

# Enterprise Innovation Symposium

## GEOLink 2.0 - Integrated Carrier, Communications Platform (*iCeCaP*)

*“We owe our existence to innovation.  
Our species exists thanks to ~~four billion~~ years of ~~genetic~~  
innovation.”*

*25 Years*  
*Technology & Transformational*

- Gary Hamel

GEOLink's name reflects its mission – *“Provide A Geographical Link to Key Network Data”*  
The platform has been providing operational & business intelligence tools for AT&T since 1992.

GEOLink has over 1000 unique geospatial layers key asset information.  
More than 100 individual Business Solutions are currently supported under the GEOLink Platform.

GEOLink partners with a diverse user community ranging from the Network Operations Centers to Customer Care Call Centers and everything in between.

Solutions include Inventory Management, Service Assurance, Marketing Insights to Advanced Spatial Analysis *and* Automated Decision Processing.

*“The only way you survive is you continuously transform into something else. It's this idea of continuous transformation that makes you an innovation company.”*

- Ginni Rometty

*“Few ideas work on the first try. Iteration is key to innovation.”*

- Sebastian Thrun

# Continuous evolution into 3<sup>rd</sup> generation platform

Web Applications  
GEOLink 1.0 - CLASSIC



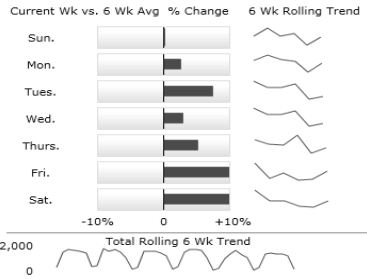
Mobile Hybrid Applications  
GEOLink 1.5 - ADVANCED



Open Source Visualization Microservices  
GEOLink 2.0 - ICECAP

# GEOLink 2.0 - ICECAP – Integrated Carrier, Communications Platform

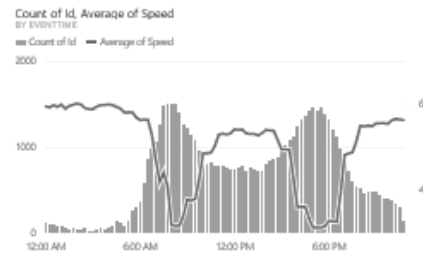
Integrated best-of-breed open source  
Operational & Business Intelligence platform



## Analytics & Visualization



## GIS, Spatial Analysis & GeoMapping



KPI Details

SAVE KPI CANCEL

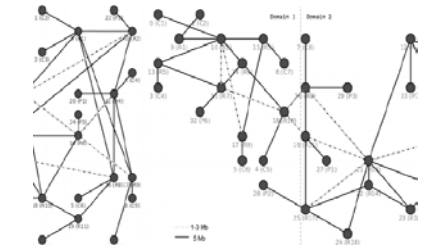
KPI Name:

KPI Description:

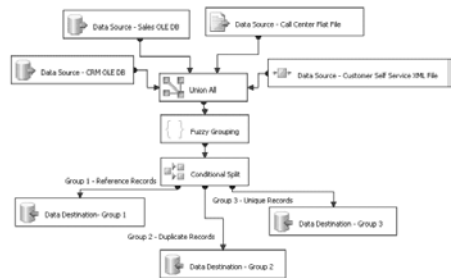
KPI Class:

Service:

## Adhoc Reporting



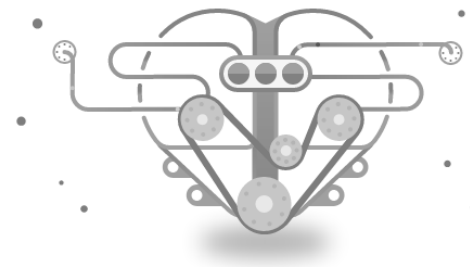
## Data Exploration & Analysis



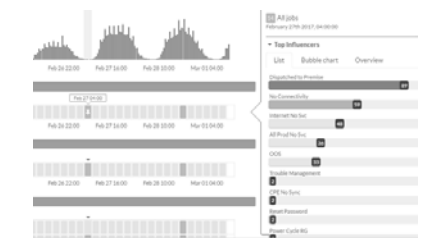
## Streaming Visualization



## Custom Templates



## Graph, Topology Visualization



## ETL Collector Framework

## SQL, Document Store & Log Analysis

## Machine Learning & Anomaly Detection

ICECAP platform supports a federated model for all organizations across the enterprise to onboard, develop and deploy solutions in a ITO supported virtual Linux hosting environment with 24/7 Tech dev monitoring & support.

Teams that have graduated to higher levels of competency are also invited to contribute to the source framework creating a true crowd sourcing and open source model within the enterprise and eventually outside to general industry at large.

ICECAP uses a hybrid configuration and plugin programming model which enable development teams to focus on providing rich business solutions rather than focusing on technical details and spending time on bootstrapping.

