

**ORACLE®**

---

**S P A T I A L**

March 2008

Oracle Spatial User Conference



# Oracle Spatial User Conference

March 13, 2008

Sheraton Seattle Hotel

Seattle, Washington USA

**ORACLE**

**SPATIAL**

March 2008

Oracle Spatial User Conference

# Dennis F. Beck

## President,



Spatial Business Systems, Inc.

**ORACLE**

**SPATIAL**

March 2008

Oracle Spatial User Conference

# **Re-Engineering Cable Business Processes With Spatial Database Technology**

# Agenda

- About the industry
- Client overview
- Key business drivers
- The solution
  - Application level
  - Technology Considerations
- Demonstration (  )

# Cable Industry Overview

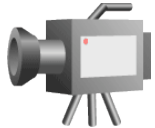
- Started in the 1940s for rural communities
- Growth via acquisition
- Telecommunications Act of 1996
  - Driver of competition
  - Further consolidation
  - Spurred large investment
- Today:
  - Rapidly expanding offerings
  - Highly competitive



# Client Overview



- Large US Multiple Systems Operator (MSO)
  - 32 divisions, 33 states, 46,000 employees
  - Over 25 million homes passed
  - 13+ million basic subscribers, 7+ million digital video and nearly 3 million digital phone customers
- Long term users of CAD/GIS within divisions
  - Bentley, Bentley Comms, Autodesk, ESRI, Smallworld...
  - Focus on design and special projects
  - Large number of different databases, data models
  - Nature of industry drove lack of standards

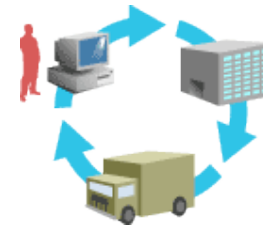


# Key Business Drivers

- Continue growth in a competitive market
  - Deeper penetration of existing products
  - New business offerings
  - Marketing initiatives



