

SignalProof™ maximizes the value of your engineering studies calculated with EDX® SignalPro®, making them available for post-processing purposes. Embed this toolkit into your web service and automate service level pre-qualification for your network subscribers. Likewise, use this toolkit to enhance the information provided to your call center customer support team.

Features

Reduce Customer Acquisition and Retention Costs

SignalProof is an innovative and effective way to reduce customer acquisition and retention costs by using your prediction studies to find and keep your customers.

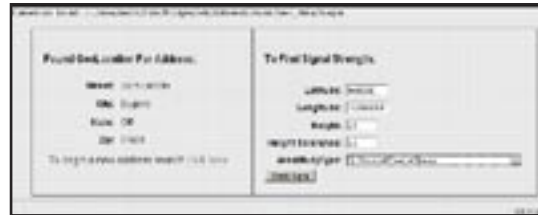
How does it work? Geo-Location is First:

The power of SignalProof can be accessed in two ways:

- **Visually:** From your website, your customers can use the Google™ Earth interactive map-to-location tool through SignalProof to find the place where they want to receive your service. Based on their click, the geographic coordinates from Google Earth are passed to SignalProof.



- **Address Look Up:** An address matching process converts the customer's physical address to geographic coordinates. Note: This requires the use of a separately purchased address-matching database, available only in the US & Canada.



Quality of Service is Determined Next: SignalProof uses the selected coordinates to query your actual EDX SignalPro prediction studies. You configure SignalProof to access one or more studies and determine whether the selected location is within your required service level thresholds.

Customers Get Immediate Feedback: A response is instantly sent back to the customer telling them if service is available.

Polygon Filters

SignalProof can also use polygon files when searching for results. These allow an unlimited number of areas to be designated as absolutely "served" or "not-served" independent of the predicted performance at these locations. This allows a quick update of the pre-qualification process without having to re-do the engineering study.

Completely Customizable

The interface configurations that query the prediction studies and the information returned to the customer are completely customizable in the toolkit. You select the criteria used to qualify service levels, decide which prediction studies you want to use for the process, and present your customer with your customized marketing information.

It's an Easy Return on Investment

Your customers pre-qualify themselves, significantly reducing the number of service calls and truck rolls. You can even collect valuable marketing data in the process by knowing who wants service but is not able to receive it.

SignalProof is easily customizable and can also be used in batch mode if you have a specific list of addresses where you want to identify service opportunities.

Use it to Enhance Your Call Center Support

Your technical support team can use the same query capabilities to troubleshoot self-installation connection problems. By having the ability to compare prediction data with live link data from the equipment, you can significantly reduce the customer equipment returned due to installation problems.

Details for Your Web Developers

The SignalProof toolkit comes with a general-purpose user interface and sample reports for the study query configuration that strongly follow the Model-View-Control philosophy. With standardized web interfaces, the service provider web site can easily make use of this toolkit application with Java Servlet Pages. Results are provided directly over a standard network protocol (HTTP, FTP, WebDAV, RPC, or CORBA) and can be stored in data files for unique post-processing needs.

The web services included in SignalProof are independently functioning tools, allowing for development, execution and maintenance on separate servers. The engines are constructed separately from the presentation interface, isolating proprietary data from publicly accessible web servers. Microsoft Windows® and Linux operating systems are both supported.

It Just Makes Sense

Make the most of your network planning tool investment – get this powerful, post-processing toolkit and put your engineering data to work! SignalProof is a specialized, carrier-class application that can be used with prediction study results from EDX SignalPro.

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