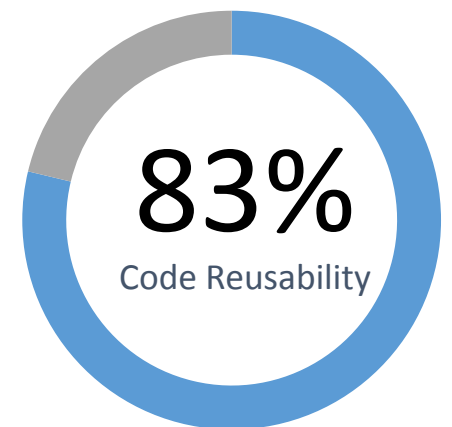
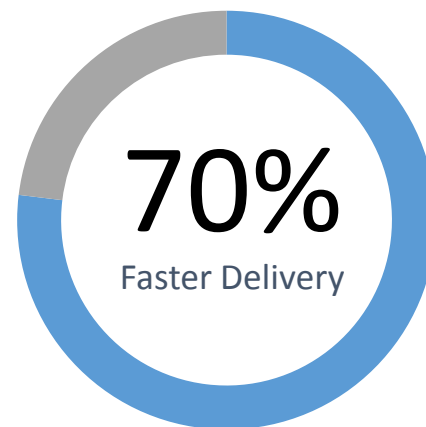
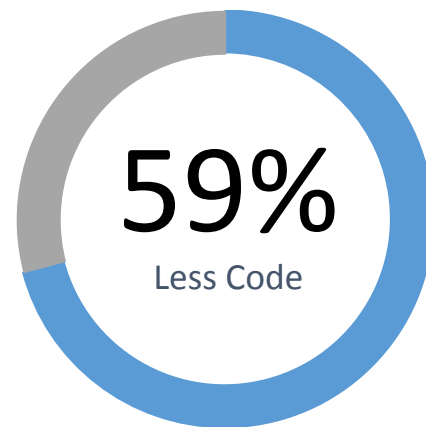
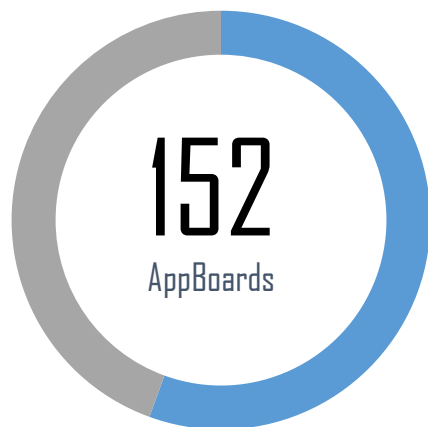
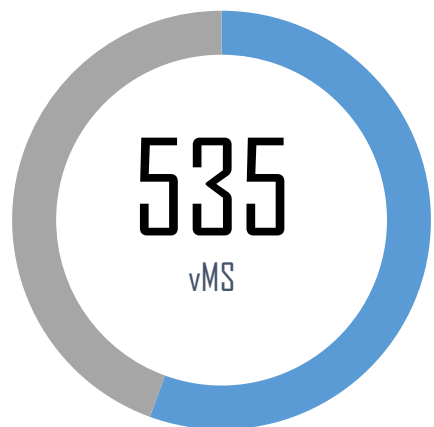
Benefits are realized in terms of Cost, TTM, Standardization, Reusability and Quality.

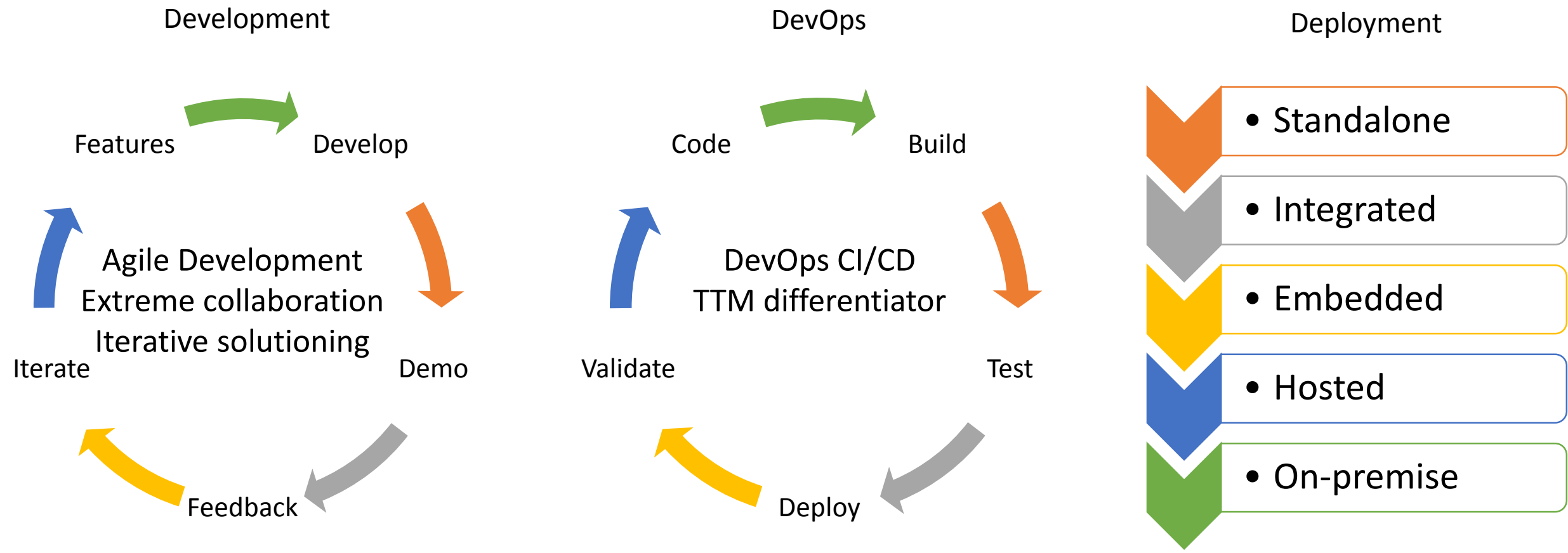
### Metrics (Actuals 2016)

**Time Saved (hrs.) = 58,240**

**Cost Saved (\$) = \$ 4,775,680**

### Traditional App Development V/s ICECAP







Based on several years of experience the adaptability of platform from the user community has been based on the following key factors

- Product Management & Business Partnership
- Agility in adding new features & Reusability
- Cost of development
- Declarative Implementation
- Federated Model – Crowd Sourcing
- Integrated systems



# Q&A