

# IQGeo<sup>o</sup>

## Case study

Zayo provides communications infrastructure services, including fiber and bandwidth connectivity, co-location and cloud infrastructure to the world's leading businesses.

## zayo<sup>®</sup>

Zayo is the leading provider of infrastructure, with dense, high-quality networks in every major market in North America and many in Western Europe. Through partnerships with leading network providers, it supports customers solutions that deliver global reach. Its lit and dark fiber networks provide critical connections

to thousands of data centers, cloud providers, commercial and entertainment centers in more than 400 markets and are expanding to provide mission-critical customer routing, greater density, diversity, latency and turnkey mobile infrastructure, laying the foundation for a 5G future.



# Challenge

In order to maintain competitive market position and provide their customers with differentiated products and services, Zayo teams are constantly coming up with new and innovative IT and business solutions to improve productivity, competitiveness and customer experience.

The company saw an opportunity to provide more information about the network to people in operations, engineering, sales and support so the enterprise systems group decided to move forward with an initiative to provide a network Inventory Map for both internal and external consumption, giving users all the information they need, when and where they need it.

- Deploy a single highly interactive geospatial webmap application
- Provide a network asset data view with configuration, customers, service and capacity
- Ensure the application is intuitive and is easy-to-use with fast rendering and response time
- Incorporate Zayo's network and service nomenclature for predictive searches and queries
- Operate on any workstation, laptop or mobile device running on iOS, Android or Windows
- Integrate with GIS, Salesforce.com, Google Maps, and other Zayo business systems

“The advantages of putting powerful but easy to use Inventory Maps into the hands of the right staff are tremendous. But this means that we have to simplify the app and user experience in order to avoid the complexities associated with traditional GIS solutions that have prevented progress in this area.

“The key consumers of the new Inventory Map would be network and field operations teams who require instant access to critical network and customer information, 24x7, enabling them to respond to issues quickly and effectively. A future phase will be to make the inventory map available to Zayo's customers as an embedded part of the company's Tranzact platform.”

Kris Boccio, VP Systems Development & GIS at Zayo

# Solution

The IQGeo Platform system was put into production in around five weeks and users began using it immediately. IQGeo's smart and intuitive Google-like user interface meant that Zayo employees needed minimal training to understand how to use the application.

Users new to the Inventory Map data were given briefings and tutorials on the naming standards and mapping styles so they understood how to maximize the wealth of information that was now at their fingertips.

The Zayo solution stakeholders were introduced to the IQGeo Platform enterprise and were very impressed so they began building the internal multi-department business case for the IQGeo solution.

A Proof of Concept (PoC) was agreed in order to fully evaluate the IQGeo Platform in a hands-on setting using Zayo data and use cases with the goal to gather objective feedback and business process improvement metrics. The PoC was completed in under two months and was a complete success with positive user feedback and measurable improvements in response times.

The PoC results and broader plan for the IQGeo Platform were presented to senior management. The project was quickly approved and an agile production deployment plan was put in place immediately. Zayo IT and business system stakeholders took on a big role in the IQGeo integration, configuration and rollout due to the open architecture, built-in admin tools, and modern software standards.



# Results

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“Users love the IQGeo tool and have been amazed at the incredible performance. One big area of improvement is that IQGeo has reduced the time to understand and identify a network issue. This directly impacts our KPI’s and metrics in a very positive way.”

Kris Boccio, VP Systems Development & GIS at Zayo

Before The IQGeo Platform, users across the Network Control Center (NCC), Field Operations and Support teams relied on Engineering personnel to access network asset details or customer circuits.



Now they have instant “self-serving” access to up-to-date information about the fiber network and assignments which has delivered dramatic improvements in productivity, response times and customer service. The combination of the high-performance and detailed fiber network information with Google Maps, Street View and Google Searches has transformed the user experience making any task simpler and easier.

IQGeo has created a new ability to highlight and fix data issues for overall data integrity improvements by allowing more people to participate and collaborate – think crowd sourcing for the enterprise. Having all the network information available 24x7 has also reduced the number of emails and phone calls from network repair, maintenance and installation crews back to the office adding even greater process efficiencies and a freeing up valuable time for the engineering staff.

Sales and Business Development will soon be able to bring up the Tranzact Inventory Map on their tablet when meeting with customers and show specifics on building access, routes, coverage, proximity and availability which is a major competitive advantage.