

GIS Enabled Sustainable Fiber Business Platform

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Location Based Services
Reliance Jio

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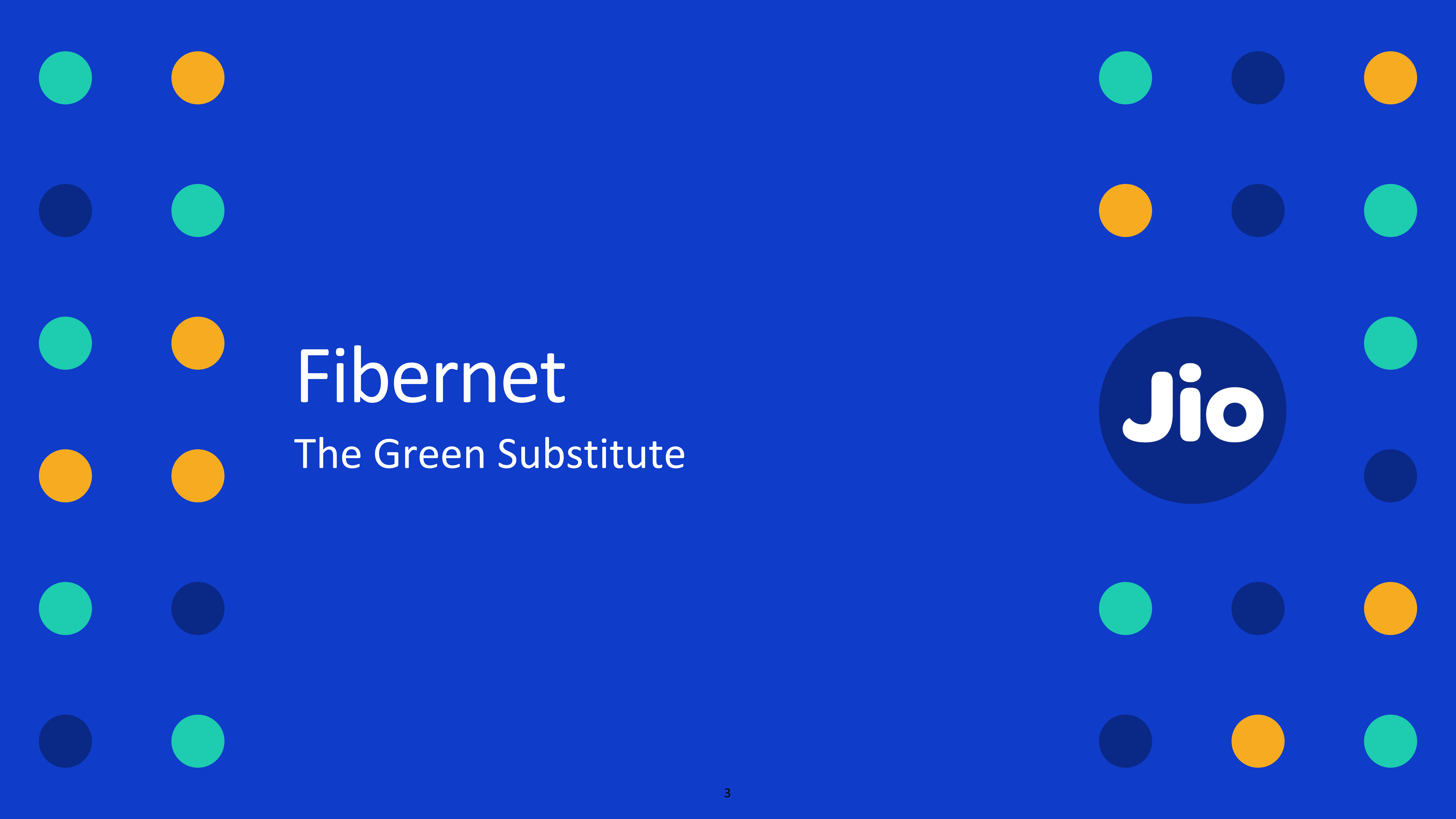
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Fibernet

