

# Intetics Helps Fiber Optics Leader Bring Connectivity to New Neighborhood

*Intetics' plan helped our client avoid time-consuming obstacles and quickly and efficiently install new fiber optic. This allowed them to deliver high-speed broadband to new customers and effectively compete with other providers.*

## The Objective

A major regional provider of fiber optic cabling solutions needed to install new fiber optic cable in a recently constructed neighborhood to provide the benefits of modern connectivity to residents. Intetics' client, which owns 40% of the Ukrainian cable television and broadband Internet market, is aggressively expanding its coverage into new areas. As it enters new neighborhoods and cities, the company frequently competes head-to-head with other cabling providers. As a result, it is critical for its installations to be done quickly, on time and with zero gaps in service to end-users - especially in Ukraine's biggest cities.



## Challenge

In order to effectively compete with existing providers in the new residential area, our client needed a plan for optimal network organization. The plan had to minimize potential obstacles and disruption to residents, and keep costs down, while ensuring a smooth and efficient installation process from start to finish.

The company's forte is fiber optics, not geospatial analysis. It lacked the experience and technical expertise necessary to interpret data on existing infrastructure, soil types and space imagery in the neighborhood, which would help it avoid installation obstacles and costly delays. However, it knew where to turn for help - Intetics.



## Solution

Intetics has over 5 years of experience handling geospatial analysis for companies in fiber optics and other industries - from major global brands to smaller firms. Our experts have years of experience using space imagery from satellites and geospatial analysis

technologies to successfully pinpoint geographical obstacles for clients and to identify the optimal routes for complex fiber optics installations.

Using spatial data on land use and topography, we determined the suitability of the land for laying cable in target areas. Infrastructural data, such as the heights of buildings and the location of sewage pipes, helped identify potential physical obstacles and informed the development of alternative routes for cable. The Intetics team developed a comprehensive plan for our customer that called for running fiber optic through four specific points.

Next, using a state-of-the-art software called 'ArcGIS,' Intetics created a real-world interactive 3-D model and map of the neighborhood and the details of our cabling plan. The map included relief maps illustrating the key geographical and topographical elements of the terrain. It incorporated all of our client's criteria for the project, and reflected the highest quality and precision possible. All parameters required by national standards were factored into the model.



## Results

The Intetics team presented the installation plan and model to our customer through a popular, widely used geospatial vector data format. The file, along with all supporting documentation, revealed the best eligible routes for laying fiber optics in the neighborhood.

Impressed, our customer followed Intetics' plan and its cable installation went smoothly and successfully, much to their delight. Up to several hundred thousand people and businesses in the neighborhood now enjoy state-of-the-art communications over lightning fast fiber optics, and all the benefits of connectivity in today's modern digital age. Most importantly, our fiber optics client won new customers over its competitors, and demonstrated that has arrived as a national player in the industry.