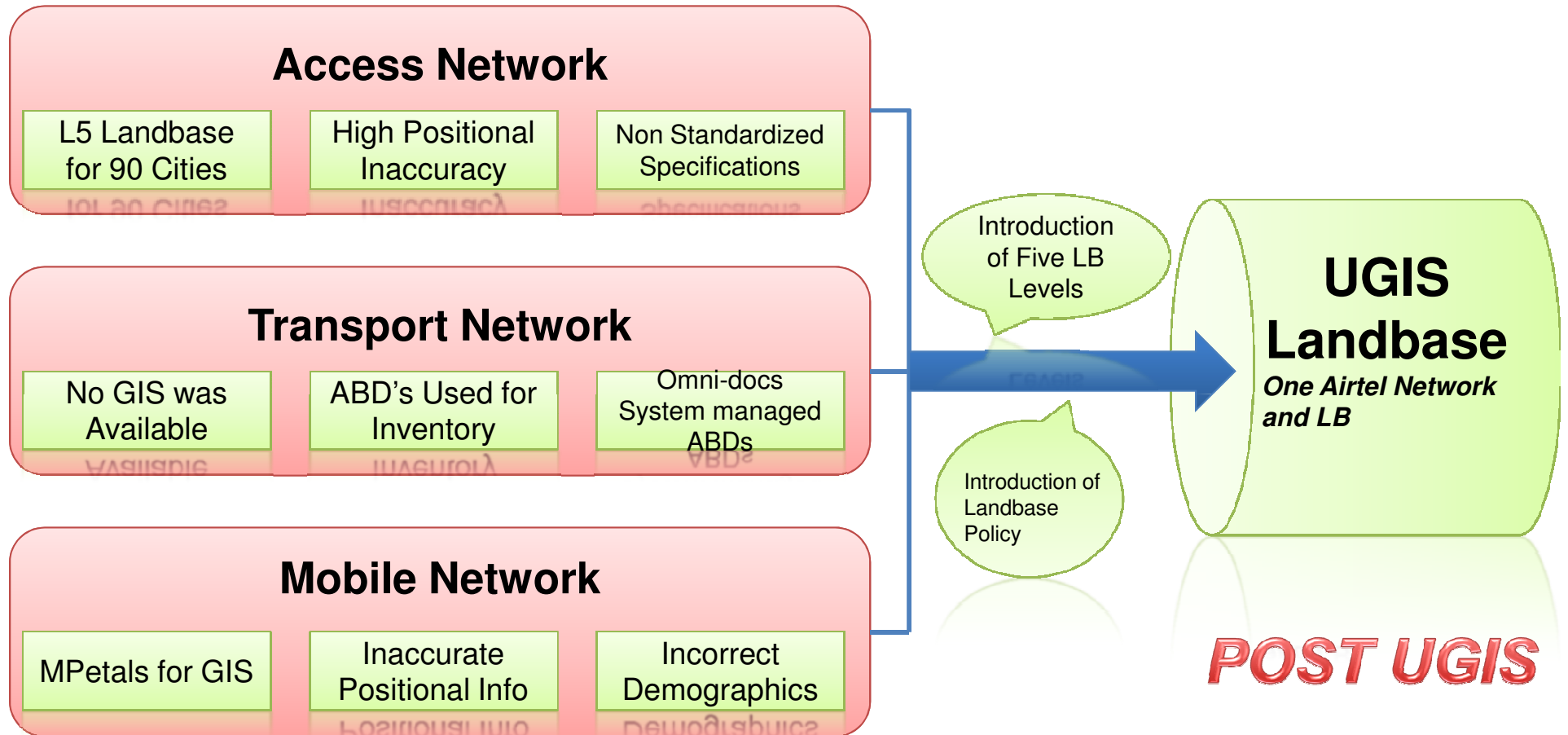
# Project Execution Strategy



# UGIS eTOM Positioning

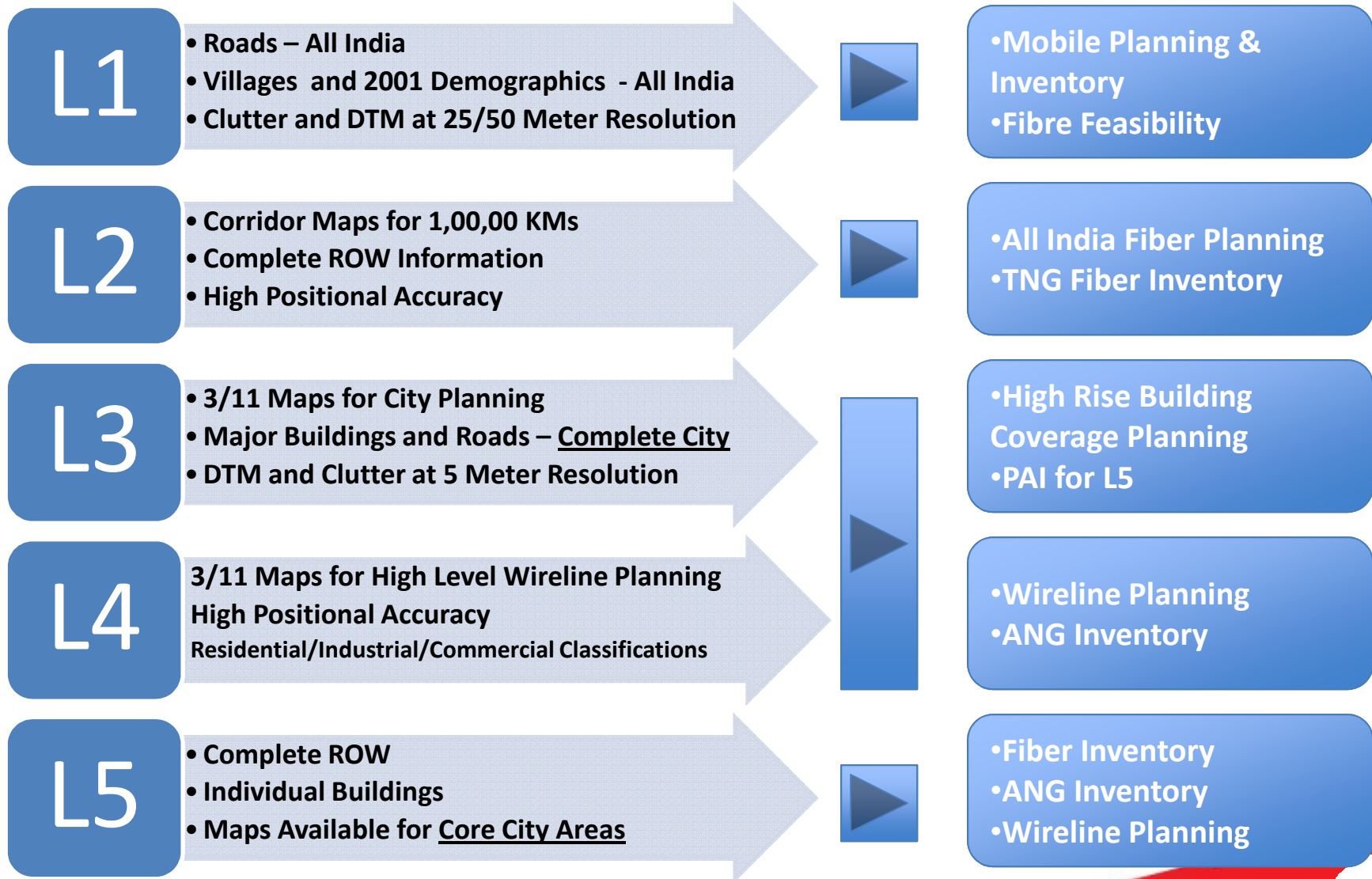


# Landbase



**PRE UGIS**

# Landbase – Introduction to Five Levels



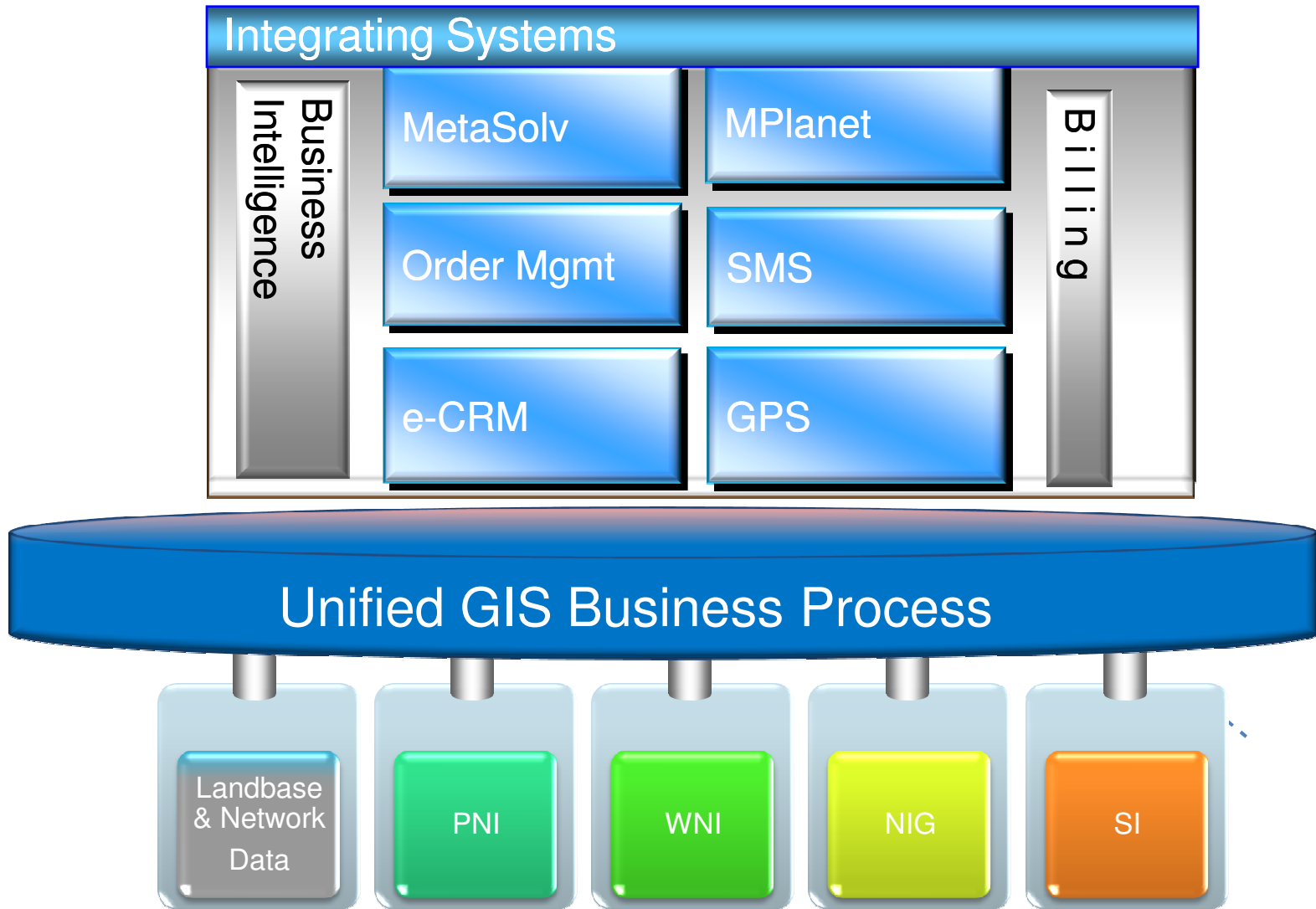




*Application  
Architecture*



# UGIS Architecture





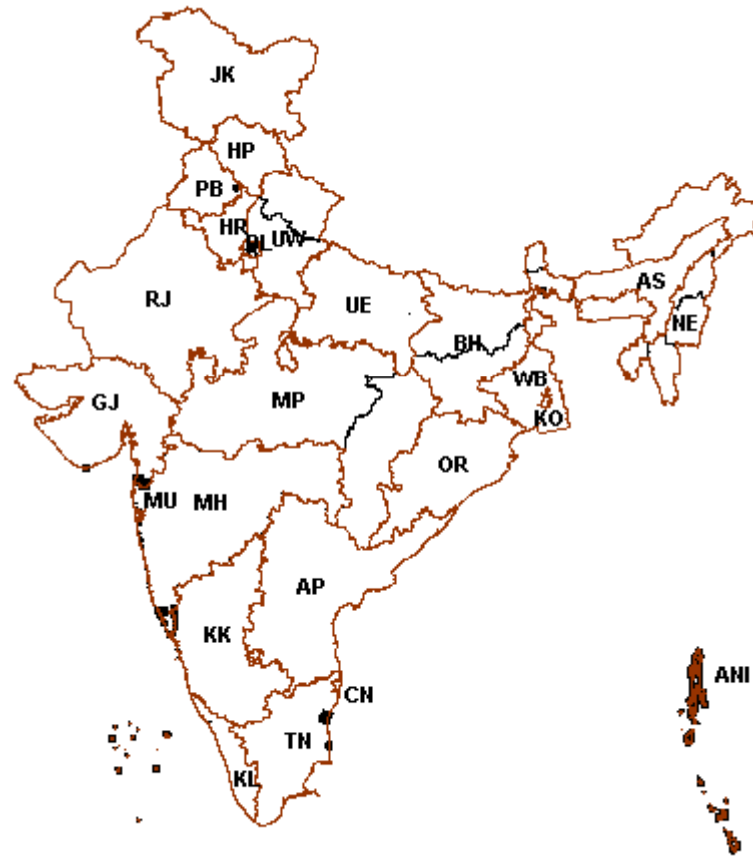
*Application  
Features &  
Functionality*