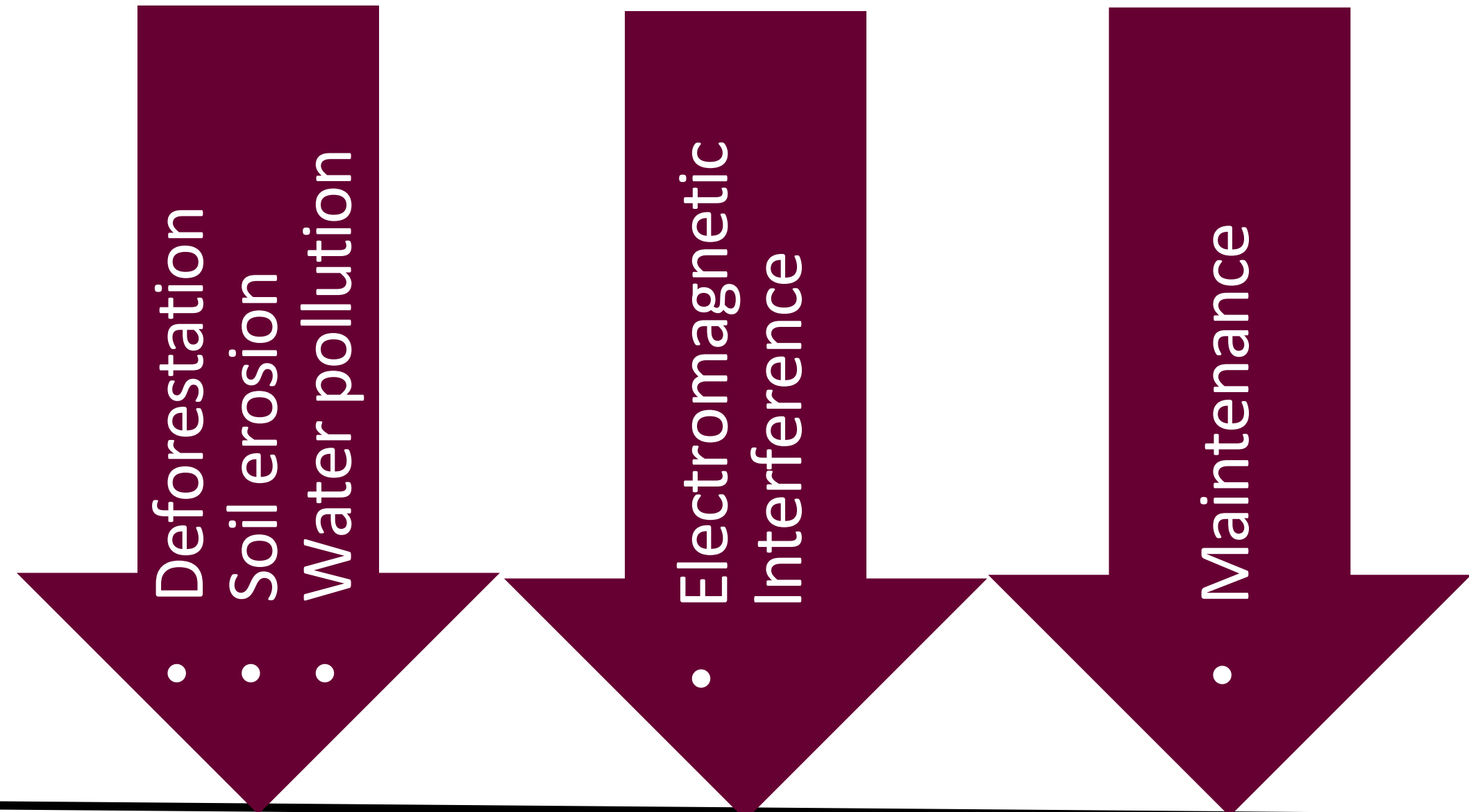
The Green Substitute



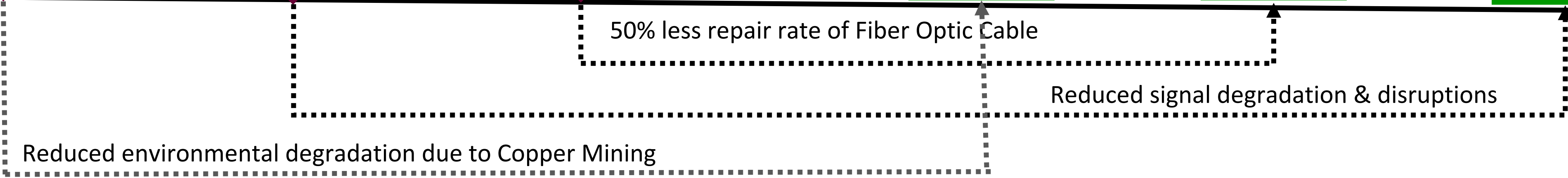
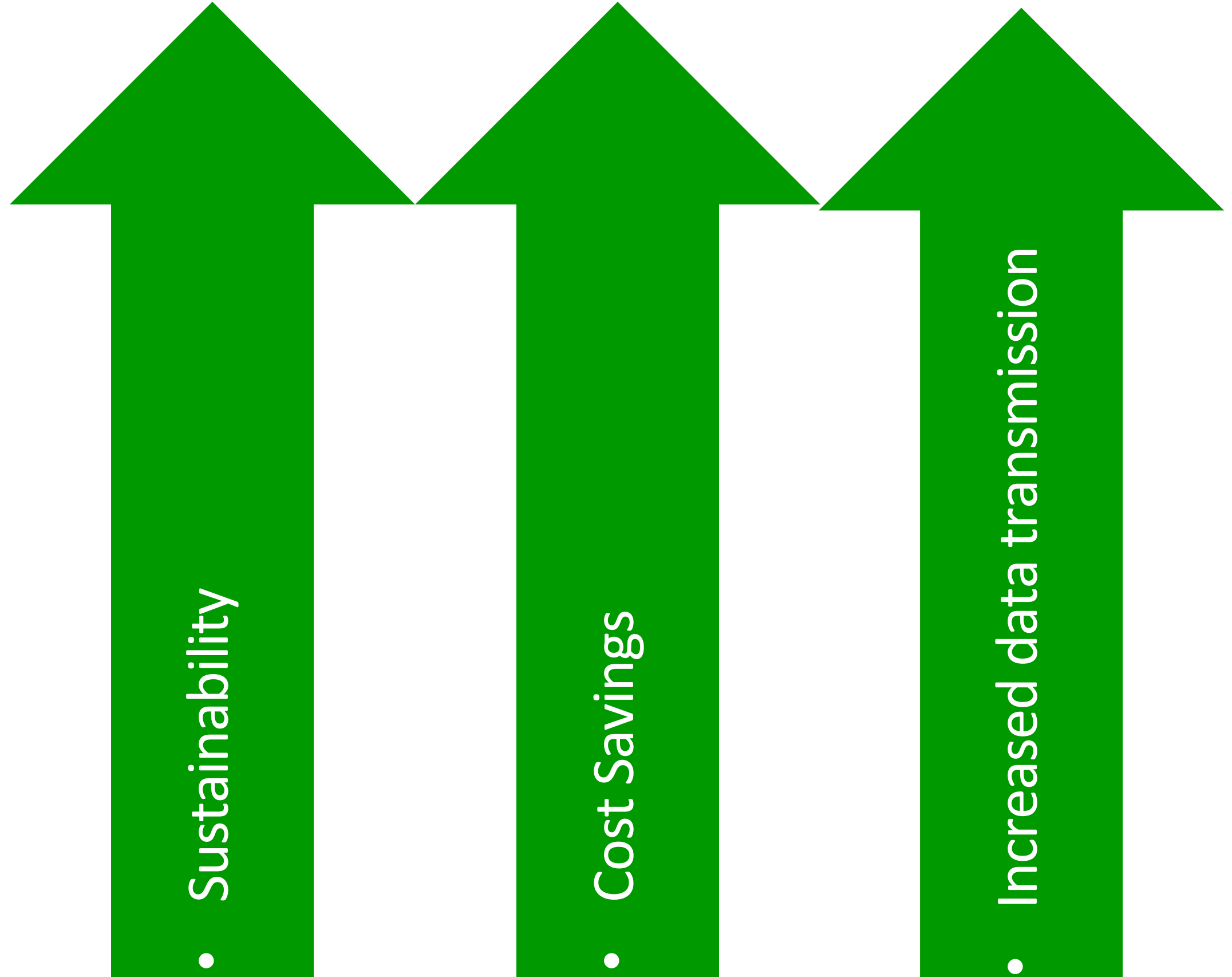
What is FIBERNET?

**Connecting homes / offices / MSMEs / &
other businesses through Network Elements**

Lower usage of Copper Cables



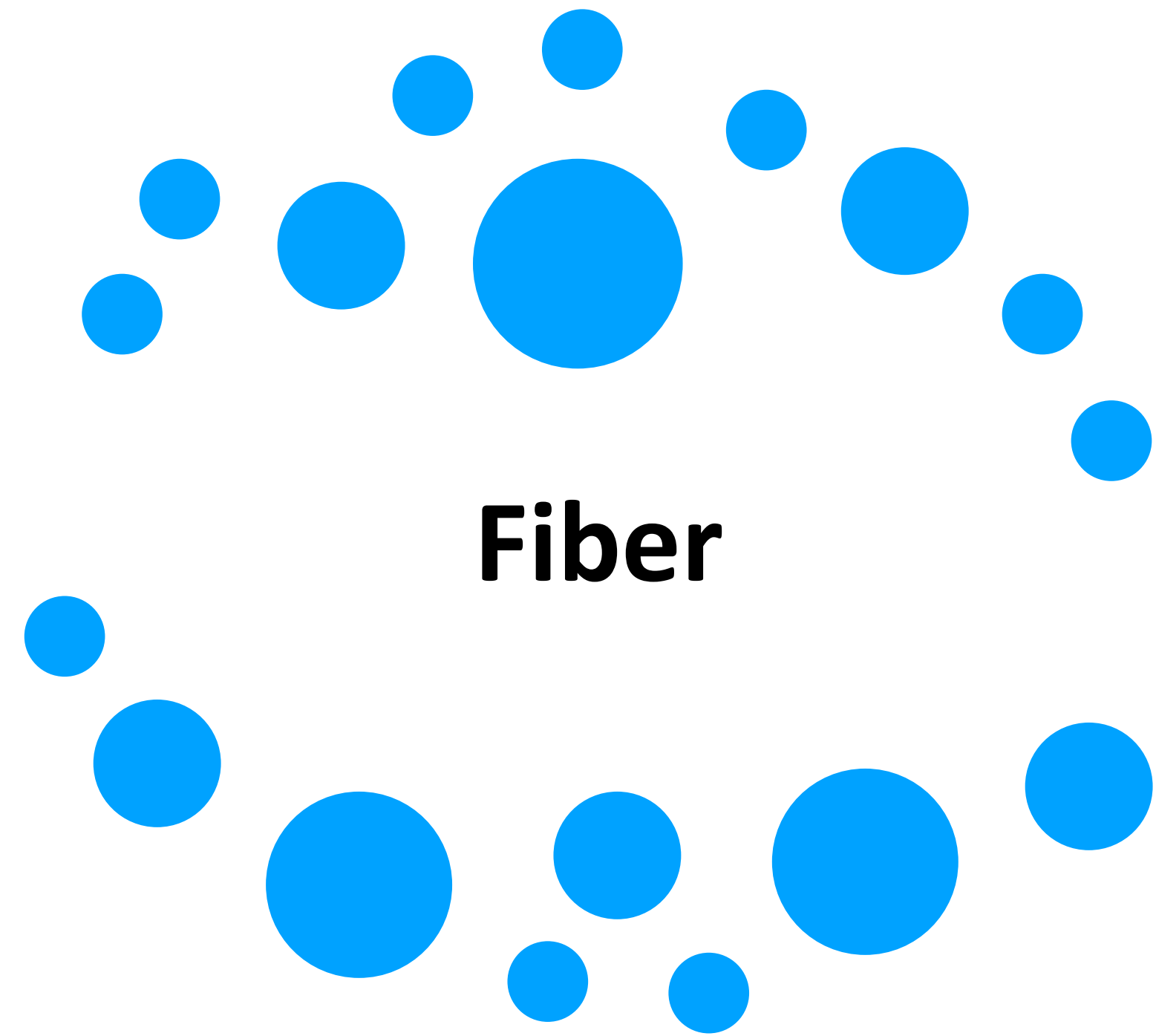
Sustainable Network & Sustainable Business



A decorative grid of colored circles is located on the left side of the slide. It consists of two columns of five circles each. The colors of the circles in the left column, from top to bottom, are: teal, dark blue, teal, orange, teal. The colors of the circles in the right column, from top to bottom, are: orange, teal, orange, dark blue, teal.