- Improved operating efficiencies

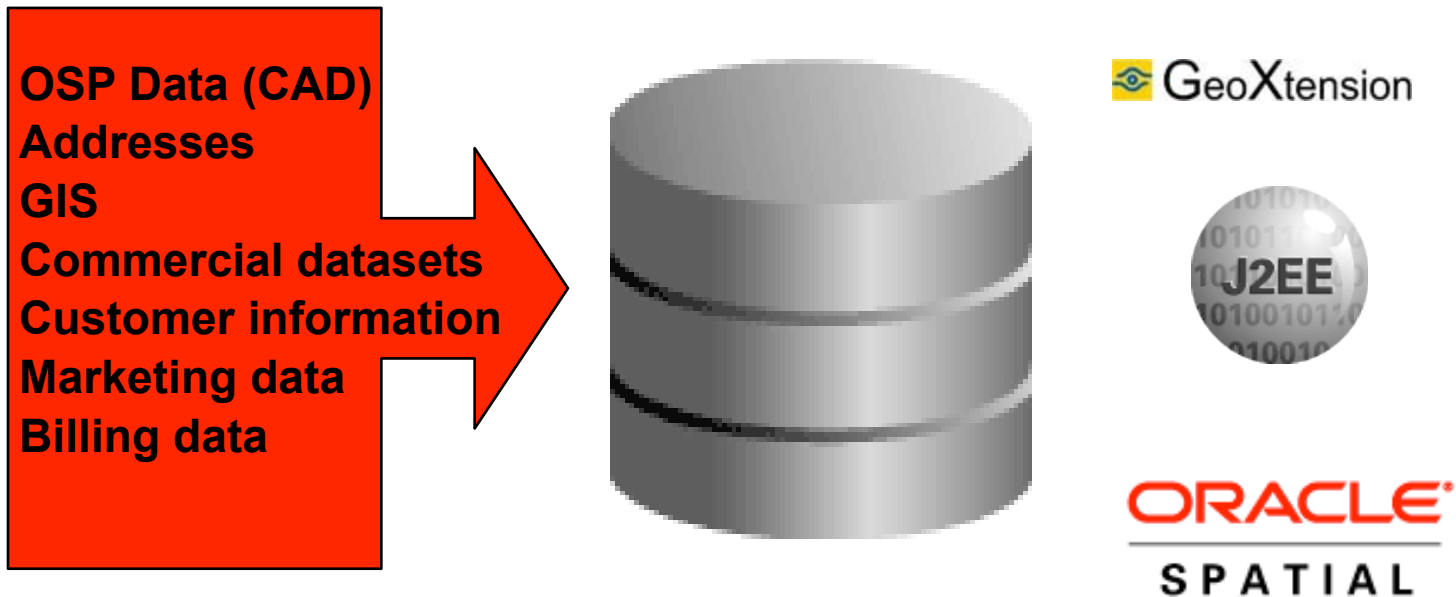


- Continued integration of the businesses



# The Technical Solution

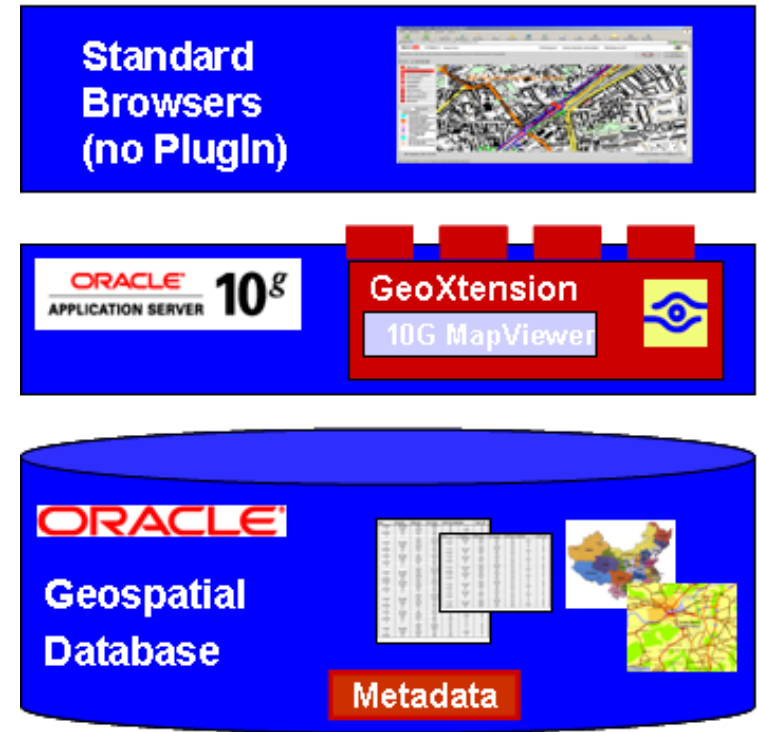
- A corporate spatial data warehouse



- Platform for innovative, new business applications
- Driver of business integration

# GeoXtension Overview

- Java-based framework – Zero client
- Service Oriented Architecture for ease of integration
- Extensive use of Oracle stack
- Dedicated to open standards mainstream technologies
- Designed for managing infrastructure
- Developed by Fichtner Group
- Basis for GE's next generation Oracle web client

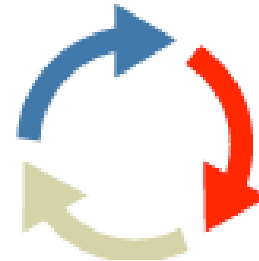


# Business Applications

- ViewPoint



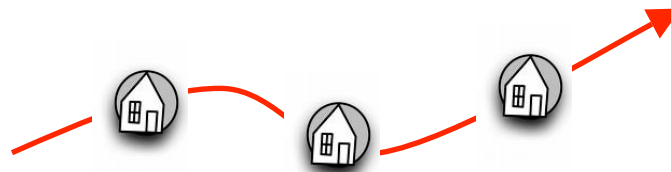
- Data Editing Workflows
  - Nodes / Franchises / Addresses



- GeoProfits



- Homes Passed



- Google Earth Integration



# Design Challenges

- Demanding scalability requirements
- Changing the GIS client paradigm
- Interface development
  - Comfortable look and feel in a browser
  - More advanced features, while maintaining useability
- Integrated editing requirements
  - Ease-of-use
  - Managing workflow
- Varied groups of users

# Why Oracle Spatial?

- Platform for spatially enabled business applications
- Alignment with corporate IT strategy
- Critical performance requirements
- Low cost of deployment
- Application maintainability

**ORACLE<sup>®</sup>**

---

**S P A T I A L**

March 2008

Oracle Spatial User Conference

**D E M O N S T R A T I O N**

# **ViewPoint Applications**

Q & A