# UGIS GUI Feature

## Standardized Layer Control

- Boundary
  - Circle
  - State
  - District
  - Tehsil
- Location
  - Town
  - Village
  - Locality
  - Buildings
- Routes
  - National Highway
  - State Highway
  - Major Roads
  - Medium Roads
  - Other Road
- Rail Routes
  - Railway Line
  - Rajdhani
  - Shatabdi
  - Railtel
- Landmark
- Geo Data
- Network
  - Site
  - Sector
  - Fiber
  - Microwave Link
  - Coverage
  - Best Sector
- Marketing

## UGIS Pan India View



## Standardized Legend

Legend Name	Style
Banking/Finance/Busi...	
Geo Bodies	
Industrial Area	
Liesure Entertainment	
Mandis/Godowns	
Market Bazar Hat	
Mines and Minerals	
Protected Area	
Services	
Sports/Education	
Tourist Special Interest	
Transport	

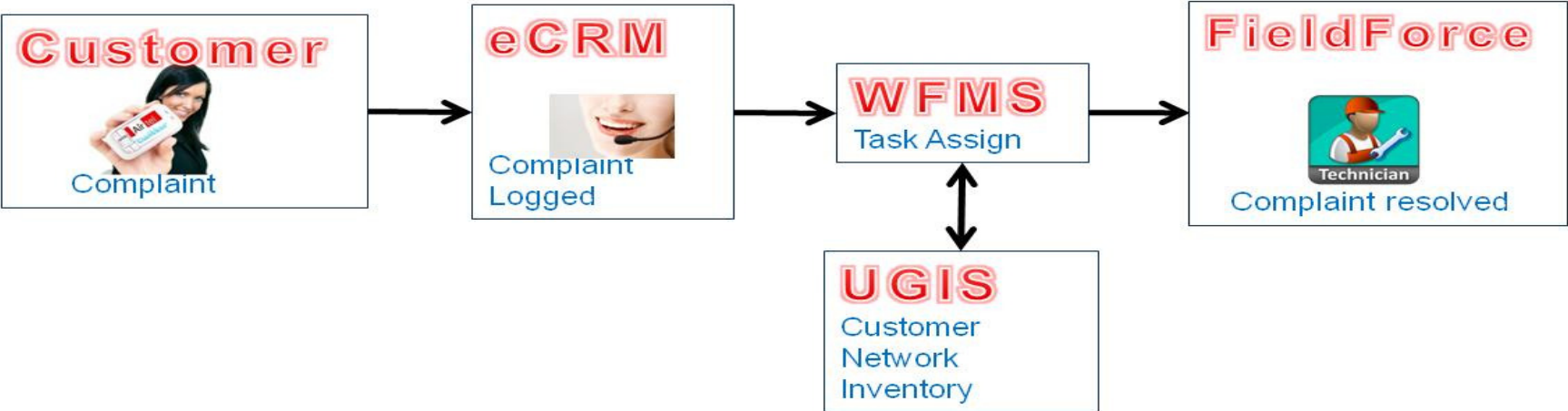
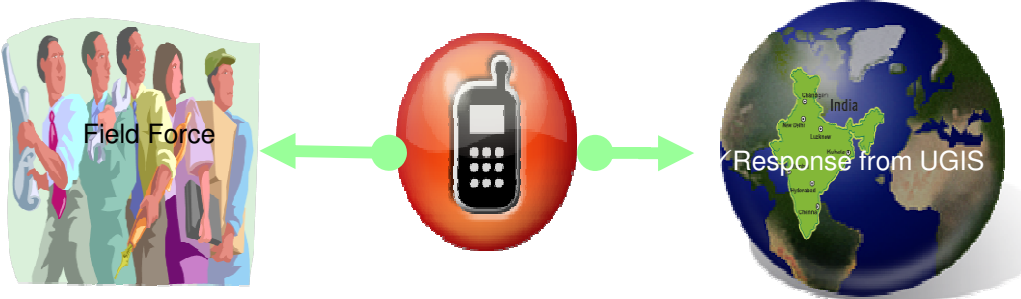
  