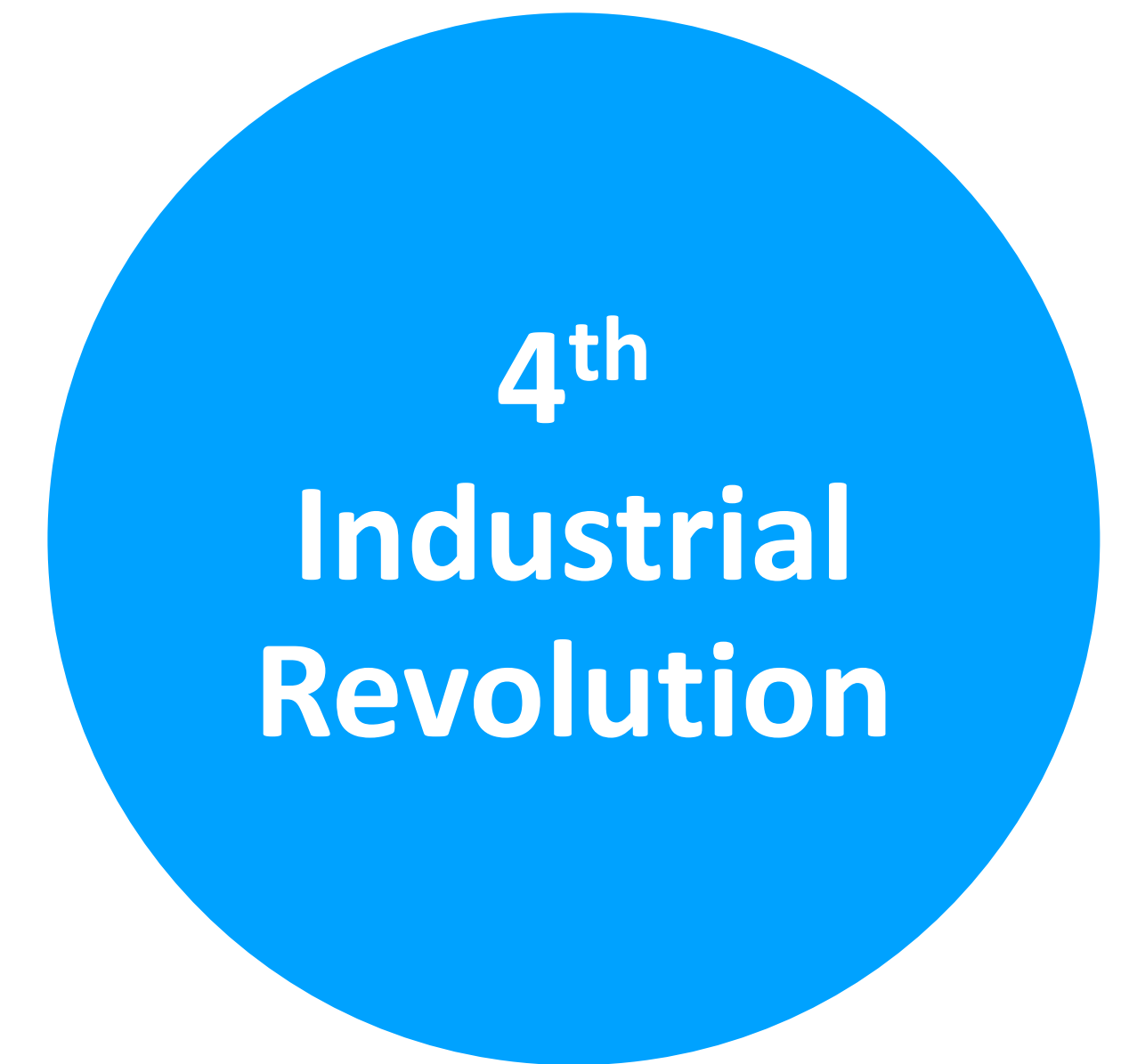
Fiber – Role in the 4th IR

Enhanced by Geo-Intelligence & Geo -
Analytics



Fiber

- Backbone of 5G and above generations of telecom
- Cloud Computing
- Internet of Things
- AI & ML
- AR-VR-XR



**4th
Industrial
Revolution**

- Klaus Schwab
- Fusion of technologies
- Blurring the lines between the physical, digital and biological spheres

On the yardstick of sustainability – Optical Fiber is the ONLY alternative continuously enhanced by Geointelligence!!



Network Planning

- Location of cell towers, antennas, fiber optic cables
- Optimize network design

Site Selection

- New cell towers & other telecom infrastructure
- Identify areas where new infrastructure is needed

Asset Management

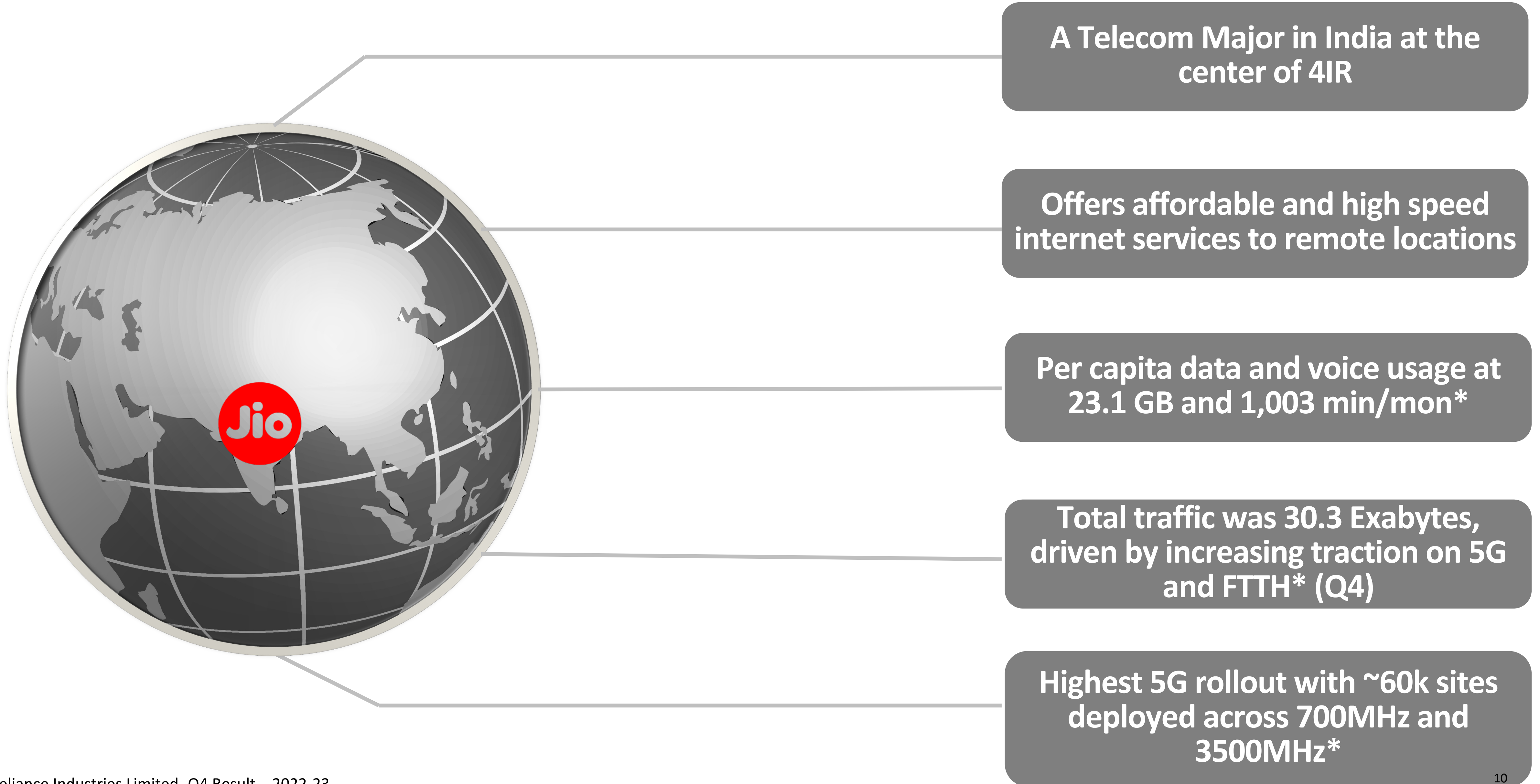
- Telecom assets like equipment, tower, cables
- Track location condition and maintenance history
- Plan for upgrades & maintenance



