



salamanca  
SOLUTIONS INTERNATIONAL

MAKING THE DIFFERENCE



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OMEGA  
**GEOINTELLIGENCE**



## **EFFECTIVE BUSINESS ASSET VISUALIZATION AND TARGETED MARKETING TOOL**

Carry out quick analysis of business trends and their behavior to perform telecom asset optimization.

This platform can "sweat the assets" within the telecom business through a centralized GIS user interface.

With just a click, GI can display business information such as sales by store, churn, or any other geographic information over a given period of time.

In combination with a complete suite of dashboards and targeted marketing capabilities, this renders into a very effective tool to see overall business status and to deliver promotions effectively.

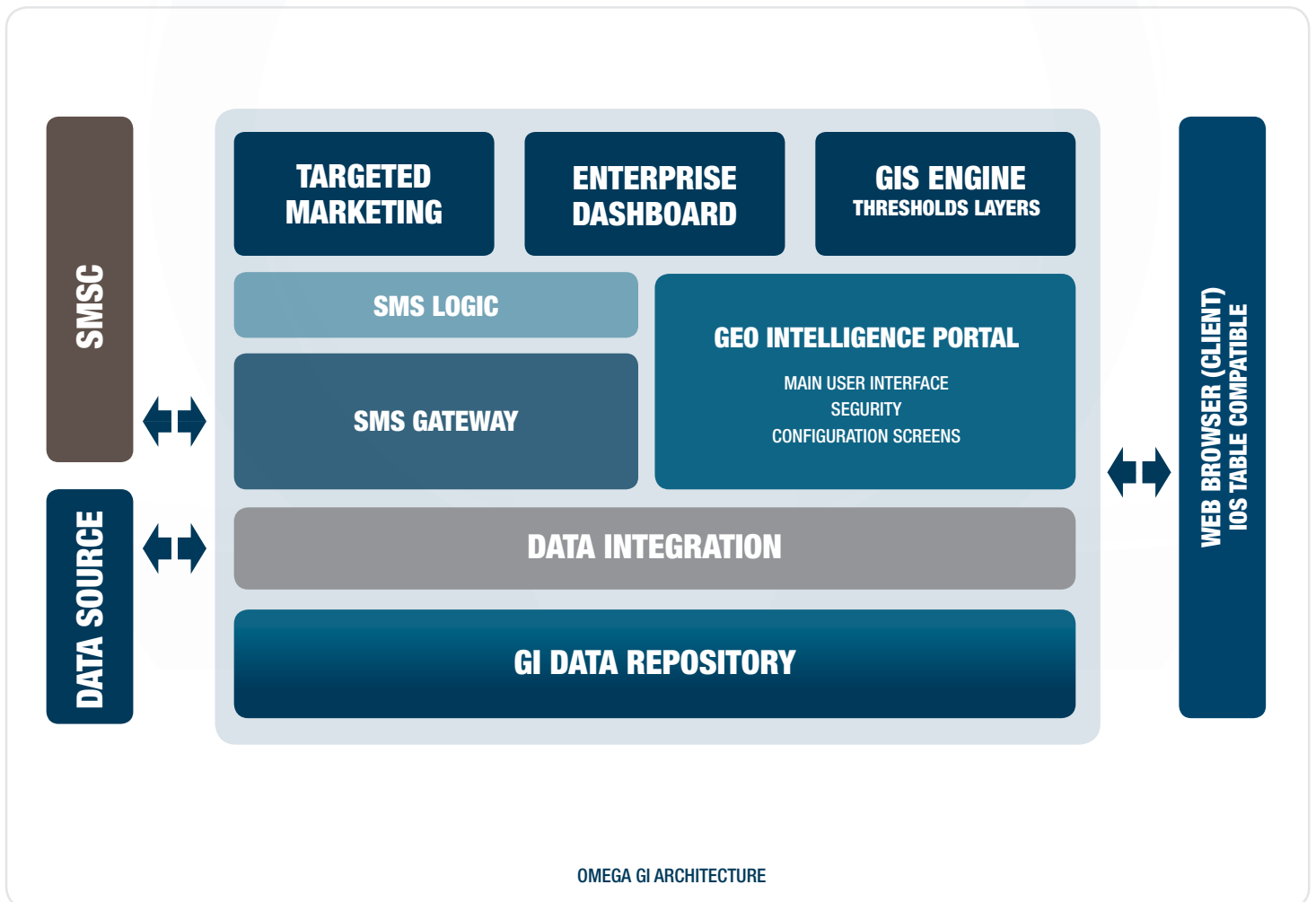


Combining relevant technical and business information should not be painful. Omega GI is the web based solution for this challenge.

## KEY BENEFITS

- GIS BASED USER INTERFACE
- SEAMLESS TELECOM INTEGRATION
- SUPPORT FOR MULTIPLE MAPS AND LAYERS OF INFORMATION
- ELEMENT COLORS ACCORDING DATA THRESHOLDS
- SUPPORT FOR MANY TELECOM DATA SOURCES
- REPRESENT ANY LOCATION BASED BUSINESS INFORMATION
- TARGETED TEXT MESSAGES TO SPECIFIC GEOGRAPHIC AREAS
- INCLUDES DECISION MAKING REPORTS

**PROVIDES VALUABLE INFORMATION TO ANALYZE CURRENT AND HISTORIC BUSINESS ASSET BEHAVIOR AND TO PERFORM EFFECTIVE TARGETED MARKETING.**





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## TECHNICAL SPECIFICATION

- VERSION
  - 1.0
- OPERATING SYSTEM
  - REDHAT ENTERPRISE LINUX 5.5
- DATABASE
  - ORACLE 11G
- APPLICATION SERVER
  - GLASSFISH 2.1.1P17

## MAIN FEATURES

### RICH TOOLTIPS TO DISPLAY ASSET INFORMATION

- Telecom asset information is presented through interactive tooltips with relevant values and measures. This approach makes any geo-referenced asset information accessible at the click of a mouse.

### GIS-BASED USER INTERFACE WITH SUPPORT FOR GOOGLE MAPS, YAHOO MAPS AND OPEN LAYERS

- GI works with three of the leading GIS engines on the market to provide end users with three different choices according to their budget: Google Maps, Open Street Maps and Open Layers.

### ASSET COLORS ACCORDING DATA VOLUMES

- Geo-Referenced asset colors can be changed according to data volume. This feature can be easily configured by each user.

### SUPPORT MULTIPLE MAPS AND LAYERS OF INFORMATION

- GI provides the possibility to work with many maps through the same user interface. Each map is capable of handling one or more layers of information to cover different business needs.

### DATE RANGE FILTER TOOL

- GI includes a date range filter to select current or historic information to be displayed on the MAP and its widgets.

### DATA EXPORTING TO PDF AND EXCEL

- Dynamically displayed information is valuable, but having the same information in an offline document is equally important. GI has built-in support for exporting to leading formats: PDF, EXCEL and CSV.

### TARGETED MARKETING

- Deliver text messages or promotions to specific geographical areas rather than by SMS broadcast

### INTEGRATED REPORTING

- GI provides the possibility to use both embedded Grids and Charts as well as complete Corporate Dashboards and Detail Reports to enhance the business information visibility.



THIS PRODUCT IS PART OF THE



Customer Relationship Management

eTOM Framework



Services Management and Operations



Resources Management and Operations





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