



Telkom Tenders

RFI 148/09 : DEMAND RESEARCH USING MICRO-GRANULAR DEMOGRAPHIC DATA

Closing date & Time	:	2009-05-04 @ 11:00
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Cost of document	:	R 0.00

1.0 SCOPE:

Telkom's vision is being a leading customer and employee centred ICT solution service provider by enhancing customer satisfaction through customer centricity.

Civic information forms an integral component of the DR Division in Telkom and is used to formulate current and expected demand trends for main services in a telecommunication environment as well as inputs for strategic decision making purposes.

Currently macro demand research is conducted in order to forecast the demand in the national, regional and exchange level. However, it is also planned to conduct micro demand research that would be estimating and forecasting demand in the Street Distribution cabinets (SDC), Distribution points (DP) and stand levels.

Telkom need to collect information for micro demand research at stand level and requires a Service Provider to source micro DR information based on stand level or demarcated area on GPS data loggers. The collected geo-reference data will then be collated in a GIS application for use in a micro demand forecasting model.

The RFI document is aimed to:

- Search for the availability or the required data within the research agency,
- To determine the quality of purchasing the existing data if the required data set is available,
- If the required data is not available, the ability of the agency to collect the data.

The objective of the RFI is to:

- Determine what type of information is available from the research agency,
- Determine quality of information,
- Determine compatibility with information with the Telkom GIS bureau.



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2 The tender document can be obtained from Telkom's tender office at the following address:

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