Jio

Business with a Purpose

Reliance Jio – Company Basics



Reliance Jio – Established 5G Coverage Leadership in India

Initial Rollout in 5 Cities

October 2022



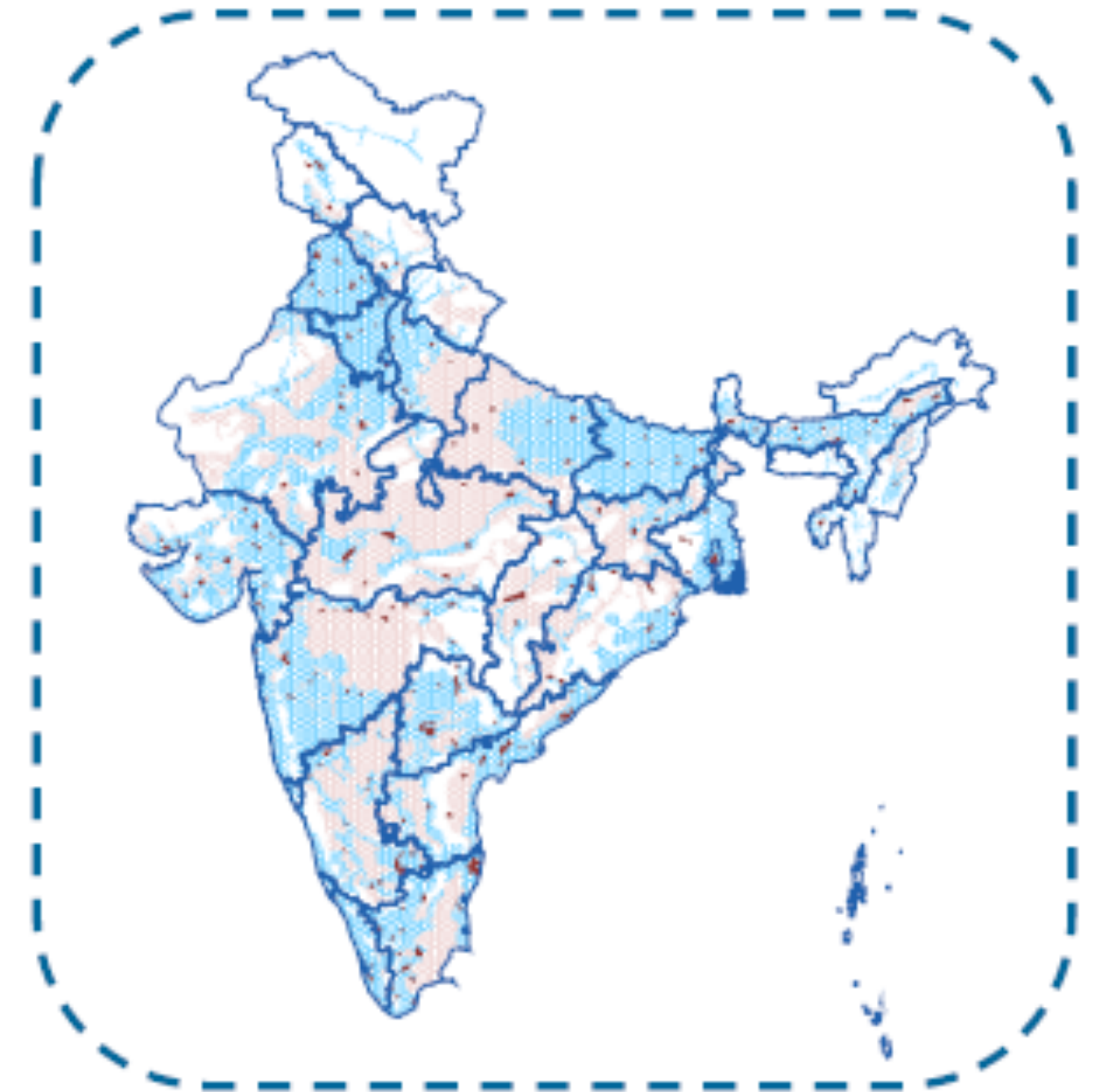
Expanded to >2,300 Cities/ towns

April 2023



Pan India Rollout

December 2023



Reliance Jio – Partnership with Local Players



Major shift in customers from local cable to Jio Fiber/AirFiber

Players had to adapt and evolve to compete

Partnered with Reliance Jio to provide bundled services

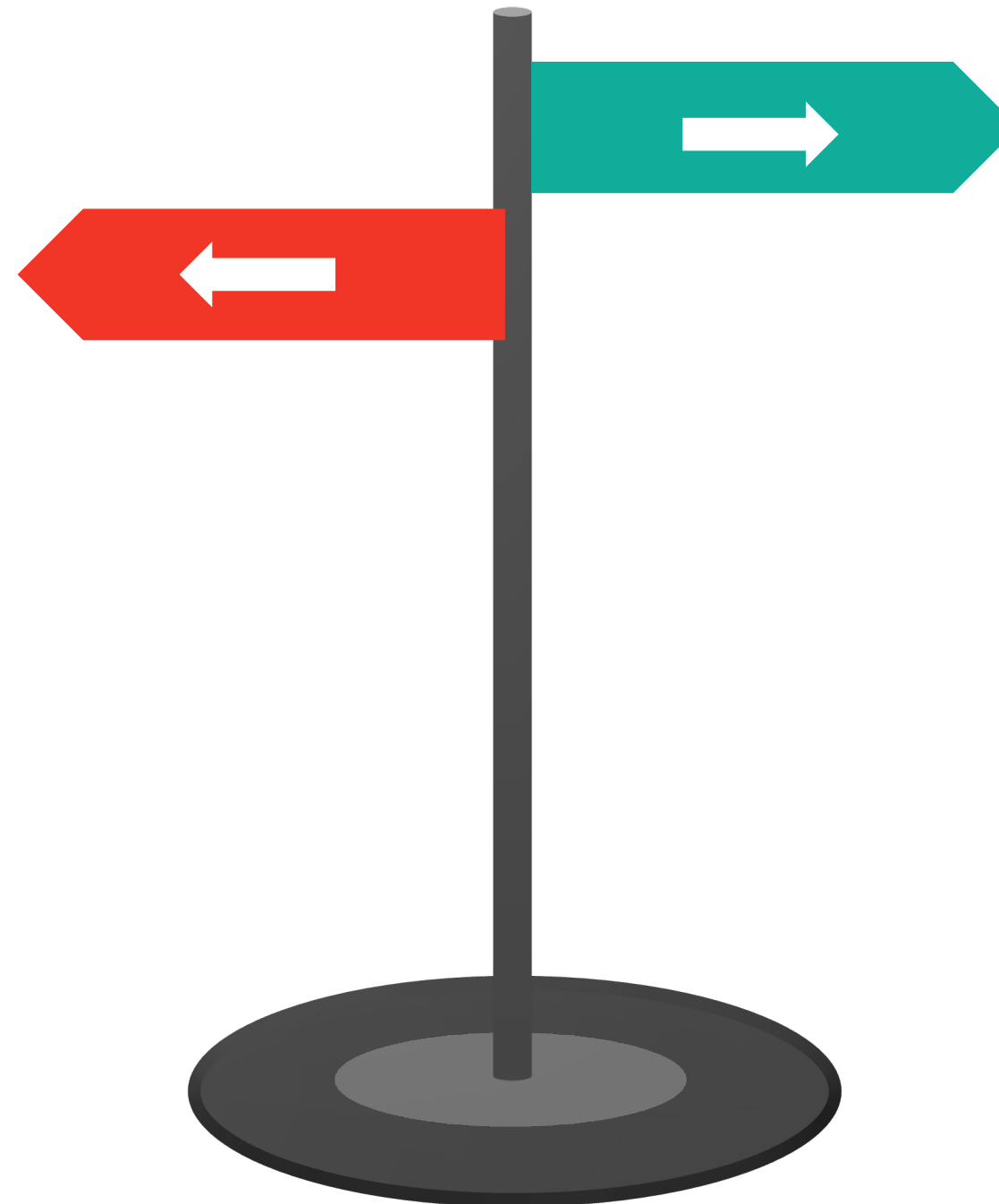
Onboarded on a GIS enabled Platform

Local GIS knowledge to reach remote locations & build last mile connectivity

Challenges & Opportunities for LCOs

Challenges

- Infrastructure Planning & Cost
- Competition
- Customer Acquisition
- Limited Resources



Opportunities

- Improved Services
- Increased Revenue
- Community Connections
- Innovation

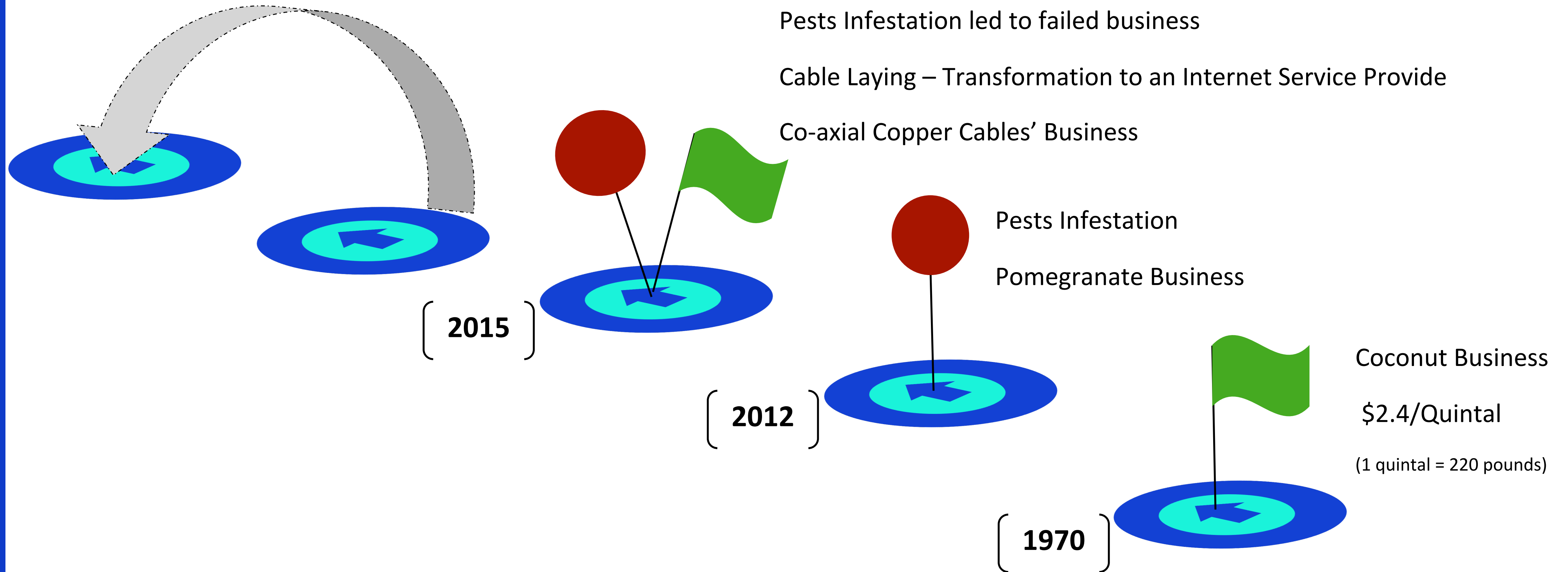


“

**Everybody has equal opportunity and
I think that is true for everything.”**

**- Shr. Mukesh Dhirubhai Ambani
Chairman - Reliance Industries Limited**

FIBER OPTIC INTERNET (Era)





