

DATA SHEET

ExchangeInfo™ Australia

AUTHORITATIVE TELECOMMUNICATIONS INFRASTRUCTURE DATA SOLUTION FOR AUSTRALIA.



Summary

ExchangeInfo Australia is the only authoritative source of Telstra's telecommunications and DSL landscape.

Benefits

- Updates are provided every quarter via subscription ensuring you have the most up-to-date and accurate exchange-related data.
- Includes seven tables of information, such as exchange locations, DA boundaries, and DSL coverage to name a few.
- Seamless coverage across Australia.
- Integrates well with Pitney Bowes Business Insight's technology including MapInfo Professional, Envinsa, Exponare, and MapMarker.
- Can be enhanced with the inclusion of other quality spatial data from Pitney Bowes Business Insight, such as StreetPro Australia, and administrative boundaries like Suburbs and Localities, and Postcodes.

OVERVIEW

Pitney Bowes Business Insight's ExchangeInfo is the first product to incorporate Telstra's authoritative telephone exchange database containing DSL and exchange-related communications infrastructure data for Australia. A strategic agreement between Pitney Bowes Business Insight and Telstra Wholesale sees the availability of this unique data for broad market use.

The Premium Australian Telecommunications Product

ExchangeInfo is an authoritative spatial data solution that incorporates Telstra's telecommunications infrastructure data, to map out the telecommunications landscape. The availability of this information means that telecommunication companies are now able to more accurately target potential end users and thus improve return on marketing spend.

ExchangeInfo shows the relationship between a telephone exchange, the exchange boundary and the customer. It is a powerful tool that allows organisations to easily associate a customer's address to their respective telephone exchange area and other related information. It can rapidly pre-qualify a range of services that are exchange bound for an enquiring customer and allow ISPs and DSL providers to target geographic areas with specific products and services. The solution enables telecommunications carriers to make more informed decisions about network planning, market driven build-out, and product and service

strategies for wireless and fixed networks. It is critical in targeting new DSL prospects and 'the last mile' network planning.

Why ExchangeInfo?

Pitney Bowes Business Insight and Telstra have worked together to ensure that exchange and exchange-related communications infrastructure data is accessible, cost-effective and easy-to-use for telecommunications organisations. Pitney Bowes Business Insight's expertise in developing comprehensive spatial data solutions is essential to ensuring Telstra's wholesale customers and other businesses are adequately accommodated with the necessary network exchange infrastructure information.

ExchangeInfo provides a current and comprehensive foundation of telecommunication related information. Businesses that depend on reliable and authoritative data, to make critical decisions find ExchangeInfo invaluable. Quarterly data updates ensure that currency is maintained. ExchangeInfo is offered under a choice of flexible coverage regions- either full national or individual state supplies to best meet your business needs. There is also a choice of licensing models - power user, and web-based deployment. Data subscription plans are available for multiple year supply agreements. Consistent file structure and presentation means it is easy to conduct analysis, whatever regions or layers are chosen.

ExchangeInfo™ Australia

ExchangeInfo is the choice for customers who need to perform accurate exchange-related analysis to support critical business decisions and who value real world, high integrity content for analysis and maps.

Applications

DSL and ISP providers will find ExchangeInfo essential for a range of exchange-related analysis, including:

- Market driven build-out.
- Product and service strategies for wireless and fixed networks.
- Target new DSL/ISP prospects and 'the last mile' network planning.

The application of this data is not limited to telecommunications and communications providers. For instance, using caller ID display, organisations can not only see a caller's phone number, but can now also establish geographically where the customer is located based on the location of the exchange boundary. This greatly assists Customer Relationship Management (CRM) solutions that require spatial anchors to relate vast databases onto a map.

Versions

ExchangeInfo is available in two forms - ExchangeInfo and ExchangeInfo Plus.

ExchangeInfo - contains specific core tables of exchange-related information. This product is suitable for general web-based distribution of exchange-related information, or specific business applications leveraging the telecommunications landscape.

ExchangeInfo Plus - is designed specifically for authorised telecommunications and communications companies, such as Telstra Wholesale's DSL and virtual ISP portfolios. These organisations need access to the most extensive and typically more sensitive information from Telstra.



Copper centre over ESA.

Layers

- **Distribution Areas (DA)** - Contains polygon structures and attributes relating to Telstra Distribution Areas.
- **Large Pair Gain at DA Level (DALPG) ExchangeInfo Plus Only** - Contains specific distribution area polygons that relate to areas serviced by large pair gain infrastructure. Also contains specific attribution relating to RIM, RCM, CMUX.
- **Exchange Service Area (ESA)** - Contains polygon structures and attributes that relate to Telstra ESA coverage.
- **DSL at ESA Level (ESADSL) ExchangeInfo Plus Only** - MapInfo table file that contains polygon structures, based on ESA, that contain attribution specific to DSL services within coverage.
- **DSL at DA Level (DADSL) ExchangeInfo Plus Only** - Contains polygon structures, based on DA, that contain attribution specific to DSL services within coverage. (Not initially available. Due for availability from May 2005).
- **Exchange Locations (EXCH)** - Contains point locations of Telstra exchanges (copper centres), with appropriate attribution.
- **Exchange to Phone No. Lookup (PHLookup)** - Text file containing exchange names and associated phone number partials, in a structure suitable for rapid database searching.

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