



GeoResults is a telecom database marketing and consulting firm that focuses on national telecom database products and services and customized telecom solutions to help clients achieve profitable business growth. Founded in 2001 and headquartered in Cumming, GA, the company offers interactive query and mapping tools, MarketCheck and MarketView, built with the help of SpatialPoint.

Challenge

GeoResults has developed its own databases that predict demand for various telecommunications services. The demand database can be queried to generate marketing lists, but GeoResults wanted to offer greater value to its clients, according to Chief Operating Officer Peter Contreras.

“Our clients needed to see the data on a map—sales people want to visualize where prospects are and engineers need to see demand in relation to current or proposed networks,” Contreras said.

Contreras said that web mapping products from traditional GIS vendors were eliminated as possible solutions due to high licensing costs and the technical complexity of integrating the products. GeoResults first tried Google Maps, but Contreras said the maps couldn’t be customized properly to meet client needs and posed too many limitations in terms of how the maps looked and the amount of data that could be displayed.

“We needed a more flexible, customizable, and affordable mapping solution,” Contreras said.

Solution

GeoResults turned to SpatialPoint to develop a robust and cost-effective mapping tool to integrate into its MarketCheck and MarketView products. SpatialPoint Atlas is a standards-based API that works with the Microsoft Bing Maps platform to add GIS functionality in a web mapping environment.

“SpatialPoint offered exactly what we were looking for,” Contreras said. “They were able to develop all the mapping functionality we required and allowed us to provide an affordable, effective platform-based solution to our clients.”



Using MarketCheck, clients can query, count, and download demand information onto maps. The maps can be customized for each customer to show exactly the data and features they want to see. Clients who use MarketView can also add their own assets onto the maps, such as fiber routes, service boundaries, or custom sales territories to see the relationship between assets and demand.

Results

“By integrating SpatialPoint’s mapping solution into MarketCheck and MarketView, we have increased our ability to provide clients with an affordable, fast, and accurate solution for marketing, network planning, and light engineering,” Contreras said.

Contreras also said SpatialPoint has engaged in a technology transfer over time, helping GeoResults’ engineers gain expertise on using and customizing SpatialPoint Atlas for the company’s ongoing needs.

“We’ve had a great experience working with SpatialPoint over the past two years,” Contreras said. “They have excellent technology and their customer service and responsiveness has been outstanding.”