JioFiber Partner

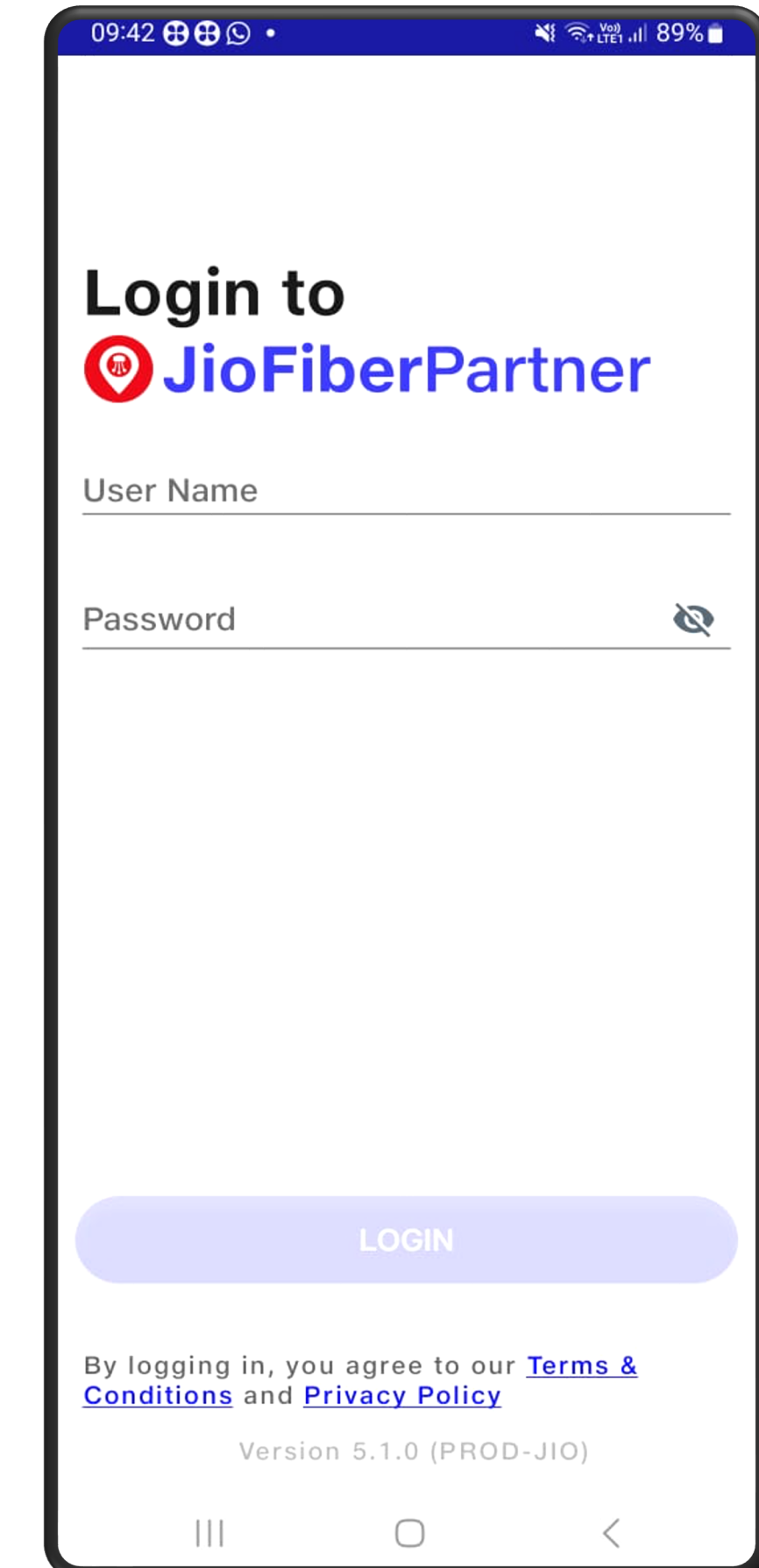
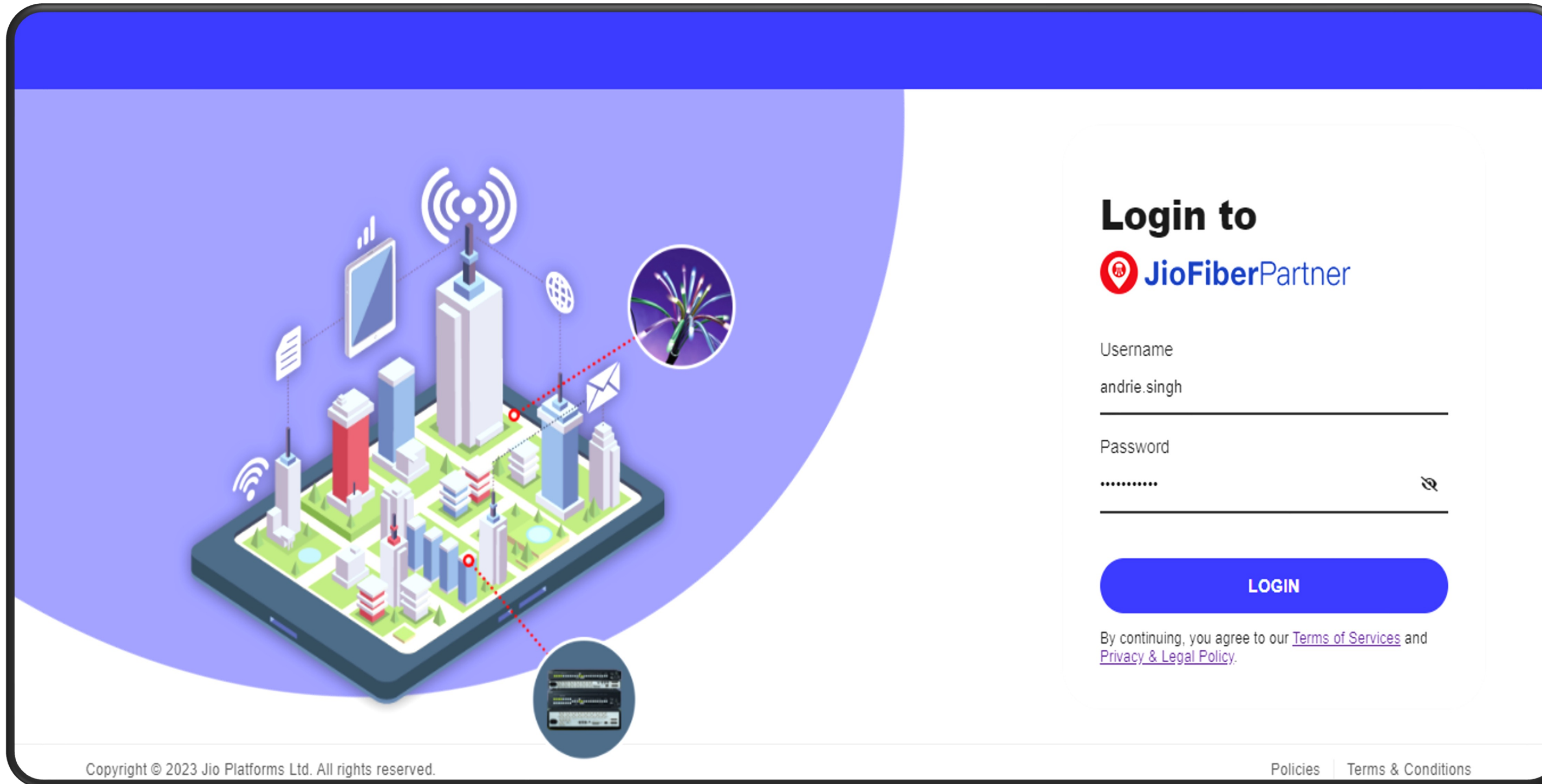
Building Digital Highways



