



CASE STUDY

TIME WARNER CABLE

CUSTOMER PROFILE

- Time Warner Cable is among the largest providers of video, high-speed data and phone services in the United States, connecting more than 14.5 million customers to entertainment, information and each other.
- Time Warner Cable Business Class offers data, video, and phone services to businesses of all sizes.

Executive Summary

Time Warner Cable is the second-largest multiple service provider in the United States. Originally a cable television provider, the company introduced high-speed internet, digital phone and wireless services. Time Warner Cable needed to better communicate with its sales team in order to drive additional revenues from untapped markets—and turned to Pitney Bowes Software. Using advanced mapping and spatial analysis, the Time Warner Business Development team in Los Angeles could better understand where current customers, competition and untapped markets are located, helping increase sales across the entire region.

Business Challenge

Time Warner Cable's increase in products and services has led to an increase in the need for greater intelligence and sophisticated planning and analysis. The Los Angeles area, in particular, is one of intense competition with multiple providers vying for the same customers. Spreadsheets used by the sales teams and company employees were a good way of discussing data, but were becoming increasingly ineffective in showing the depth of opportunities, challenges and competitive landscape that existed. It was also difficult to manipulate and interpret data in a manner that was relevant to the sales teams.

Realizing the shortfalls and limitations of spreadsheet analysis, the Time Warner Cable's Business Development team designed a new way of analyzing data, Advanced Penetration Mapping (APM). APM is a Web-based overlaying mapping software program that is cross geo-coded with the billing system. This approach aligns territory targeting by combining MapInfo Professional® and MarketBalance™ to show service penetration levels through pre-established multi-level range targeting and color blend range transitions.

“We've reached a time where not only can you live or die based on the quality of your product, but you will die if you stay stagnant analyzing and utilizing data in the same old way.”

Ron DiGrandi
Director of Business
Development
Time Warner Cable

Solution

By switching from spreadsheets to geographical data mapping analysis, the Business Development team was able to identify 15 new areas of subset data. This new data completely changes standard marketing, direct sales, tap audit and business development procedures, taking sales operations, productivity and results to new levels.

Armed with more detailed information and analysis about customer prospects and competitive threats, the sales team could more effectively market Time Warner Cable's full line of product and service offerings. Using MapInfo Professional, all company employees are able to visualize the relationship between data, geography and end-result performance. Management can perform new data analysis and implement new sales strategies like never before.

The Business Development team can also create cross-department synergies and can clearly identify unforeseen opportunities. Another added benefit of the APM process is increased cost savings through added efficiencies. The location intelligence solution has enabled multiple departments to analyze data in an understandable format to be shared throughout the company. For example, an area of identified distress can be referred to tap audit; solid penetration can be targeted for retention; and within-range and churn can be targeted with strategically timed cross-department operation activity.

CASE STUDY

TECHNOLOGY USED

- MapInfo Professional®
- MarketBalance™

Results and Benefits

Create cross-department synergies and identify unforeseen opportunities.

Visualize the relationship between data, geography and end-result performance.

Enable multiple departments to analyze data in an understandable format to be shared throughout the company.

Enable the sales teams to visually understand where and why targeting is critical in addition to displaying the full impact of their performance.

Reduce expenses through targeted solutions and elimination of continuous mass marketing and sales sweeps.

“Location intelligence is an essential tool for business development. We are able to communicate data, analysis and strategy in a way that all employees understand and get excited about.”

Ron DiGrandi
Director of Business
Development
Time Warner Cable

For more information call 800.327.8627 or visit us online: www.pb.com/software

UNITED STATES

800.327.8627

pbsoftware.sales@pb.com

CANADA

800.268.3282

pbsoftware.canada.sales@pb.com

EUROPE/UNITED KINGDOM

+44.800.840.0001

pbsoftware.emea@pb.com

ASIA PACIFIC/AUSTRALIA

+61.2.9437.6255

pbsoftware.australia@pb.com

pbsoftware.singapore@pb.com



Every connection is a new opportunity™



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