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SBA Communications

Senior Director of Digital Transformation

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SBA AI SOLUTION

A P P I N N O V A T I O N

Enhancing SBA with AI-Powered Solutions

STREAMLINING OPERATIONS AND IMPROVING EFFICIENCY

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NASDAQ: SBAC

SBA Communications is an **S&P 500 company** headquartered in Boca Raton, FL.
Listed on NASDAQ under the symbol SBAC

One of the top Real Estate Investment Trusts (REITs) based on market capitalization.

SBA Communications has a market cap north of **25 billion dollars**.

Close to **1800 employees** across the Americas, South Pacific, and African continent.

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Understanding the Landscape

KEY DRIVERS SHAPING THE CHALLENGE

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Legal Entities

The financial platform maintains over **200 legal entities**, spanning over **200 separate databases across 3 environments**.

Users leveraging the Platform

Hundreds of users rely on the systems throughout the month, and during a short window at the end of each month, activity increases immensely due to tight deadlines.

Custom Applications

Over the years, a **complex ecosystem** was developed **to better support the Company**. This ecosystem is **highly integrated and ultimately feeds the financial system**.

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SBA maintains **12 financial transaction posting servers** in Production around the clock.

SBA’s Application Support team fields an **average of 340 calls per month across the global enterprise**. During the **last week of the month, they receive over 150 calls**.

SBA’s financial system is pushed to its limits during periods of high activity, which contributes to **batch posting issues**.

The Application Support team oversees the **Work-In-Progress (WIP) Close process**, **ensuring that all transactions are posted by the designated deadline on the last day of each month**. Any issues that arise during this critical period can cause delays, impacting the timeline and requiring multiple teams to work late to meet month-end deadlines.

Small Support team, While SBA is committed to serving the demanding needs, **limited resources** can sometimes present challenges during peak periods

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The challenge

Financial operations were plagued by inefficiencies.
Critical processes were delayed, helpdesk was overwhelmed, and the financial teams were constantly scrambling to meet deadlines.
These issues were not only affecting internal operations but also impacting the ability to provide timely and accurate financial information.

- High load on the helpdesk
- Critical financial processes not running smoothly
- Inefficient issue resolution
- Impact on audits, books, and overall financial health
- Constant scrambling by finance, helpdesk, and IT teams.

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A Partnership for Success

COLLABORATING WITH SBA TO DEVELOP THE SOLUTION

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Our Solution

AUTOMATING TASKS, EMPOWERING FINANCE, SUPPORTING HELPDESK

Bob the Agent

AI conversational chatbot for guided assistance.

Bob the Fixer

Fixer Copilot for guided issue solving.

Specialized AI support

Helpdesk intervention only when necessary.

Intelligent Issue management

Proactive issue solving and escalation.

Automated actions

Job execution autonomy to the finance team.

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Bob the Agent

INTELLIGENT CONVERSATIONAL AGENT

LLM (Large Language Model)

Natural language processing for understanding queries

Access to SBA data

Access to a vast knowledge base as well as internal systems for information gathering