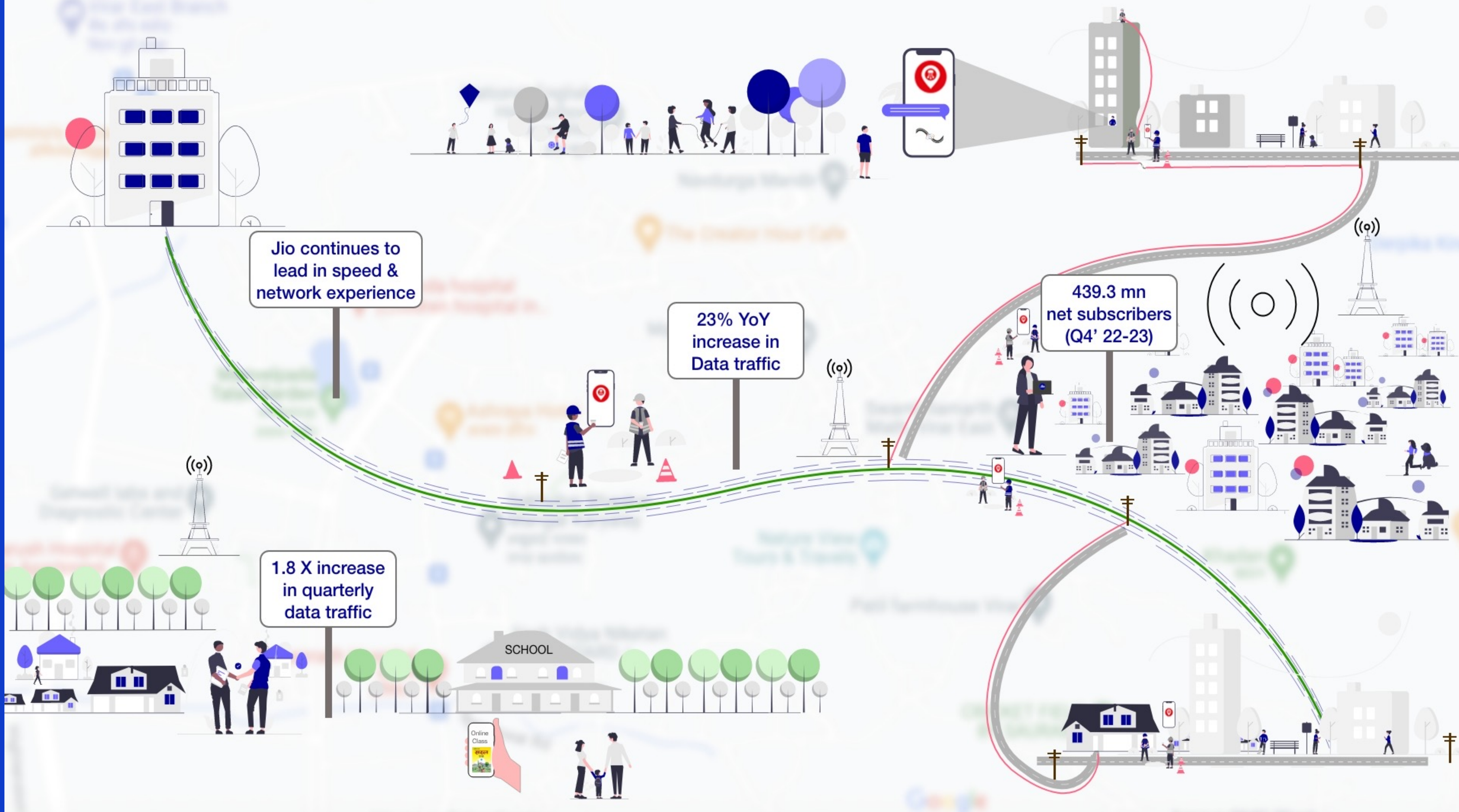
Mission : To create a wired connection across thousands of cities across India, and enable multi-million households' connectivity



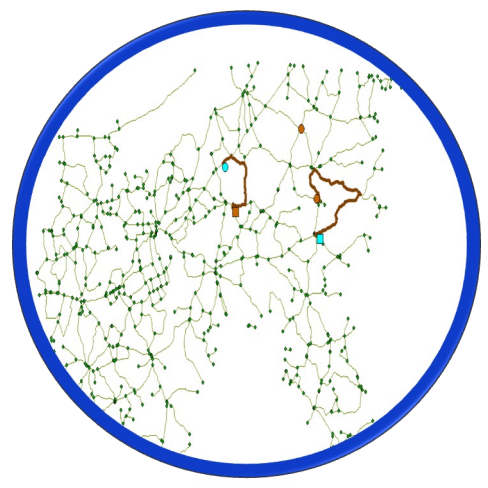
Vision: To build a digital ecosystem to empower and enable all Indians



JFP – Building Digital Highways



JFP Network Building Features



GIS based product to build the last mile connectivity



Smooth and simple onboarding & offboarding of LCOs



Work order based execution system for efficient network design, build & operate



Voice control to provision Zero Touch action for network building



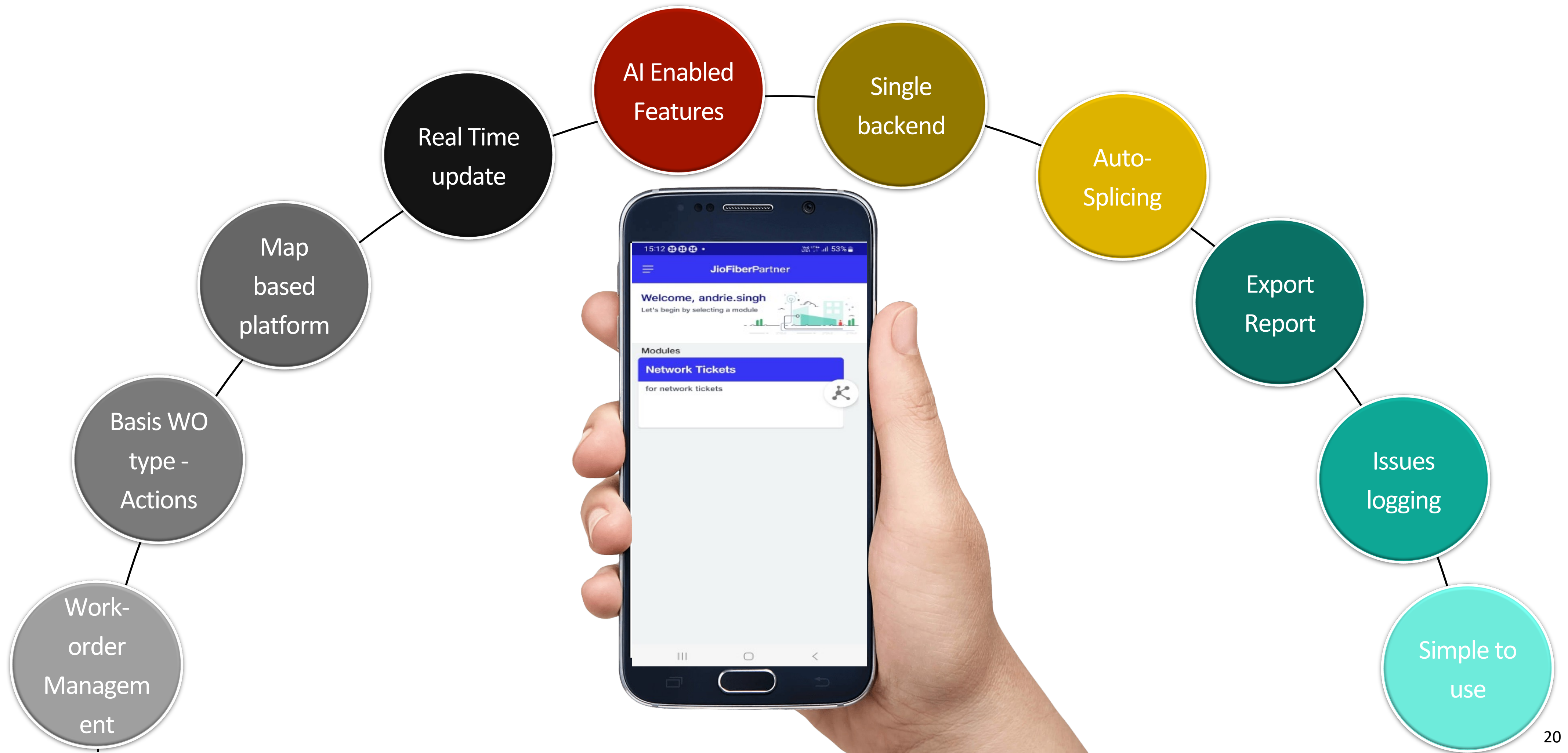
Auto-splicing which has brought down the splicing time from hours to minutes

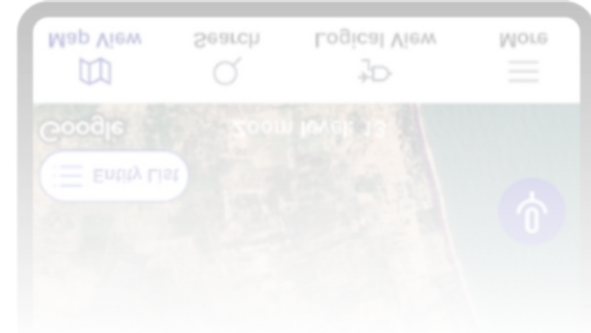
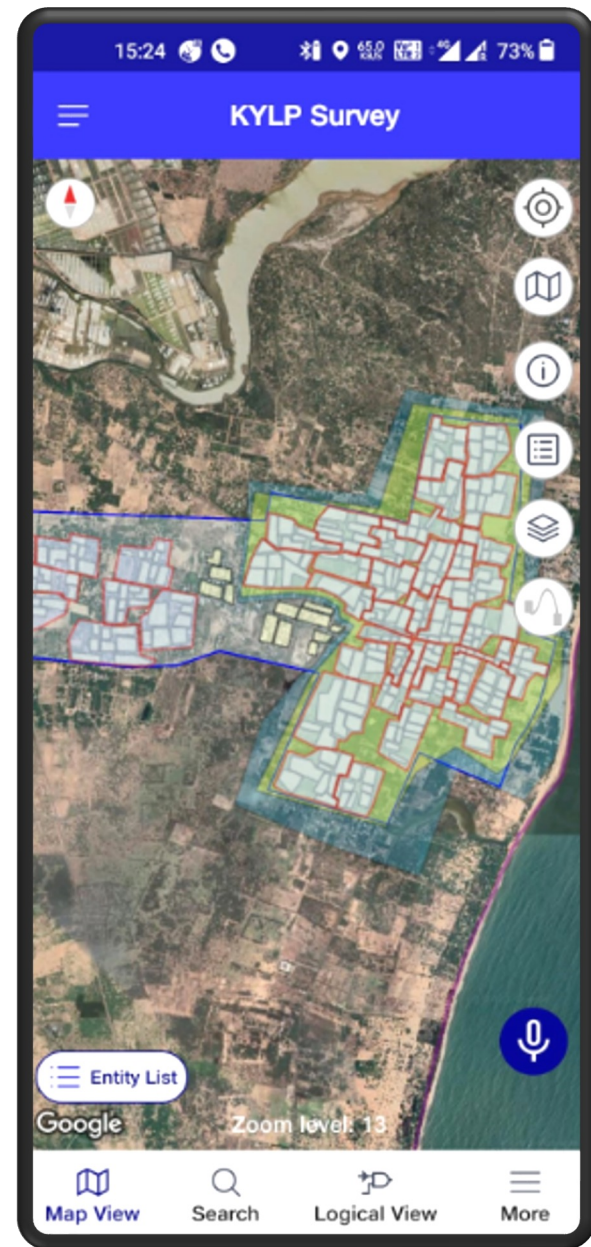
Material Management