Legend Name	Style
Site	
Tower	
Sector	
Coverage Indoor	
Coverage Incar	
Coverage Outdoor	
Best Sector	
Fiber	

# Unified View

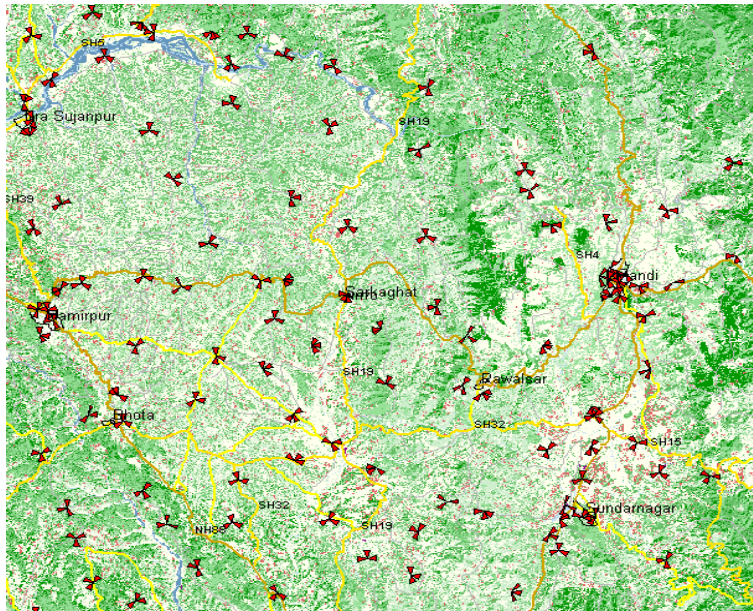
Longitude	Latitude	Copper	Fiber	Microwave	Wimax	GSM
77.1895	28.4951	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Not Feasible
77.2032	28.5492	Feasible	Feasible	Not Feasible	Not Feasible	Not Feasible
77.274	28.6443	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Not Feasible
77.2773	28.6512	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Not Feasible
77.231	28.643	Feasible	Feasible	Not Feasible	Feasible	Not Feasible
77.2235	28.6587	Feasible	Not Feasible	Not Feasible	Not Feasible	Not Feasible
77.6188	31.6469	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Not Feasible
77.6188	31.6469	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Not Feasible
77.3212	28.6049	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Not Feasible
77.3395	28.5984	Feasible	Not Feasible	Not Feasible	Not Feasible	Not Feasible
77.6728	24.2278	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Feasible
84.1624	26.2442	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Feasible
77.0731	34.1919	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Not Feasible
72.8927	19.1021	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Feasible
80.1487	13.069	Feasible	Feasible	Not Feasible	Not Feasible	Not Feasible
72.1165	23.0031	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Feasible
68.773	23.743	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Feasible
68.113	23.743	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Feasible
68.113	23.0031	Not Feasible	Not Feasible	Not Feasible	Not Feasible	Feasible