Dynamics GP Assistance

Provides relevant information and guidance, with citations

Potential for expansion to other areas

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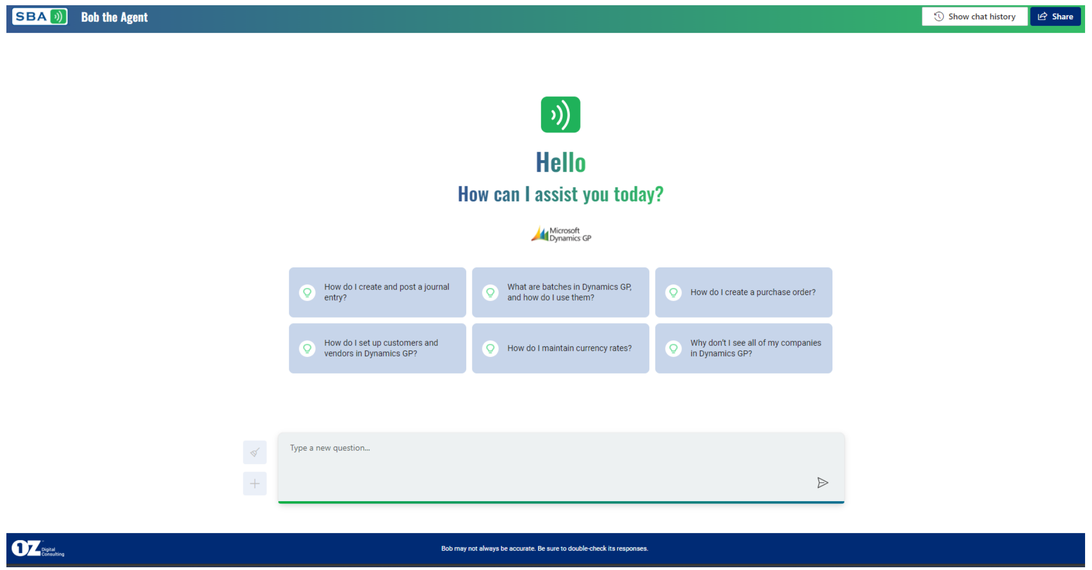
Live Demo

B O B T H E A G E N T



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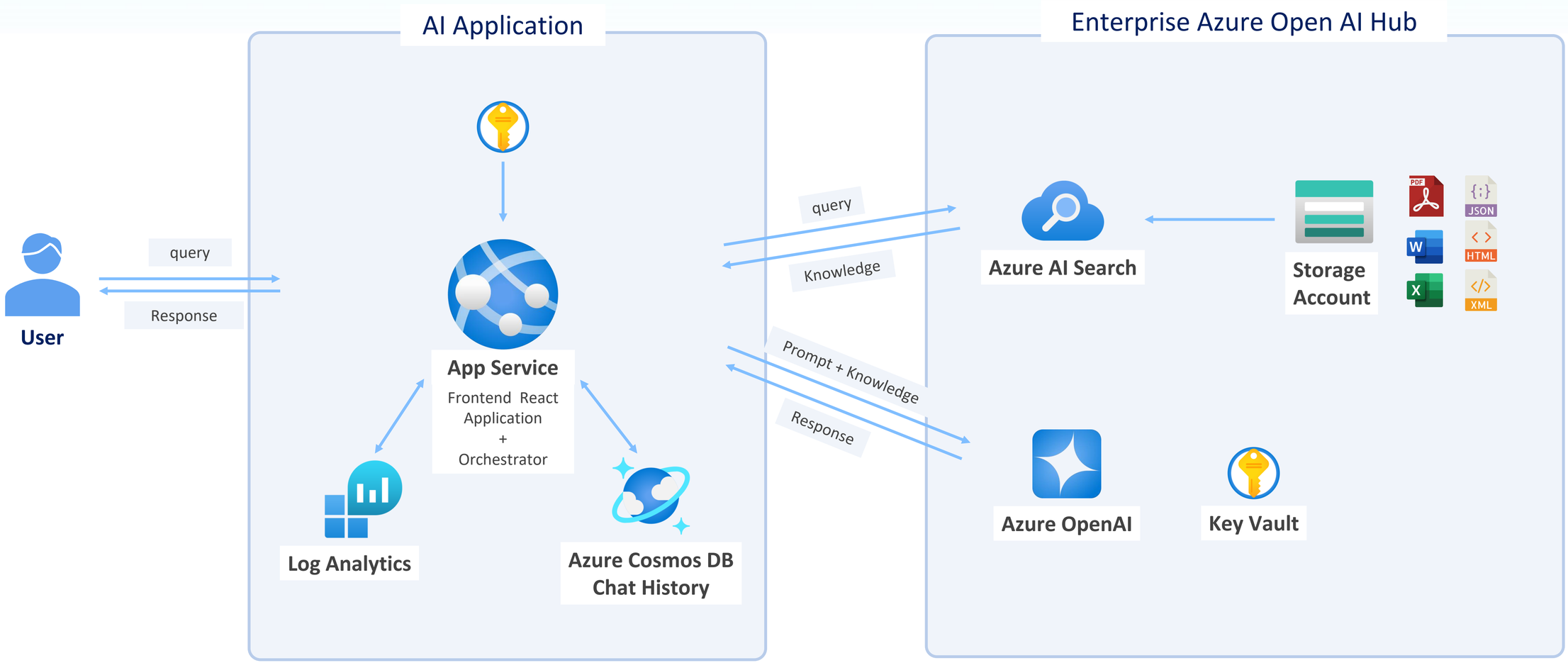