Material Movement & Tracking

SAP Integration

JFP Other Features & Process





Contextual

Manager/Agent – Both

Peak use time – 9:00 -20:00 HRS

Communication Style – Call/WhatsApp

Mobile/Web Users – Mobile

Works from Office/Field - Field

Demographics

Age – 18-50 years

Status – Married & Single

Location – Pan India

Income ~ \$ 3500/annum

Family – Mostly Joint with dependents

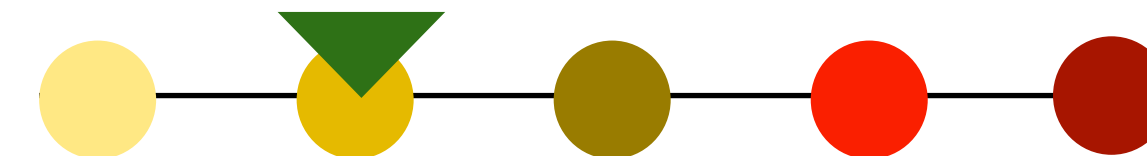
Mindset

Goals – Fast & Efficient Network Planning

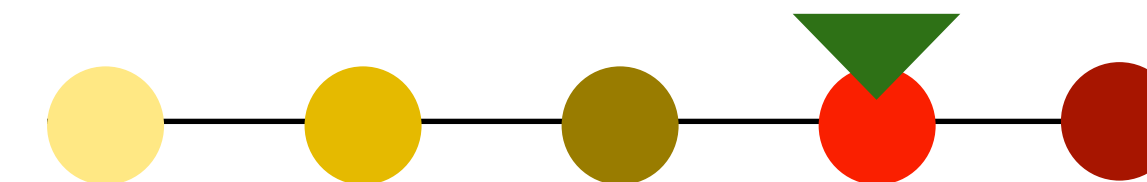
Pain Points – Manually capturing Network data from the ground

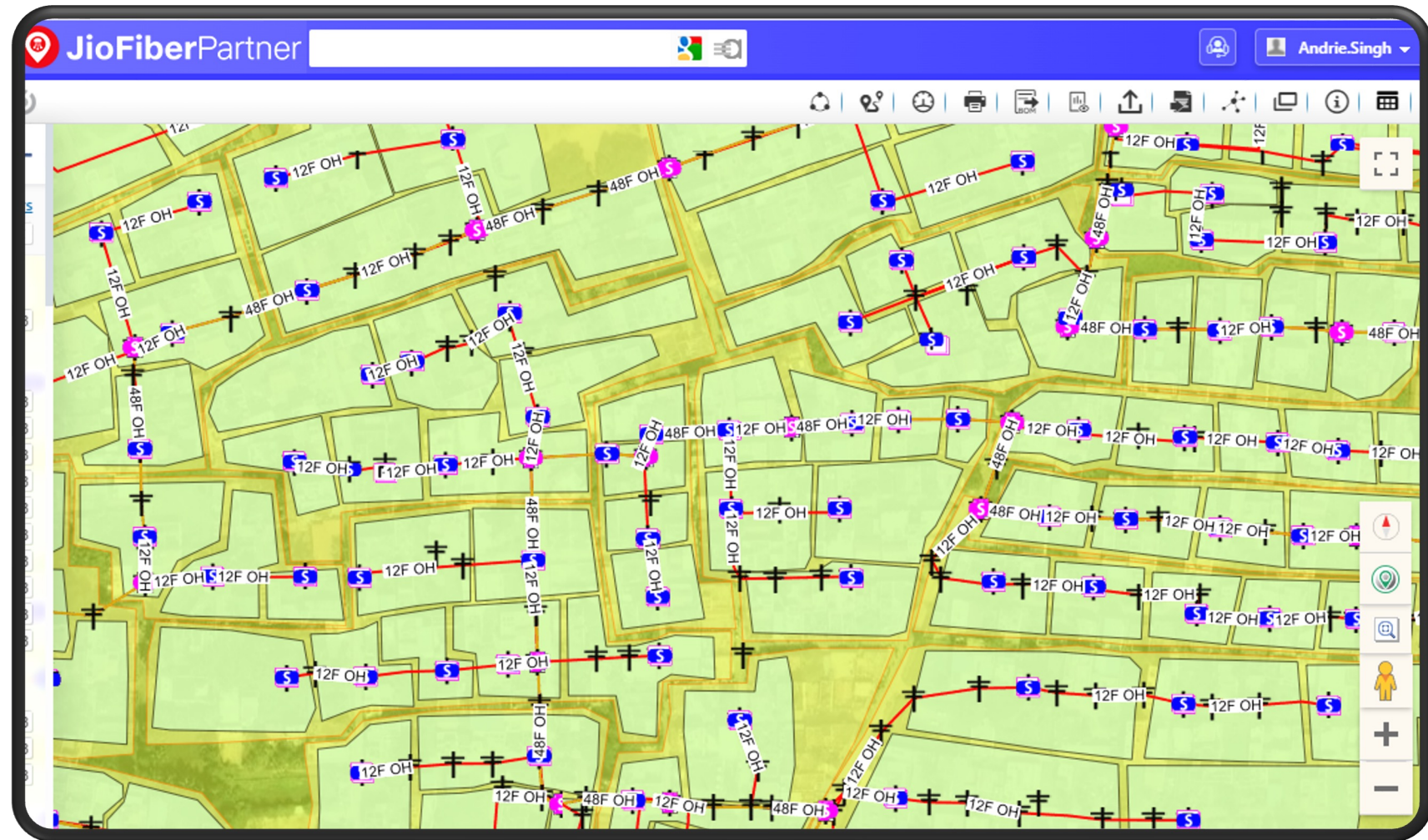
Solution Expected – Digital capturing and storage of Network data

Tech Skills



Local Knowledge





Demographics

- Age – 18-50 years
- Status – Married & Single
- Location – Pan India
- Income ~ \$ 5500/annum
- Family – Mostly Joint with dependents

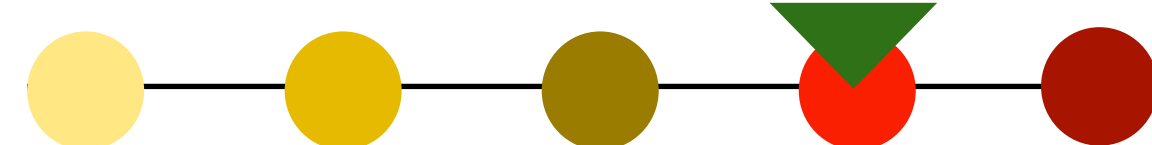
Mindset

- Goals – Fast & Efficient Network Planning
- Pain Points – Manually entering network data into systems captured from the ground
- Solution Expected – Automatic capturing and storage of network data

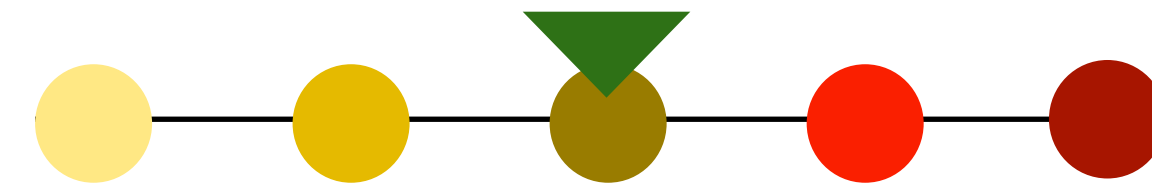
Contextual

- Planning /Construction – Both
- Peak use time – 9:00 -20:00 HRS
- Communication Style –Office Chat/Email/Call/WhatsApp
- Mobile/Web Users – Both
- Works from Office/Field - Both