# Empowerment through Automation

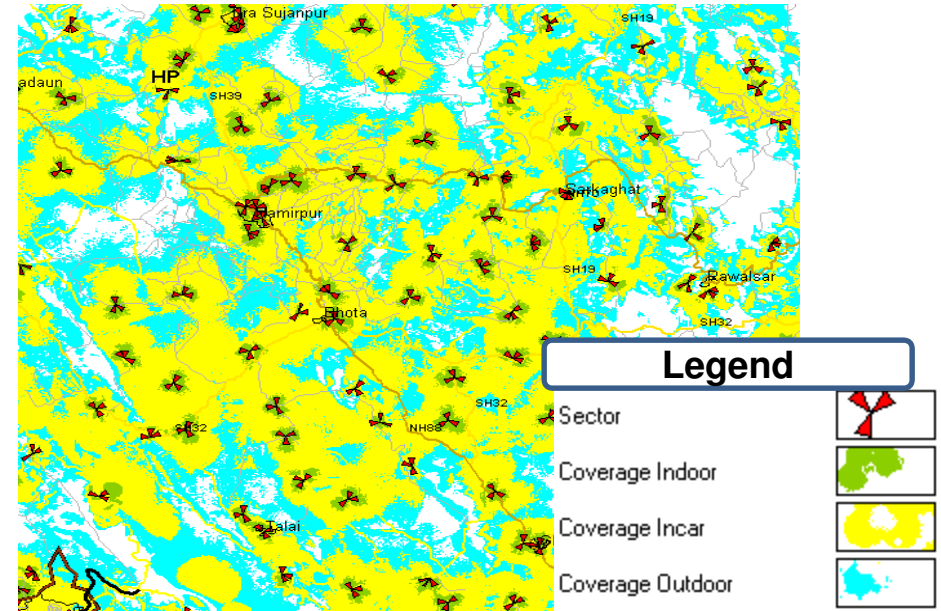




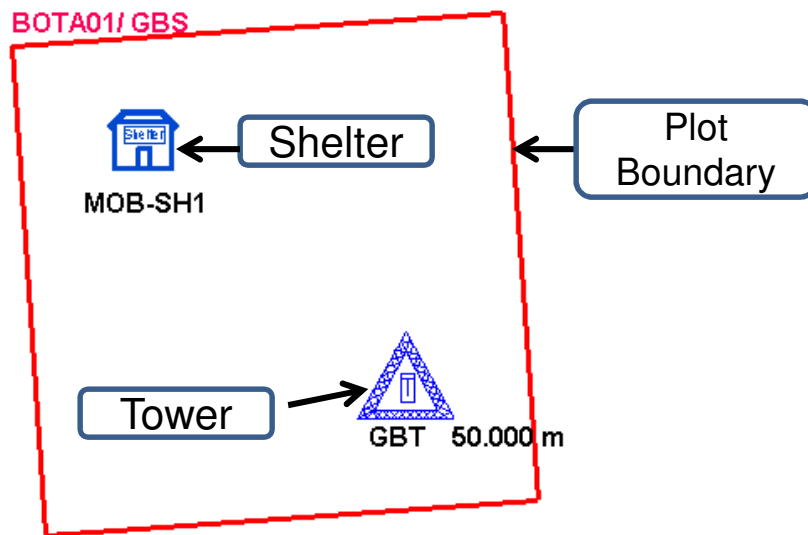
## Cell/Site Inventory on Map



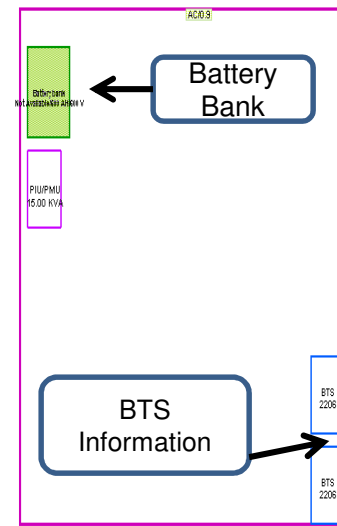
## Cell/Site Coverage Map



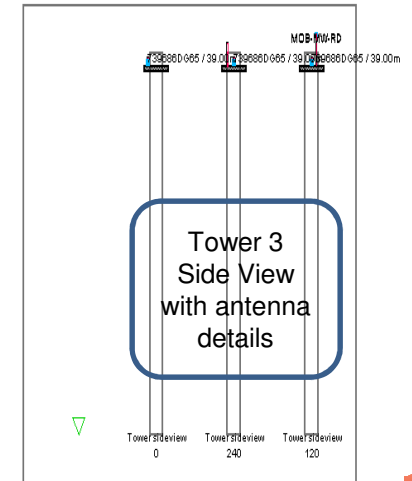
## Plot View with Shelter & Tower Information