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Bob the Fixer

AUTOMATED ACTIONS AND FLOWS

- **Automatic detection of stuck batches**
- **Conversationally guides the user with stuck batch through resolution**
- **Integrating with other system (Exchange, ticketing system, etc.)**
- **Proactive escalation to the support team when need be**
- **Tracking trails for auditing and enhancing based on analytics**
- **Leverages NLP, machine learning, and generative AI to seamlessly interact with users.**

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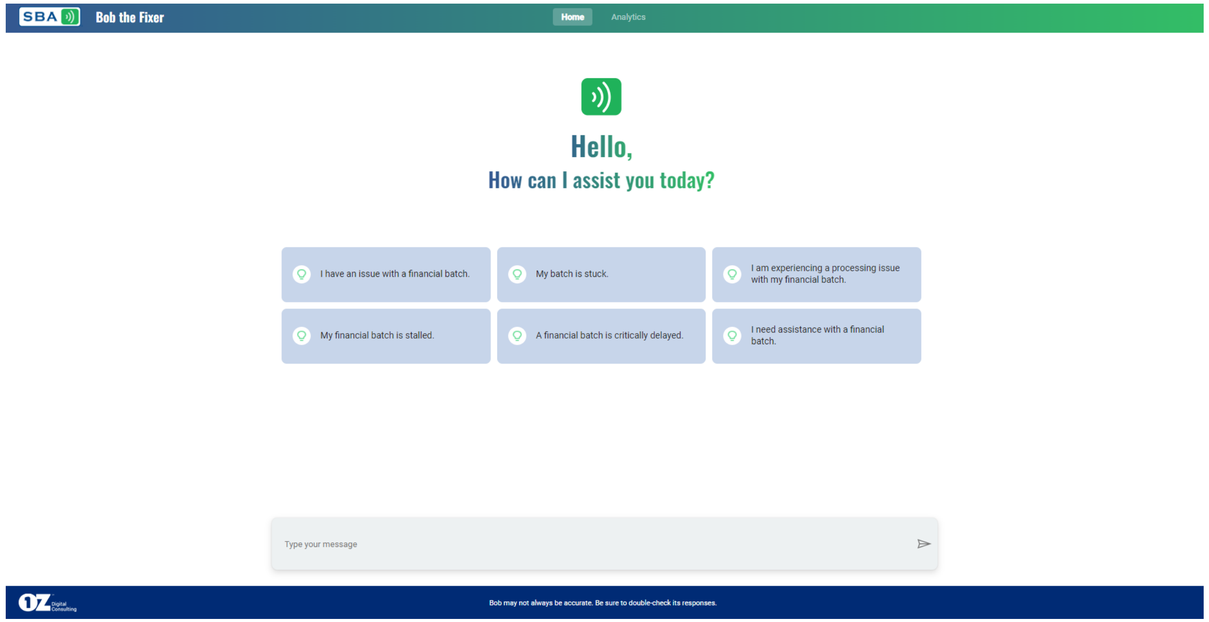
Live Demo

