



## Network Revenue Optimizer

Empower your organizations to improve sales outcomes by automating your service connection Request for Quote (RFQ) process.

IQGeo's Network Revenue Optimizer™ software automatically produces several alternate construction routes when connecting commercial or residential premises. The route scenarios include cost estimates, revenue potential and ROI, enabling you to compare projected returns for each route. These designs can be interactively modified to take advantage of knowledge about local conditions and restrictions.

Network Revenue Optimizer dramatically cuts the the time it takes telecoms network operators to provide accurate connection cost estimates by automating the estimation process. This reduces the burden on your engineering team and empowers your sales and marketing departments to provide accurate estimates in minutes, rather than days or weeks that was required previously.

# The challenge

Competition for commercial customers is fierce within the telecoms industry, and the sheer volume of enquiries can be overwhelming. The time and cost to evaluate and estimate sales opportunities is a growing challenge for sales and engineering.

The automated route generation provided by Network Revenue Optimizer helps you address this challenge with fast, accurate estimates that include multiple scenarios and ROI estimates. With Network Revenue Optimizer you can now respond to connection opportunities in minutes, while helping to ensure profitable projects and maximizing the revenue potential of new connection infrastructure. The route estimate workflow can also be embedded directly into your Salesforce applications for even greater sales success and support efficiency.

## Key benefits



### Accelerate sales wins

In the highly competitive telecoms industry, providing the best possible customer response can make the difference between winning and losing a new customer. Network Revenue Optimizer accelerates the sales process to improve sales conversion rates.



### Increase project values and profitability

Proposed service connections must be delivered cost effectively while taking into account potential new business opportunities based on your selected route. Network Revenue Optimizer allows you to quickly and easily explore multiple route scenarios to maximize deal value and future profitability.



### Reduce project estimation time and cost

The clock starts ticking as soon as a potential new customer calls for a service connection estimate and historically it can take days or weeks to respond. Network Revenue Optimizer enables your team to deliver estimates in a fraction of the time required in the past, improving service while reducing the cost of sales.



### Streamline the RFQ process

To remain competitive, it's essential to use your limited resources efficiently. Network Revenue Optimizer allows you to customize the automated quote process, reducing the demand for expensive engineering resources. Streamlining the RFQ process delivers faster and more cost-effective quotes.

# Key capabilities

Network Revenue Optimizer provides an unmatched service connection estimate capability built on top of the powerful geospatial IQGeo Platform. It provides your sales and marketing teams with the technical, financial, and geospatial insights they need to respond to RFQs quickly and accurately.



## Routing map

All relevant data sources are integrated into one map used to optimize routing requests. Data sources can include service points, capacity availability, OpenStreetMap, Dun & Bradstreet or ShareTracker, physical infrastructure, cost areas, linear blockers, customer information, and PDF plat maps.



## Serviceability request history

Users have easy visibility of previous serviceability enquiries and construction estimates in the area of a new request. This allows assessments to be re-used for faster response and automatically identifies additional business potential in the proposed area to maximize connection ROI.



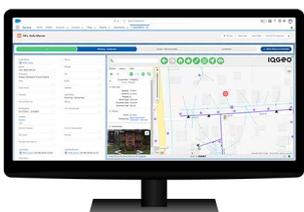
## Instant construction estimates

Accurate, fast cost estimates and ROI projections, for a single premise address or for bulk addresses uploaded into the system. Provide immediate quotes while on the phone with your prospects, while reducing the risk of underestimates that compromise project profitability.



## Route revenue optimizer

Automatically generate least cost and highest business potential routes to service the proposed new customer connection, together with projected ROI. Automatically generated routes can be easily finalized with manual adjustments.



## Integrated solution

Network Revenue Optimizer can be integrated with your Salesforce deployment to display the geospatial interface directly within the Salesforce user interface. This gives sales and marketing teams the network asset and connection insights they need to accelerate the quote response process to provide better service and import sales outcomes.

# IQGeo advantages

IQGeo's end-to-end geospatial software improves productivity and collaboration across enterprise planning, design, construction and maintenance processes for telecoms and utility network operators.

Our mobile-first enterprise solutions create and maintain, an accurate view of complex network assets that is easily accessible by anyone, wherever and whenever needed.

Specialized applications combined with our open IQGeo Platform help network operators create a single source of network truth to meet their digital transformation ambitions and operational KPIs. Our award-winning, cloud-enabled solutions save time and money, and improve safety and productivity, while enhancing customer satisfaction.

- Built for infrastructure companies
- Mobile-first architecture
- Open and flexible platform
- Fast and cost-effective to deploy