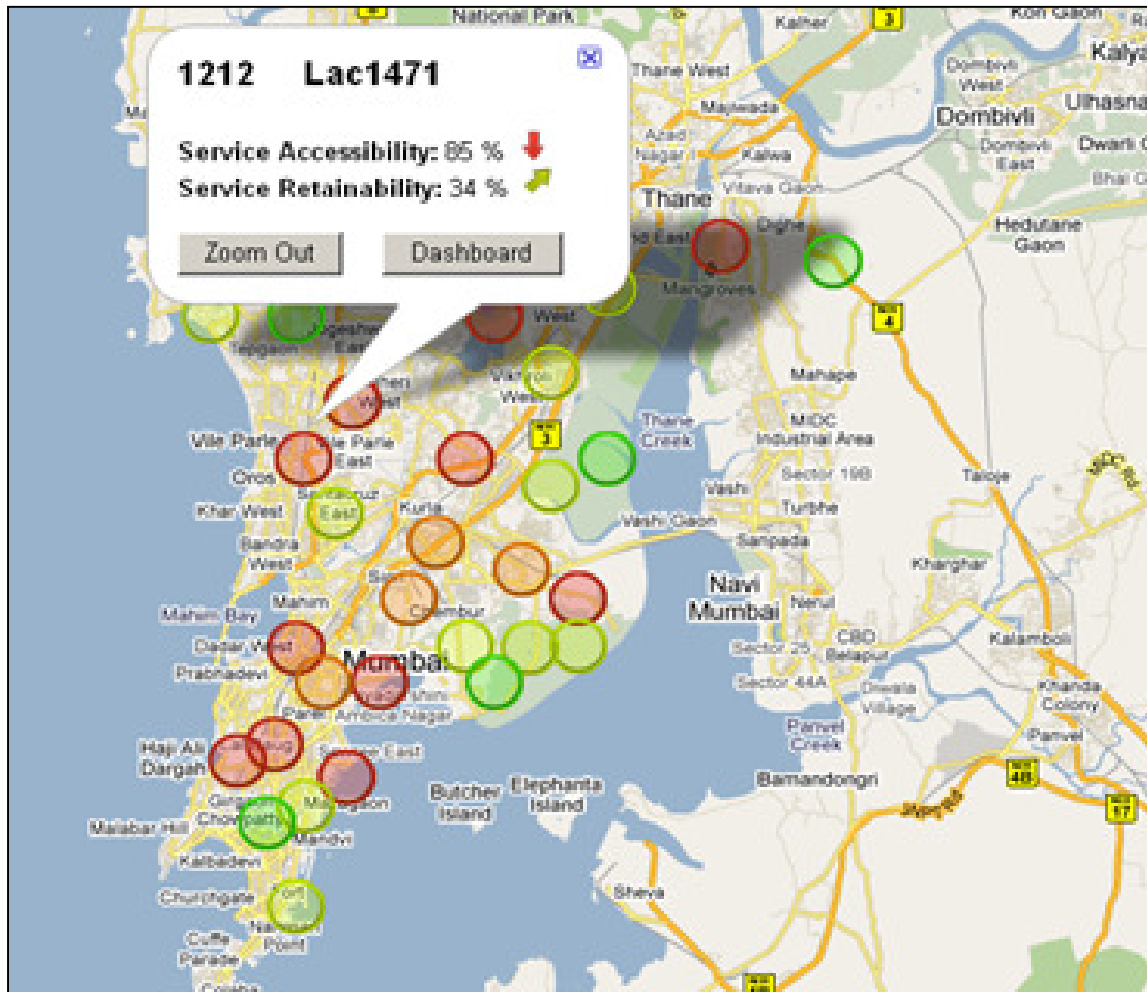
## Shelter Internal



## Tower Internal



# Customer Experience Management View







*Business  
Benefits*



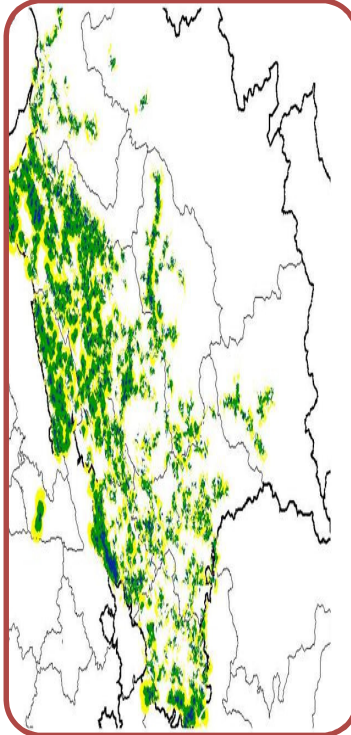
# 360° view of Network



## Benefits

- Infrastructure Sharing Opportunity
- Integrated Market Planning
- Leverage on Synergy Opportunities
- Visibility of Pan India Network Deployment and Rollout