B O B T H E F I X E R



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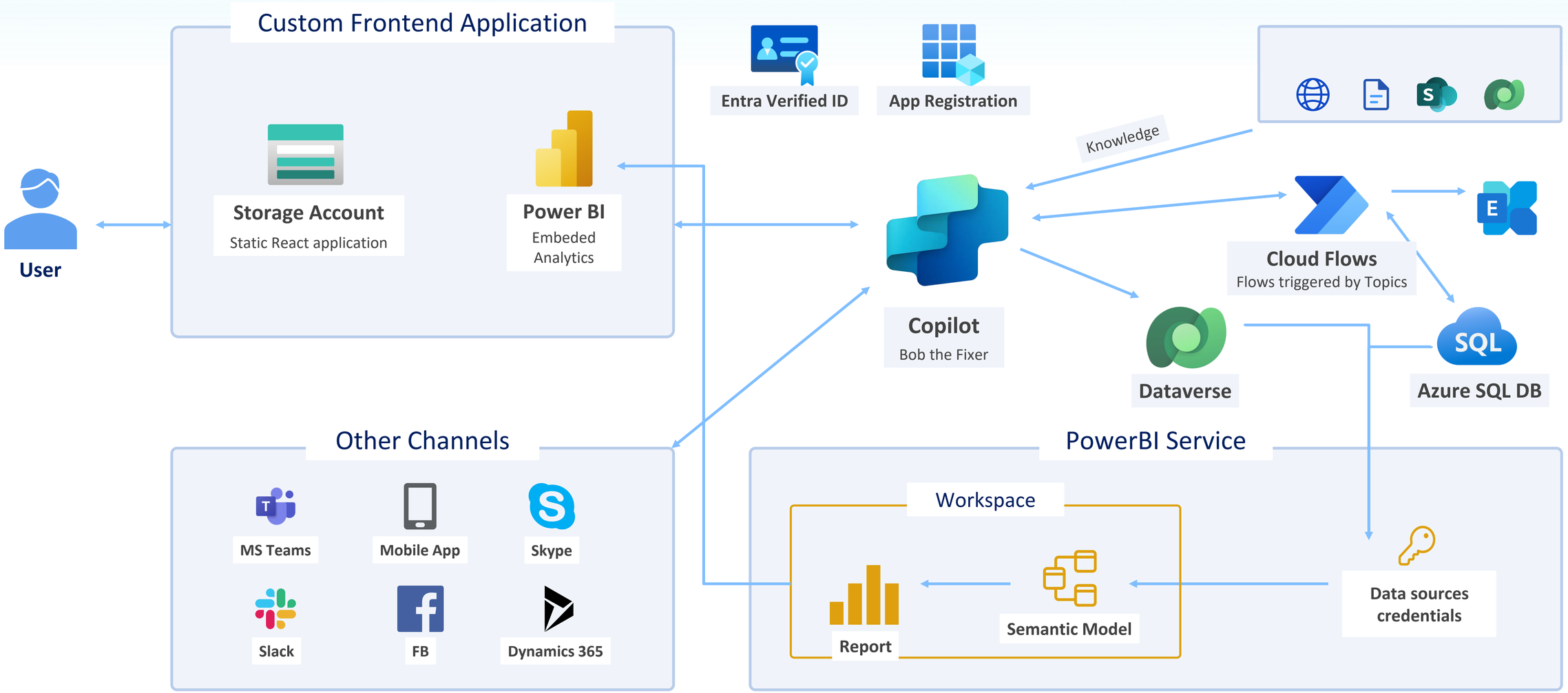
BOB THE FIXER



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Key Benefits

ENHANCING SUPPORT AND SATISFACTION

1

Accelerated Time to Resolution

Swift issue resolution minimizes downtime, enhancing operational efficiency and boosting productivity.

2

Elevated User Satisfaction

A faster, more seamless support experience increases user trust and overall satisfaction with the system.

3

24/7 Always-On Support

Around-the-clock availability ensures issues are resolved anytime, preventing critical service disruptions.

4

Complete 360° Incident Visibility

Comprehensive incident tracking brings full transparency, streamlining troubleshooting and enabling better-informed decisions.

5

Higher Deflection Rate

Automated solutions reduce reliance on manual support, lightening the load on support teams and improving efficiency.

FACILITATES ONGOING IMPROVEMENT

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Implementation Services

Depending on your needs, the adoption of **AI-enhanced solutions** can be approached individually, in combination, or as part of a tailored sequence.

Consulting

We can assist on assess your organization’s needs, establish a governance plan, training, environments strategy...

Envisioning

We help you envision solutions by aligning your desired outcomes with tailored, actionable strategies.

Pilot Project

Start Small, Scale Big: Pilot test project with key users to refine the approach. Once successful, expand adoption.

Full product development

We provide complete product development and project management. From concept to deployment, we deliver fully managed, tailored solutions that meet your business goals.

