The LightBox location intelligence platform helps AT&T determine the optimal location for communications infrastructure nationwide

AT&T Relies on SmartParcels® to Help Guide the Deployment of Mobility Network Systems

Jay Young is a Design Manager in National Engineering for AT&T, the world's largest telecommunications company. He shares how SmartParcels has helped the company deploy indoor wireless systems and network assets.

Leverage Current, Accurate Data Across the United States

The depth and breadth of data available through the LightBox platform was a significant factor that led Young's team to choose SmartParcels.

> *"We chose SmartParcels based on the percentage of data available – both how complete it is, and how much information that it contains for the whole country,"* Young explains.

Make Data-Backed Operational Decisions

AT&T primarily uses SmartParcels to identify locations where the company can place in-building communications systems to best serve their customers' needs. With next-generation systems requiring more network assets than previous generations, reliable location data is an invaluable component of network design.

> *"Using SmartParcels, we have been able to use analytics to provide guidance to our markets that allow them to make data-driven decisions when providing indoor wireless solutions for our customers,"* says Young.

Integrate SmartParcels Into Your Systems and Models With Ease

Because Young's team required a significant amount of data, it was important that they be able to seamlessly utilize it in their network planning workflows. SmartParcels gives AT&T the ability to do just that.

PROBLEM

AT&T required nationwide property data that was complete and accurate enough for their analytical models.

SOLUTION

SmartParcels empowers AT&T to make data-driven network planning decisions across the United States.

BENEFITS

- **Access Nationwide Data:** SmartParcels ties 300+ property attributes to parcel boundaries for over 95% of US properties. This data covers 99% of the US population.

- **Make More Confident Decisions:** Complete, accurate information allows companies of all sizes to make data-backed decisions.

- **Integrate With Ease:** SmartParcels is compatible with your existing systems or analytical models to help solve complex challenges.

> *"SmartParcels is conveniently formatted, which allows us to easily integrate it into our analytical models,"* Young says.

> *"We are able to use the information to generate internal pools to guide our engineering teams."*

For more information on SmartParcels and other LightBox products, call **1-800-624-0470** or email **sales@lightboxre.com**.

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