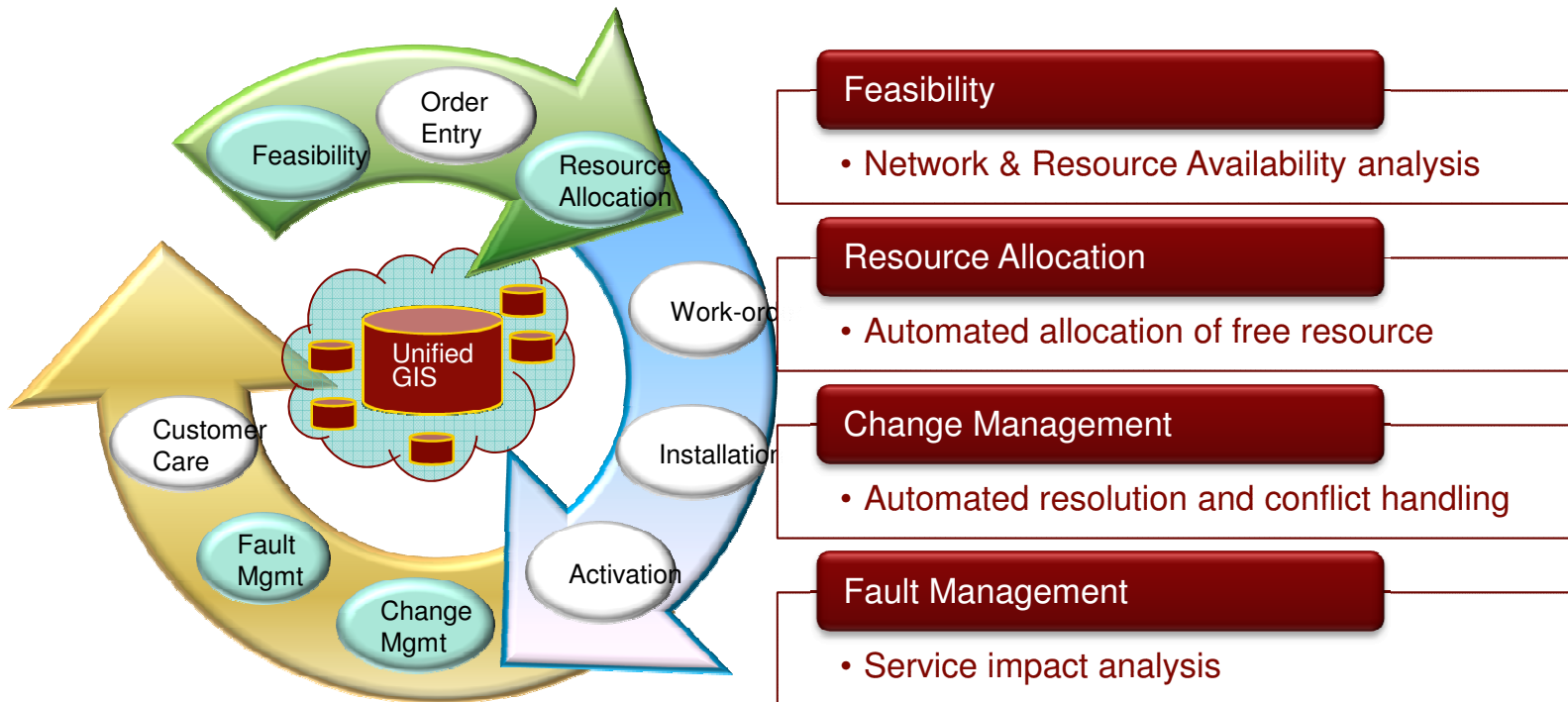
# Wireless Market and Network Planning



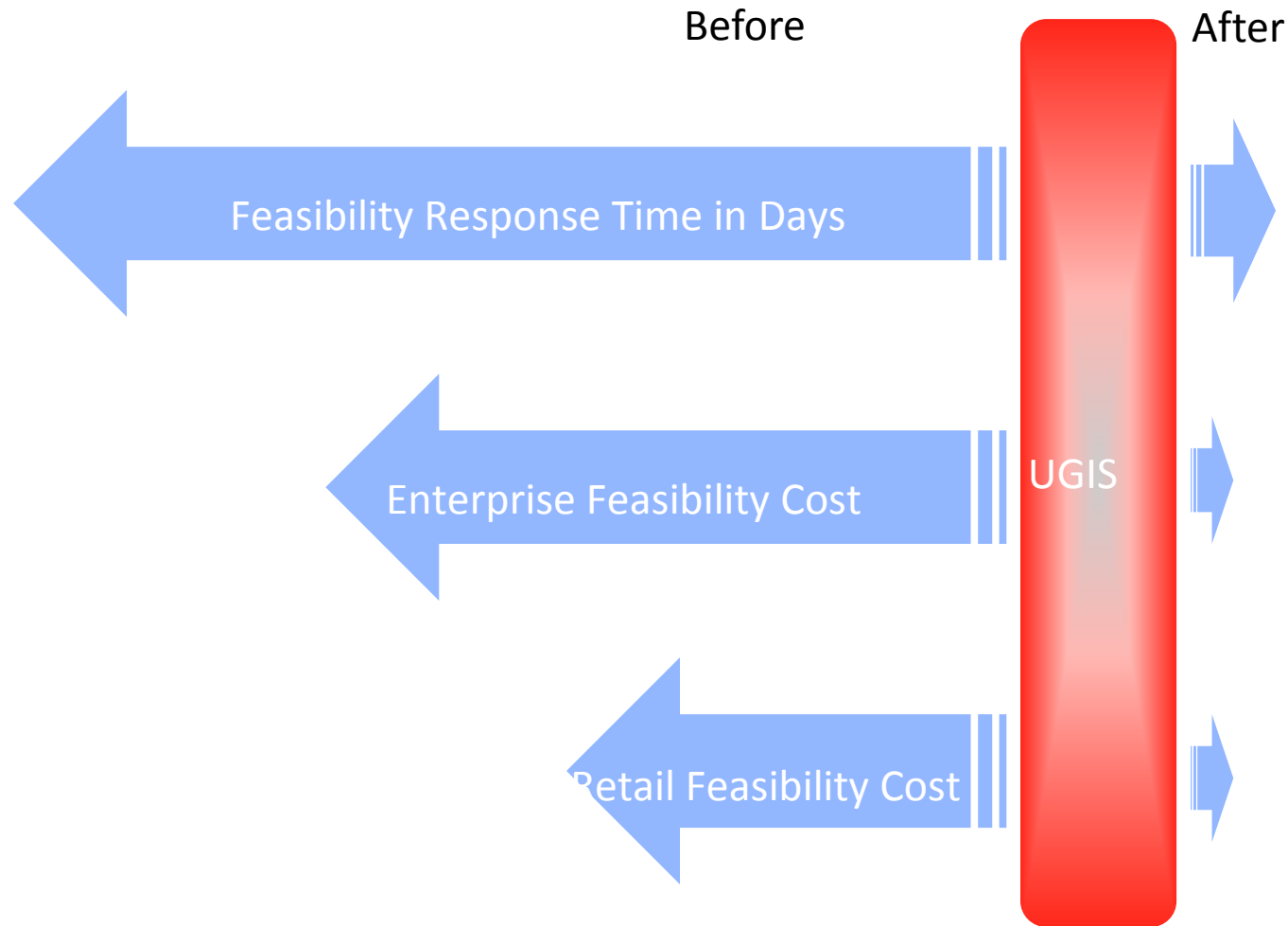
## Benefits

- Optimize Mobility Coverage
- Accurate Coverage Prediction with 20 new models
- Identification of untapped potential and revenue leakages
- Retailer/distribution planning by spatially analyzing competitor market share
- Launching new marketing schemes by analyzing performance reports

