INTERMAP®
Answers Now™

TELECOM
Web Services for Telecom Applications

Intermap has been providing solutions to over 50 customers in the Telecommunications industry since 2010. Intermap's powerful web services and web applications are designed to provide accurate, fast, and reliable answers, enabling key telecom business decisions. Intermap has helped some of the largest telecom companies maintain their competitive edge by enabling them to:
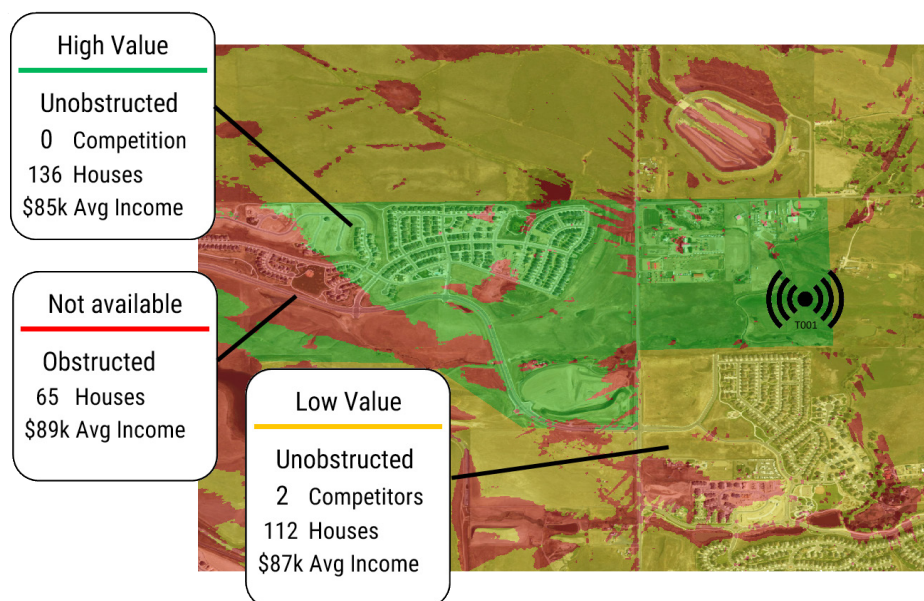
1. Maximize the value of their service area through accurate clutter maps and building information
2. Plan new Infrastructure through line of sight, clutter maps, risk assessment, and propagation analysis
3. Capture new markets utilizing housing information, demographics, and competitive availability

Intermap's web services provide the following advantages:

√ *Direct integration into your business or workflow to automate tasks and improve results*

√ *Dynamically utilize multiple datasets to provide unique answers*

√ *Customizable into a simple to use Web application specific to your needs*

√ *Utilize the most current best-of-breed NEXTMap 3D terrain data available covering 16+ million km² of data*

√ *Provide continuous access (24/7) to powerful analytics and datasets*

√ *Flexible pricing and subscription options. Analytics start at just a few dollars!*

Maximizing Your Service Area Value

Intermap combines its high accuracy elevation data with other datasets such as demographics, building footprints, clutter models, and fibre optic, broadband and wireless coverage maps into a single platform for analytics. This allows you to focus analytics on the high-value areas of interest with the greatest market potential and answer key business decisions such as:

High Value

Unobstructed
0 Competition
136 Houses
$85k Avg Income

Not available

Obstructed
65 Houses
$89k Avg Income

Low Value

Unobstructed
2 Competitors
112 Houses
$87k Avg Income

- *Where do I place a tower to best service the area?*
- *Who are my competitors?*
- *Where are the most under-serviced, highest-value locations to target for expansion?*

Example of a custom market analysis for a single tower. The viewshed analysis of the tower is divided into 3 areas: no competitors / high value (green), competitors / low value (yellow) and obstructed (red)

Planning New Infrastructure

Using proprietary data fusion and editing processes, Intermap incorporates multiple accurate, high resolution data sets such as, 3D building models, LiDAR and stereo optical technologies to deliver the best available nationwide terrain information on the market. This provides users with in-depth terrain and clutter analysis for any potential microwave link, offering instant feedback and visual validation. Planners can immediately identify all valid links and eliminate the ones that have obstructions penetrating the Fresnel zone or blocking the line-of-sight between towers.

Example of point-to-point microwave link fresnal zone profile using NEXTMap 3D terrain data

- *Evaluate terrain for network planning*
- *Perform complex Line-of-sight and viewshed analysis*
- *Expand existing networks and backhaul*
- *Determine the optimal tower locations and antenna heights for networks*

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Managing Asset Risk

Intermap serves the insurance industry with data and analytics to underwrite natural perils, and can deliver the same information to telecom clients as part of a solution. Accurate and dependable risk information is available right now for flood and wildfire – two of the most damaging disasters for telecommunications companies. The flood analytics are based on the most comprehensive and accurate bare-earth elevations available (publicly or privately). Wildfire analytics are built based on decades of wildfire suppression and management expertise.

This figure depicts a flood model that visually highlights areas in your network that are at risk of flooding

- *Visualize detailed risk maps against your network infrastructure*
- *Determine optimal placement of infrastructure consideringfactors such as landslides, flood and wildfire*
- *Analyze risk events, such as 100 year flood, on your network infrastructure and the impact to your service area*
- *Create custom analytics that integrate into your workflow.*