



INFORMATION IS POWER...

especially in today's fast paced business environment. The competitive advantage goes to the company with the best information and the most effective methodologies for accessing information.

DataField undertakes the engineering, development, implementation and maintenance of these systems that form the backbone of every telecom operation.

SERVICES

- Field Audits
- Data Input (circuits, equipment, etc...)
- Tool set building for solving existing SRM problems
- Architecture Services
- Network Optimization



At a glance - DataField is division of the Applied Performance Technologies and are united in a corporate mission and vision, being *"World-Class"*. DataField has over 40 years combined experience servicing the communication industry.

DataField is a premier provider of system resource management (SRM) solutions specializing in data integrity, asset management, data population and custom development services. We want to be your premier SRM provider, with the expertise and capabilities to serve the needs of telecommunication companies of all sizes.

Excellent service starts with informed, professional people - and DataField has assembled a world-class team to deliver on its service commitments. Our management group includes the very best and brightest in their fields of expertise, with an average tenure of more than 15 years in the industry. We know this business inside and out, and have a proven track record of exceeding expectations. We share a strong vision, and more importantly, know how to deliver results.

The Data Integrity Problem

Postponing or ignoring network maintenance is no longer an option. Inventory and other Operations Support Systems (OSS) track network and services mostly through inefficient manual processes. No automated mechanism to maintain data integrity. According to Yankee Group, typical "database of record" (inventory system) is 40%-60% inaccurate.

- Incomplete device records
- Inconsistent service configurations
- Stranded capacity, elements and other assets

The end result is excess capital spending, sub-par return on assets, time-consuming manual audits and no way of tracing logical network (connections). These factors add up to "Dirty Data" that hinders operational efficiency.

SYSTEM RESOURCE MANAGEMENT

Your most significant capital investment is in your network infrastructure. Delivering services effectively across the network is the life blood of your business. Excellent System Resource Management (SRM) suites exist that enable telecommunication companies to effectively manage all resources required delivering effective communication services. DataField has partnered with industry leaders to help effectively manage company infrastructure resources.

An SRM can preserve an image of the enterprise network; tracking network elements location, configuration, interconnectivity, services, capacity, utilization and trends.

An SRM also automates many key functions formally performed by engineers, enabling delivery of communication services in a much more efficient method. A fully and correctly populated SRM provides huge competitive advantages:

- Reducing provisioning time and costs
- Reduced Mean Time to Repair (MTR) for network outages
- 10-20% recovery of network capacity through recovery of stranded assets
- Leased facility reconciliation recovers unused or under-utilized facilities
- Capital expenditures for vital purchases only