Harnessing the Power of Location Data

Fully connected location intelligence — enabling smarter business decisions
Welcome to Top 5 Innovations in Location Intelligence for Telecommunications

**LightBox**
Founded in 2018, LightBox brings together strategic brands to service foundational data needs.

**LightBox in Telecom**
Supporting location intelligence in the telecommunications companies, large and small, for over 25 years including state broadband mapping for Montana, Texas, and Wyoming.
The market we operate in is fundamentally changing

We are evolving to monetize portfolios in new ways

Planning
- Identify market opportunity for network growth
- Identifying multi-parcel sites with same owner

Asset/Land Management
- Understand changes at or around their properties
- Identify sale / exit opportunities

Serviceability
- Estimate cost to service with highly accurate location intel

Market Strategy
- Understand physical, climate, hazard risk
- Incorporate trends and near-team time data to optimize properties

Reporting & Compliance
- Improve the quality and value of reports

Enterprise
- Data integration to power digital portals

But remain behind compared to other industries

“Our data resides in too many systems that do not communicate with each other”

“We have lots of great data, but need to drive actionable insights”

“We are hesitant to embrace the digital age”

“There is no consistency, and I cannot marry all of these different sources”

“We do not know how we compare to others”

“Too much effort is involved in extracting data in order to analyze it and create reports”
What access to more data means for Telecom

More data
Higher need to organize and relate the data to more than an address.

Power of nontraditional data
Identify “hyperlocal” patterns while also connecting it consistently.

Wider scope of analysis
Assess triggers, trends and alerts to determine if you want to act.
Data quality is core to the LightBox data platform

Conform to consistent standards
Automated validation checks for data formats, invalid data types and syntax errors that can result in direct failures

Identify anomalies utilizing a proprietary machine learning model
Spatial and field population comparisons to prior time periods to identify shifts

Manage source interaction and problem resolution
Random sampling and verification with the source sites
Single point of contact working directly with sources

Ensure delivery adheres to schedule
LightBox ensures the timeliness of all data in and out of its platform
Working with connected data enables faster, error free and more extensive workflows
A successful data-driven approach can yield powerful insights.
A host of new variables make it possible to paint a more vivid picture of risk and opportunities

**Site definition**
Determine the relevant addresses, structures, and parcels for the subject target property

**Financials**
Connect the property to equity, debt, and other components using our knowledge graph

**Know your surroundings**
Spatially intersect a property with municipal, neighborhood, and other map-ready content

**Sustainability**
Understand short to long term risk factors
Location Data In Action
LightBox Data Solutions – Designed for Telecom

Highest Accuracy & Completeness

Where & Who & How many

Connect to Any Data

Integrate Into Your Technology Choices
Addresses

Our goals:

• Most complete address universe
• Most accurate location for each address
• Enriched with key data points
• Connected to other SmartFabric elements
• Connectable to your data
Buildings

Goals
• Every building
• 3D / Z information where available
Locations BSLs

Goals

• Meet the FCC Broadband Serviceable Location definition
• Enriched with key usage information
• Enriched with key metrics on occupancy
SmartFabric Model

Documents
Tenants
Listings
Financials
Valuation
Utilities

People

12387543723

Has

Portfolio

18846327014

Property

Parcels

98273498723

Addresses

876456239823

Structures

6234562399834

SPATIALLY INTERSECTED

- Administrative
- Neighborhood
- Zoning
- Environmental
- Climate
- Imagery
- Demographics

TEMPORALLY INTERSECTED
Network design

Visualize your network

Visualize your competitor’s network
Wireless Network design

Map your 5G network to understand covered vs not-covered
Network design and engineering analysis

Visualize the landscape in 3D to perform RF analysis
Analyzing Public Funding Opportunities

Visualize and Analyze Public Funding Opportunities
Green = currently served w/ Broadband
Red = unserved
Heading – network design, market-sizing, and ROI

Grant Application

Addresses = 90
Broadband Serviceable Locations = 66
Residential Unit Count = 84
Business Count = 2
Grant Application = $140,000
What is the ROI for new network buildout

Homes passed

Proposed expansion (green) to existing network (purple)
Bringing Context into Network Planning

Network Planning

Understanding context
• Planned fiber (black)
• Streets (yellow)
• Parcels (pink)
Business Occupancy & Understanding the Complete Opportunity

Who else is in the building?
What is their business?

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<th>Business Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Address Details</th>
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Gaining Competitive Advantage – Where is growth happening?

Understand New Growth

New Builder File
- David Weekley Homes, Shoshonee St, Broomfield CO
- HOA Governed
- New phase in construction
- Pricing - ~$600k
Your Technology Choices

Consumption Models
- Bulk data
- Bulk data + API
- API only

Technology Choices
- ArcGIS*
- Open data – PostGIS / QGIS
- New Spatially-enabled Technologies – BigQuery, Elastic, Spark
SmartFabric Model
This is LightBox

Visit us at www.Lightboxre.com

Learn more about SmartFabric and Download a sample: www.lightboxre.com/product/smartfabric/