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For Immediate Release

(SingTel) Optus says "Yes" to MapData Sciences helping to map customer territories

Digital mapping specialist MapData Sciences Pty Ltd (MDS) has completed a major project to enable leading telco Optus to streamline the provision of inbound services, dramatically simplifying what was once a difficult task.

Inbound telecommunications services appeal to almost any organisation with a network of branches or offices which wants to streamline customer service. With just one phone number customers can contact the organisation, regardless of where they are in relation to that organisation.

Optus realised that by helping organisations plan inbound services based on a geographic location, it could win and retain very profitable business.

Optus commissioned the Professional Services Group at MDS to create an online solution; a customised application with which Optus would help clients build territories, whether for a fast food franchise network, services company or government agency.

MDS was also commissioned to train Optus staff to use the new system and continues to provide up to date geographic data and services which help ensure the Optus Territory Builder is a powerful service and marketing tool to help Optus clients manage inbound calls.

Scott Mason, Marketing Director, Optus Business said "MDS helped turn tables of otherwise complex figures into meaningful maps on which organisations could plot sales and service territories."

"As such, our customers enjoy two major benefits. They are able to segment zones or areas with greater granularity, therefore providing more detailed data on customer behavior and/or buying patterns. This demographic information can be used by business to generate marketing campaigns and advertising that is more targeted.

"Additionally, organisations like franchise groups are able to ensure an equitable spread of traffic across business outlets.

"We wanted to present our customers and prospects with maps showing them areas or territories based on their preferences. A mapping tool to determine boundaries is far better than trying to use a tabular approach," Mr. Mason said.

Previously Optus had only been able to help customers establish territories based on existing (telephone) exchange areas and postcodes. It wanted to add additional boundary levels starting with what are called Mesh Blocks which comprise about 50 households and progressing to Census Collection Districts (about 200 households), suburbs and entire states.

The project uses an extract of 'location dependant carriage service' data from the Integrated Public Number Database (IPND) which comprises the numbers and address details for all



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Australian businesses, households and individuals with fixed or mobile phone services. This is an approved use of IPND information under the Telecommunications Act.

MDS then applied a geocode to each fixed number record, matching a geographic co-ordinate to the address. These co-ordinates are then used to provide information to assist accurate routing of inbound calls.

On top of the geocoded data, MDS built a hosted online interface that brings up detailed maps covering the whole of Australia, including the various boundary levels which Optus clients use to determine origin routing and their preferred territories.

Among the many benefits to Optus internally was a dramatic improvement in the time required to design a complex routing table for 'provisioning', the telephony industry's term for actually providing various equipment and services.

"Significant cost savings resulted from reducing, from days to just minutes, the time required to do this", Mr. Mason said. "The graphical capability delivered with the Optus Territory Builder has improved the design turnaround time and improved the client experience".

Not surprisingly, Optus uses the service itself to help customers and prospects locate Optus retail stores.

MapData Sciences has been developing and hosting online digital mapping applications for over 11 years as well as supplying mapping data to other online mapping providers and for in-house GIS development projects. In addition, MDS provides consulting, systems integration and route optimisation services.

www.mapds.com

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