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.

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