

## DATA SHEET

# GeoAnalytics

Ciena Services

Cost-effective new strategies for network extensions that increase revenue and profitability.

### Introduction

Communications service providers fully recognize the need to provide competitive new services in their markets, but they often lack resources to perform adequate and appropriate analyses. Service providers also face the challenge of determining how best to tap market demand, whether within existing reach or by expansion of their fiber footprint, and whether any new build-out will yield an economic return on investment.

The traditional go-to-market approach for expanding business services is to sign up customers in an ad hoc manner, but this approach makes it unnecessarily costly to invest in specific geographical areas that are not already within fiber reach. The Return on Investment (ROI) derived from deploying fiber to multiple small-to-medium businesses beyond a short distance from an existing fiber plant is therefore deemed unacceptable. Even when service providers have the internal resources to draw up plans to target a specific geography—including the sales force, market intelligence, operational teams, and inventory management—in the absence of comprehensive market data broken down by area, it still remains very difficult to identify and group new customer prospects in an economically viable manner. In addition, there is significant business risk to simply building fiber to serve new metro areas speculatively.

Ciena Specialist Services provide a GeoAnalytics service that addresses all these issues and more accurately identifies opportunities to capitalize on existing infrastructure, and provide a better way to plan new investments. GeoAnalytics offers financially viable solutions for multiple network expansion and metro-targeting opportunities, and maximizes ROI by amortizing the costs incurred in signing up each customer through a unique analytical process of clustering.

### Features and Benefits

- Provides advanced software algorithms to match service provider network supply with customer demand for the greatest financial benefit
- Delivers a comprehensive analysis of existing markets and identifies new sales opportunities within current reach
- Offers a comprehensive way to intelligently analyze and effectively target new customers and markets
- Delivers a cost-effective strategy for network extension to deliver new business services
- Provides additional analysis and recommendations for optimal network designs and expansions
- Enables effective CAPEX utilization, maximizes ROI, increases revenue and profitability
- Provides access to Ciena's highly skilled consultative experts
- Delivers strategic business insight to help grow business efficiently and profitably