# Customer Lifecycle Management



# Customer Feasibility

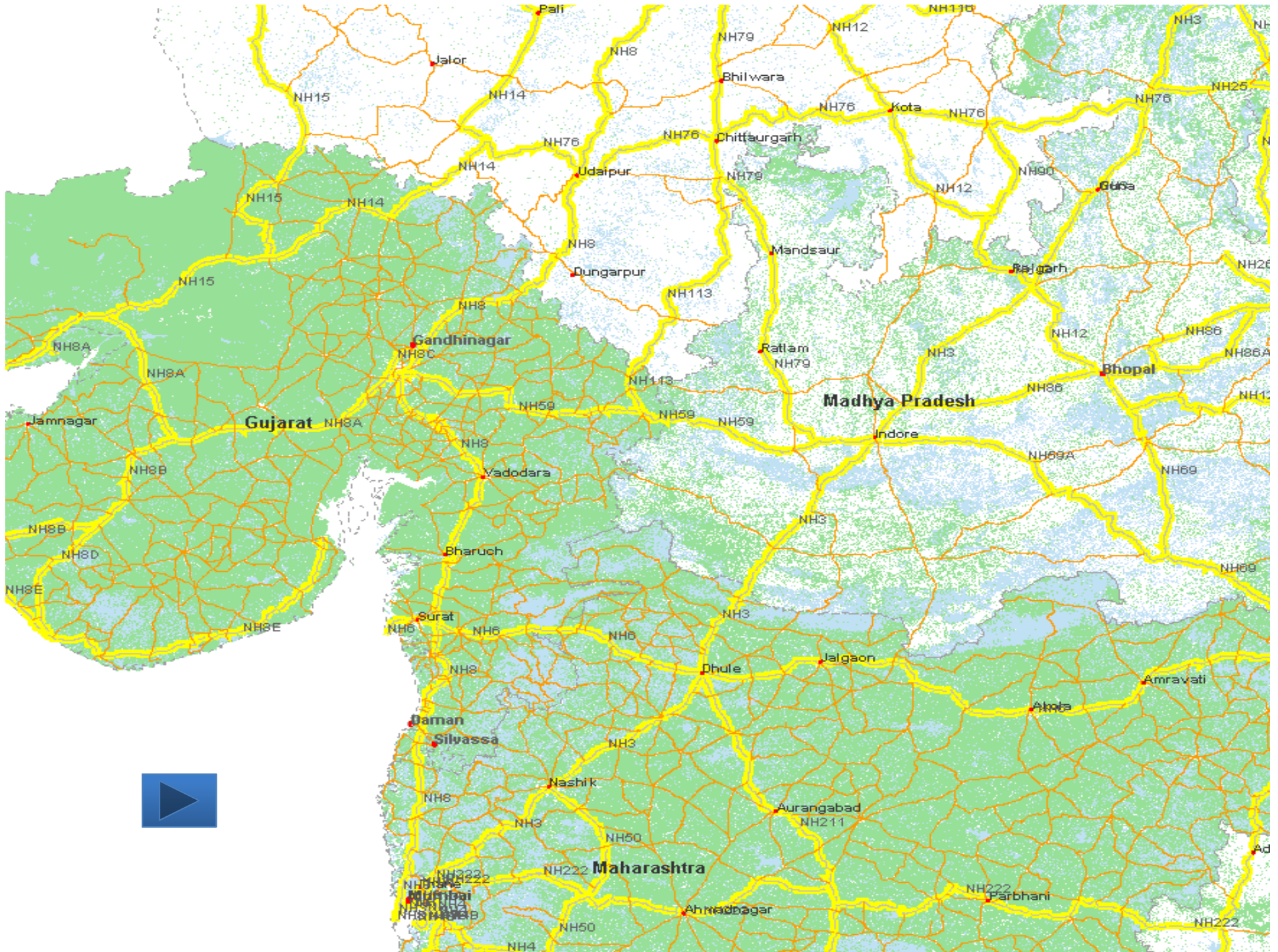


*thank you*

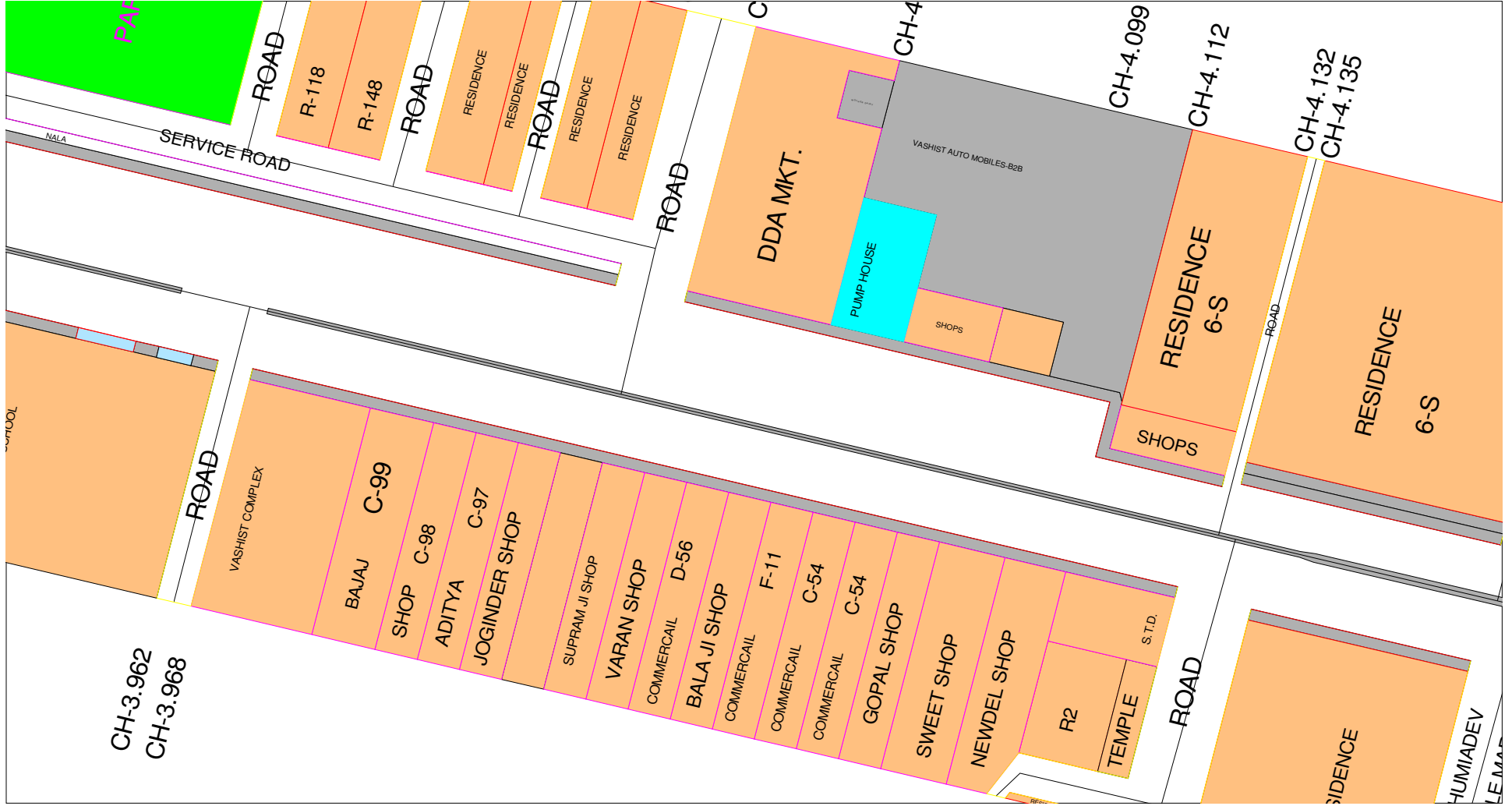


**airtel**





# Level 2





# Level 3



# Level 5

