



CASE STUDY

How OneVizion Streamlined Project Management and Simplified Task Tracking for SBA Communications

SBA Communications Corporation is a leading independent owner and operator of wireless communications infrastructure across North, Central, and South America. Based in Boca Raton, FL, SBA also provides cutting-edge services to the wireless industry, including network design, site identification, planning, zoning, permit application, construction, and auditing.

SBA has participated in the development of more than 65,000 communications sites. At any given time, their team is managing thousands of site acquisitions and construction jobs across the Western Hemisphere.



THE CHALLENGE

Disconnected Data and Low-Functionality Tools Create Project Management Headaches

Before implementing OneVizion, SBA managed its Site Development Services (SDS) division using a combination of Excel spreadsheets and an online database application. This unpolished process resulted in siloed data that was distributed across multiple applications and managed by multiple stakeholders, which limited SBA's ability to maintain a consolidated view of mission-critical information.

For SBA, a lack of centralized data was just the tip of the iceberg. Inadequate project management and scheduling features also limited operational capabilities, reduced scheduling flexibility, and hindered their ability to ensure strict adherence to crucial regulations and business rules. Furthermore, SBA quickly learned that the pricing model for their online database app, while initially affordable, introduced dramatic cost increases as they tried to scale up with additional projects and users.

SBA's leadership team realized a change was necessary in order to bolster project management and business reporting functionality while controlling costs. For two years, they conducted an extensive review of more than 10 tools before finding a full-featured replacement application in OneVizion.

Before OneVizion Platform

- SBA's unpolished process resulted in siloed data that was distributed across multiple applications and managed by multiple stakeholders
- Limited ability to maintain a consolidated view of mission-critical information
- Limited ability to ensure strict adherence to crucial regulations and business rules
- Dramatic cost increases as they tried to scale up with additional projects and users





THE SOLUTION

OneVizion's Centralized Database and Scalable Functionality Provide Powerful Task Tracking and Project Scheduling

After several SBA employees experienced OneVizion's database solutions firsthand while working with a mutual client, SBA initiated a 60-day proof-of-concept in August 2014. OneVizion can be quickly and inexpensively deployed using Amazon Web Services, which made it very easy for SBA to evaluate the system with minimal cost, delay, or risk.

Ultimately, SBA selected OneVizion for its ease of implementation, functionality, and competitive cost structure, and their system went live in December 2014. For SBA's specific project management needs, they also found that OneVizion exceeded expectations in several critical areas:

■ **Implementation:**

Because SBA already used Excel, it was a simple process to organize, collect, and use existing data within the OneVizion database. The platform follows a flexible and evolutionary development path, so existing data can be collected into the user-defined data hierarchy, standardized to ensure accurate and effective reporting, and then executed via OneVizion's interactive UI or through its dynamic, comprehensive report generation.

■ **Advanced Project Management and Task-Tracking Capabilities:**

OneVizion's powerful project management tools allowed SBA to create a nearly limitless amount of tasks and link them together by duration, dependencies, and/or successor-predecessor logic. OneVizion also supplied accurate forecasting and scheduling tools that enabled SBA to manage everything from short-term, single-site projects to extended, complex projects being orchestrated simultaneously across a widely dispersed geographical area. In addition, the platform's advanced data visualizations helped SBA quickly identify trends, bottlenecks, and critical scheduling issues.

■ **Rigorous Controls for Business Rules and Compliance:**

Telecom projects are dynamic in nature and subject to regulatory or compliance changes that can impact schedules. OneVizion automates these dependencies, allowing SBA to quickly adjust schedules, evaluate the impact of different changes on a project's timeline, and ensure that required business rules are met before a project advances to its next step.



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THE RESULTS

SBA Improves Operational Efficiency and Extends OneVizion to International Operations

Pleased with the results of their targeted implementation, SBA extended their use of the OneVizion Platform to international operations in June 2015. SBA stakeholders like Jorge Grau, Senior VP and CIO, found that OneVizion provided an immediate impact on operational efficiency and greatly improved their ability to deliver accurate, timely project management and scheduling information:

“OneVizion provided SBA with a highly effective, cost-efficient project management and reporting solution. Their platform provided our organization with full visibility across all project-related activities. Using OneVizion’s powerful API, we successfully integrated the solution with our ERP, Financial, and CRM Systems. OneVizion was easy to configure, quick to implement, and provided a high rate of adoption by the user community due to its ease of use and familiar look and feel.”

As SBA grows increasingly sophisticated, so does their OneVizion implementation. Their team has added incremental features and upgrades that build on existing functionality with minimal disruption to operations. SBA continues to identify new business requirements that can be addressed by the OneVizion Platform, and they have cultivated a highly skilled internal team to develop, test, and deploy these new features. With data from thousands of sites consolidated in one secure location, SBA is free to focus on high-value work and larger company goals.