

CASE STUDY

Informing business decisions through WISDM

WISDM is the industry's fastest and most accurate wireless coverage modelling system. wirelesscoverage.com

Legend Communications offers business connectivity needs including Wireless Internet, Dark Fibre and Ethernet Leased Lines, and Gigabit Broadband solutions. legend-communications.com



Legend Communications uses WISDM as a key input to its business planning process. Whether ensuring a managed network business plan makes commercial sense, ascertaining which potential customers can be served, or making sure a potential deployment scenario is worth executing, WISDM provides the data that fuels these decisions.

1. Inform bids for managed networks: **data provides proof**

When Legend prepares its bids for managed networks, for local councils or smart cities, the detail that WISDM provides is essential. Because WISDM provides accurate, real-world, up-to-date mapping data, Legend can model network deployments in detail and prove the business case. Empowered by the speed of the underlying WISDM Engine, Legend can quickly and easily run through multiple scenarios, optimising the network design to provide maximum coverage with optimal placement of base station infrastructure. By using the robust detail that WISDM provides, Legend is highly successful in winning bids for managed networks.



wisdm

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2. Quickly onboard customers: detail provides responsiveness

WIDSM provides data down to the level of each UPRN (Unique Property Reference Number). Legend can carry out targeted marketing campaigns to premises that it knows can be served with its wireless network. Plus, if a potential new customer who has not yet been targeted gets in touch, WIDSM lets Legend quickly ascertain whether or not they can be served. When onboarding new customers, the level of detail provided means that Legend knows exactly where to install customer premises equipment to optimise link quality. By using WIDSM data to maximise customer responsiveness and minimise deployment time, Legend maintains excellent customer satisfaction.

3. Test “what if...?” scenarios: visibility provides opportunity

As well as ongoing planned and scheduled network rollouts, Legend uses WIDSM to help inform and evaluate business potential on a more opportunistic basis. For example, if a particular building appears to be an ideal site to install high capacity backhaul and a fixed wireless base station, WIDSM can be used to model the real-world deployment that would result. Legend can then make a compelling business case for both the building owner or tenant and the surrounding premises. By using WIDSM to model scenarios, Legend can execute on opportunities it may not have otherwise been able to justify without great time and expense.

With the real-world, accurate, detailed, data provided by WIDSM, Legend Communications can focus on the activities that make most commercial sense in operating and growing its business.