Tech Skills



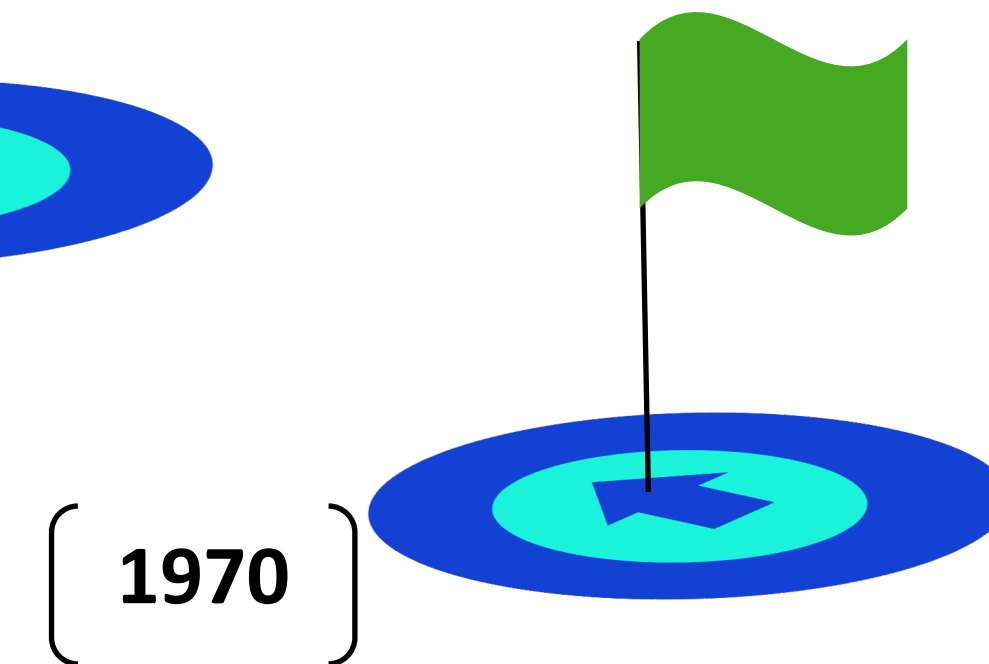
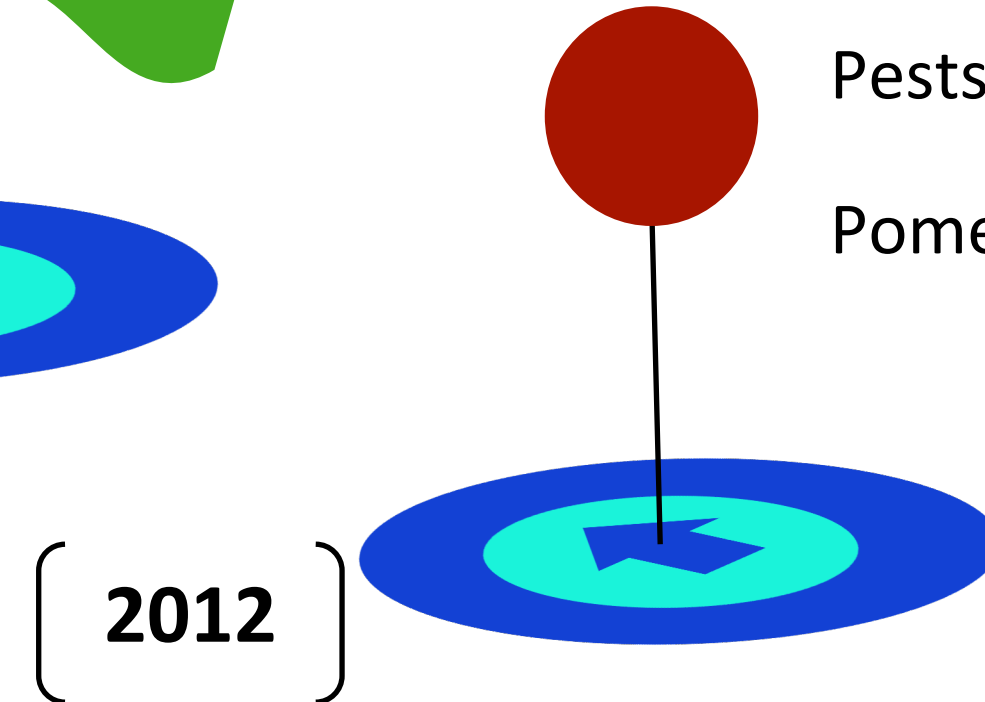
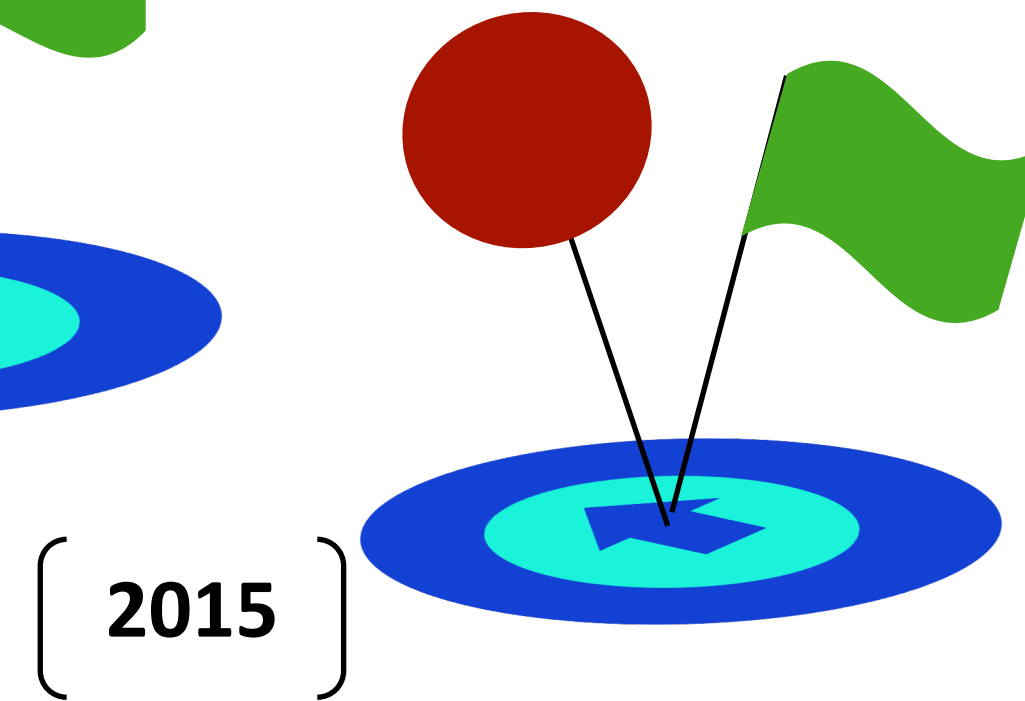
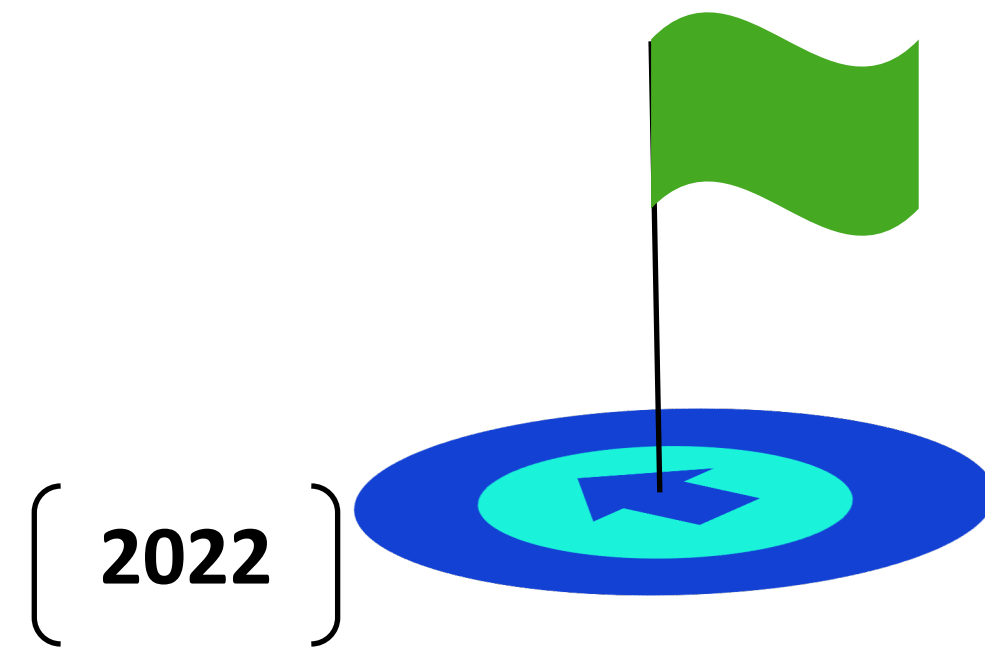
Local Knowledge



FIBER OPTIC INTERNET (Era)

Onboarded on JioFiber Partner

Providing bundled services with Reliance Jio



Pests Infestation led to failed business

Cable Laying – Transformation to a Local Cable Operator

Co-axial Copper Cables' Business

Pests Infestation

Pomegranate Business

Coconut Business

\$2.4/Quintal

(1 quintal = 220 pounds)



One Opportunity



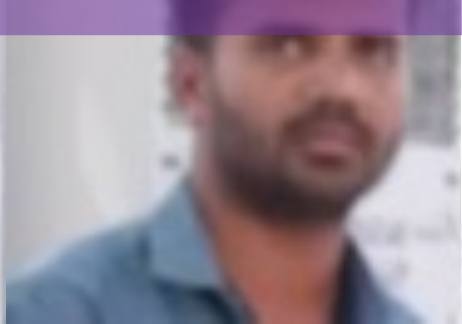
One Life



WE CARE



Many Generations



With love,
from Jio.

