How InSite Consolidated Operations With OneVizion

The Client: A Rapidly Expanding Tower Real Estate Company

Insite Wireless Group, LLC is one of the largest privately-owned tower and DAS wireless infrastructure companies in the United States. InSite's Distributed Antenna System (DAS) and Small Cells division specializes in the design, installation, operation, and maintenance of shared wireless infrastructure solutions in public facilities and complex environments. InSite's towers division specializes in developing tower sites for in-demand markets. Based in Alexandria, VA, Insite operates more than 20 major DAS/Small Cell installations nationwide as well as 1,500+ towers and sites offering space and access to wireless carriers across the United States, Puerto Rico, the U.S. Virgin Islands, Australia, and Canada.

The Challenge: Siloed Legacy Systems, Scattered Spreadsheets, and Need for Better Functionality

Before turning to the OneVizion Platform, InSite's process for data and document management was difficult and complex. Insite managed its DAS, tower, and site assets using a popular sharing program along with a slew of siloed spreadsheets. Data was spread across departments without universal access for employees or version control. This workflow proved particularly challenging for their teams tasked with producing documents, data and performing due diligence on each site's adherence to rules and regulations.

As Insite's portfolio expanded over time, what started as a time-consuming inconvenience quickly became a roadblock potentially limiting scalability. Their legacy tools struggled to manage documents at an individual site level and also limited their ability to track and search for cross-site metadata elements, perform counts on required due diligence items, and collect metrics on overall documentation practices.

Veronica Scozia, Associate General Counsel, was one of Insite's first key stakeholders to recognize the need for change. Her team struggled to create reports, and provide data to clients and vendors in a timely, efficient fashion:

"Data wasn't accessible to everyone and didn't allow for easy input, changes, or update. There was no way of tracking who made changes and when, and the same information was located in multiple places, allowing for inconsistencies. Because each site was filed on an individual basis, there was also no way to search or collate documents across multiple sites."

The Solution: OneVizion Provides a Single Source of Documentation Truth

InSite's leadership team was fully aware of the urgent need for a robust database management tool that could wrangle their scattered documents and data. But they didn't land on a specific solution until witnessing the OneVizion Platform in action at another telecom company, where it helped solve similar documentation issues. The intuitive design, powerful capabilities, and flexible implementation resonated strongly with InSite stakeholders. "Since most people in the company were used to working with data in Excel, the system was very intuitive for the members of our company," said Scozia.

The flexibility of implementation was particularly attractive, as InSite did not want to engage in a disruptive, "Big Bang" switchover of systems. Instead, the OneVizion Platform allows them to gradually incorporate various departments and spreadsheets into the new database. For Scozia, the final clincher was the expert support and years of in-depth telecom experience that accompanied the OneVizion platform:

"Most of all, the OneVizion team we worked with were very interested in helping us achieve our system goals, not just sell us a system. They were willing to be creative, yet honest and direct. With OneVizion, we knew we were adding a partner to our company."

The Results: Documentation Sanity – and a Growing Opportunity

The OneVizion Platform's impact on day-to-day operations at InSite was swift and comprehensive. They quickly gained a competitive advantage over similar companies thanks to a laundry list of benefits and improvements in document management:

- Faster workflow enabled by easy access to secure and centralized documentation
- Robust search capabilities at all levels of OneVizion's database
- Quick and efficient production and dissemination of reports, documents (such as financing docs), and other data required by customers and vendors
- Low-cost, unlimited document storage powered by Amazon Web Services

Pleased with the minimal disruption to business operations, InSite's leadership team quickly discovered that the improvements realized by the legal team could be seamlessly applied to other business functions – and at their own pace. What started as a successful pilot for due diligence documentation and lease management evolved into a full enterprise application that also covers operations and sales. Once InSite merged sales tracking and revenue forecasting into OneVizion's database, all of their site portfolio information was successfully consolidated in one secure location. This process eliminated yet another avenue of isolated and stranded information.

For Scozia and other InSite stakeholders, these improvements are just the first steps in a larger plan for expanded implementation across the company. "We have yet to explore the many modules and options available in OneVizion," she said. "OneVizion can provide alerts, notices, and workflows or paths. We hope to make use of these available options in addition to adding more information into the system."

By investing in a proven tool backed by the team of experts at OneVizion, Insite was empowered to focus on high-value work instead of chasing down scattered documents and constantly reaffirming internal alignment. Efficiency is baked into the core of InSite's daily operations, allowing them to grow and scale in tune with the constantly shifting telecom landscape. With additional departments and modules being added to their OneVizion application every day, Insite will continue to be a major player in the Tower and DAS industry for the foreseeable future.

OneVizion