

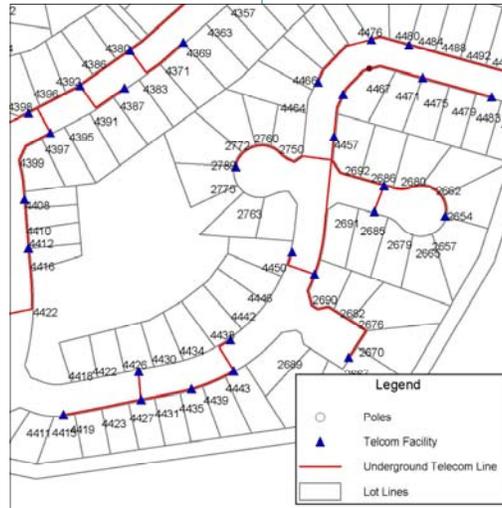
Shaw Communications Inc. is a diversified communications company whose core business is providing broadband cable television, High-Speed Internet, Digital Phone, telecommunications services (through Shaw Business Solutions) and satellite direct-to-home services (through Star Choice). The Company serves over 3.3 million customers, including 1.5 million Internet and over 550,000 residential Digital Phone customers, through a reliable and extensive network, which comprises over several hundreds of kilometers of fiber.

A key strategic focus for Shaw is to continue to provide superior customer service – 24/7/365. Shaw strongly believes that service is and will remain a key differentiator for them in the future.

The Plant Records & Systems department at Shaw plays a critical role in the delivery of Shaw’s service. Mike Bazowski, Senior Manager of the department and his Calgary-based team are charged with the creation and maintenance of documentation identifying the physical locations of infrastructure and facilities in a mapping format. The mapping data illustrates the network made up of fiber optic and coax cable going from homes to backbone to head-end or hub site. The provision of accurate mapping data is essential to the delivery of services by technical and installation personnel.

The process of creating and maintaining mapping data became much easier for Shaw when they became a founding member of ICIS in 2001. ICIS is a partnership of British Columbia’s major utilities, provincial government ministries, crown corporations and local governments. The Society was established specifically for the purpose of developing, maintaining and sharing a province-wide cadastral fabric and other related data sets for the use of the Society’s members.

“We needed to be able to provide accurate and complete mapping data to our field personnel in order to facilitate their response to service and maintenance issues or installation requirements at a site,” states Mike Bazowski. “Our membership in ICIS has made this process much easier by providing a land-based cadastral fabric that encompasses almost the entire province.”



Access to the ICIS mapping data helps Shaw keep the fabric up-to-date and consistent. Over-laying Shaw’s networks on top of the ICIS fabric provides a view on changes to properties and facilitates planning. Prior to ICIS, Shaw had

the arduous job of managing multiple data sharing agreements in order to create the mapping data.

Working in collaboration with ICIS is a much more efficient way to approach mapping development. With 180 municipalities already part of the fabric and continued growth in the province, Mike and his group look forward to the day when they are no longer managing data-sharing agreements.

*“Providing excellent service to our customers is a top priority for Shaw,” says Mike Bazowski. “Our membership with ICIS allows us to work more efficiently by providing land based information that is as close to real-time as possible. We are able to pass on the benefits of these efficiencies to our customers by providing more effective service.”*

For Shaw, the Big Picture is positive with cable continuing to be the preferred and leading provider of video and broadband Internet services to residential



consumers in Western Canada, new product rollouts and existing services continuing to improve results and drive growth and finally, with exceptional customer service as a key differentiator and strategic advantage.