Talent Studio

We can augment your team with expert consultants who quickly ramp up using a hands-on approach.

Training

To ensure your team is fully equipped to create and maintain the solutions effectively.

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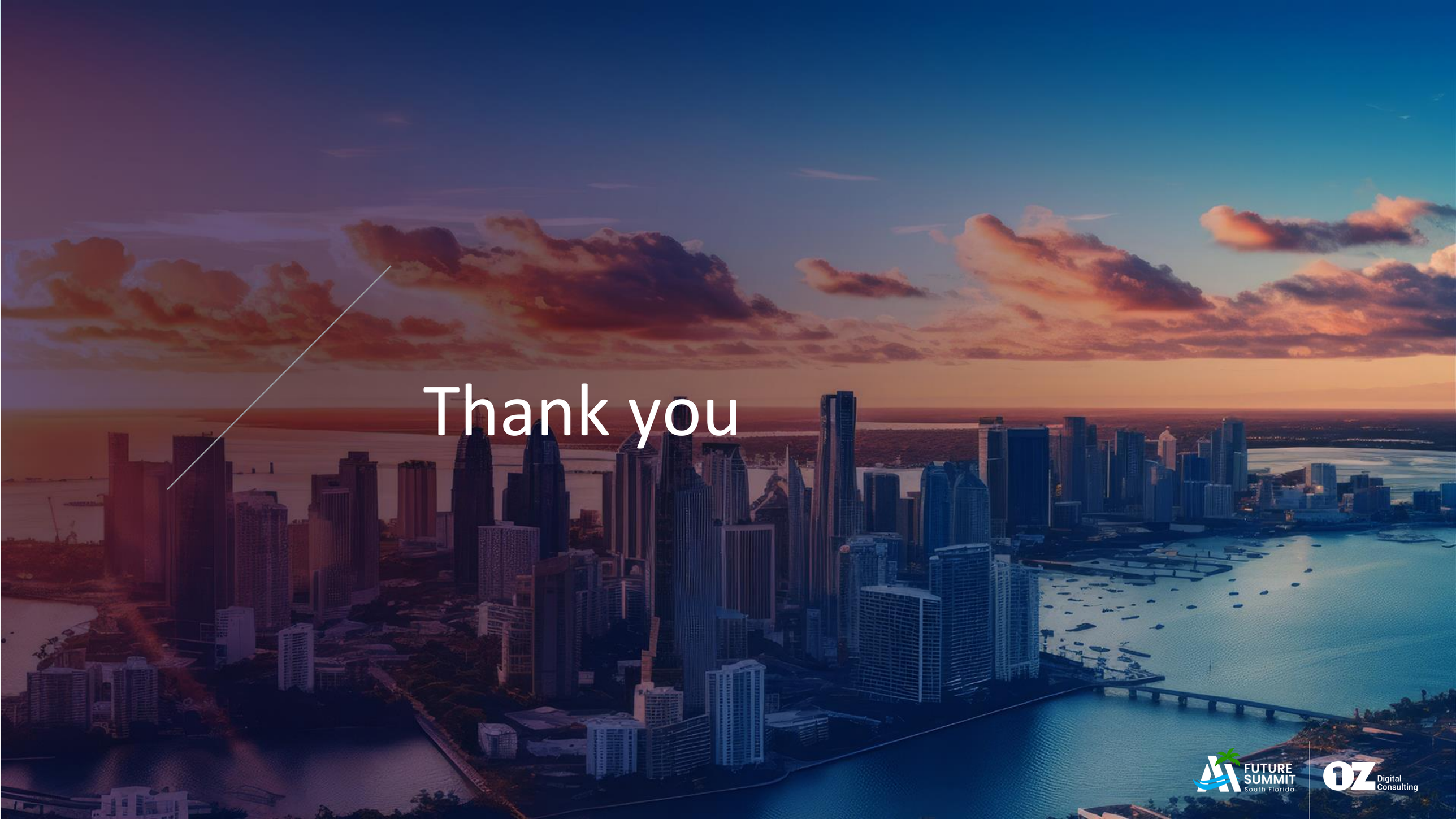
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