

Toward the Development of Geographic Names Information Systems for the Management of Telecommunication in Nigeria

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Key words: Geographic, Names, Information, Systems, Telecommunication

SUMMARY

Global competition is forcing telecommunication companies to stretch their boundaries as never before and this is requiring, efficiency and innovation in every aspect of their enterprise if they are to survive. With these kinds of challenges, telecommunication firms worldwide are turning to *Geographic Names information Systems (GNIS)*.

With increasing performance capabilities more and more Telecommunication providers are establishing and honing a competitive edge by integrating their workflow based on the location of their assets, customers, sales territories and coverage areas. This set the stage for healthy competition between Telecommunication Companies and the increasing popularity of mobile Communication devices, aggressive growth strategies, and the continuing rise of internal competition into a national rivalry. Locating potential customers and deciding which service to provide them involves data about the town's delineations, cities and villages in the countries into urban, semi urban and rural areas. For example, this helps to identify possible locations for base stations according to where traffic is, and where it is likely to be.

In Nigeria, there are over 37,092 place names covering the whole Country from populated places such as cities, towns and villages up to non-pullulated places such as settlements. Using Geographic Names technology for the management of the telecommunication industry enables telecommunication professionals to integrate location-based data into analysis and management processes in network planning and operations, marketing and sales, customer care, data management, and many other planning and problem-solving tasks. A GIS can integrate location-based data from databases all over the world to help users resolve and streamline everyday business issues.

Therefore, this paper will discuss the approach, Methodology and Modeling Techniques adopted for the development of Geographic Names Information Systems.