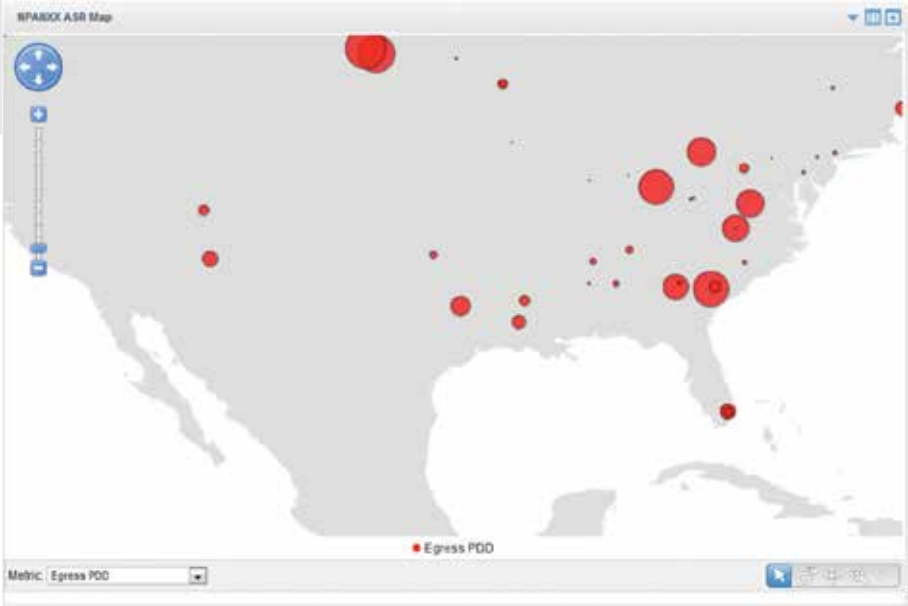
Telecommunications

BOOST TELECOM BUSINESS WITH BIG DATA ANALYTICS



NETWORK OPERATIONS
- Reduce Problem Resolution Time
- Increase Staff Efficiency
- Enhance Network Performance

SALES/MARKETING
- Manage Vendor Performance
- Optimize Pricing
- Product/Service Offers

CORPORATE
- Operational Performance
- Profitability Analysis

CUSTOMER
- Reduce Customer Churn
- Gain Insights on Customer Behavior

The Big Data Deluge: Opportunity for Differentiation

Communications service providers (CSP) are facing pressure to reduce costs and maximize average revenue per user, while ensuring an excellent customer experience. And data volumes keep growing. According to the Cisco® forecast, global mobile data traffic will grow at a compound annual growth rate of 78% to 2016, reaching 10.8 exabytes per month.[1]

Meanwhile CSPs are already generating large volumes of data, including call detail records (CDR), network data and customer data. Companies that fully exploit this data gain a competitive edge. According to a recent survey by The Economist Intelligence Unit, companies that use data-directed decision-making enjoy a 5-6% boost in productivity. Yet 53% of companies leverage only half of their valuable data, and one-fourth of respondents noted that vast quantities of useful data go untapped.[2] The data volumes are so high that manual analysis is impossible, and most legacy software systems can't keep up, resulting in valuable data being discarded or ignored.

Big Data Insights with Accuracy, Economy and Ease

With Actian's high-speed, scalable data mining software, CSPs can mine all their data for better decision making in less time. Actian provides an end-to-end software platform for collecting, preparing, analyzing and presenting insights from big data. Actian software scales to handle any amount of data, while using industry standard hardware, avoiding the expense of specialized appliances.

[1]Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2011–2016, http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-520862.html
[2]Big Data: Harnessing a Game-Changing Asset, Economist Intelligence Unit, September 2011. http://lp.pervasive.com/rs/pervasive/images/Big-Data-Strategy-EconomistReport.pdf

Proactive Network Monitoring Using CDRs

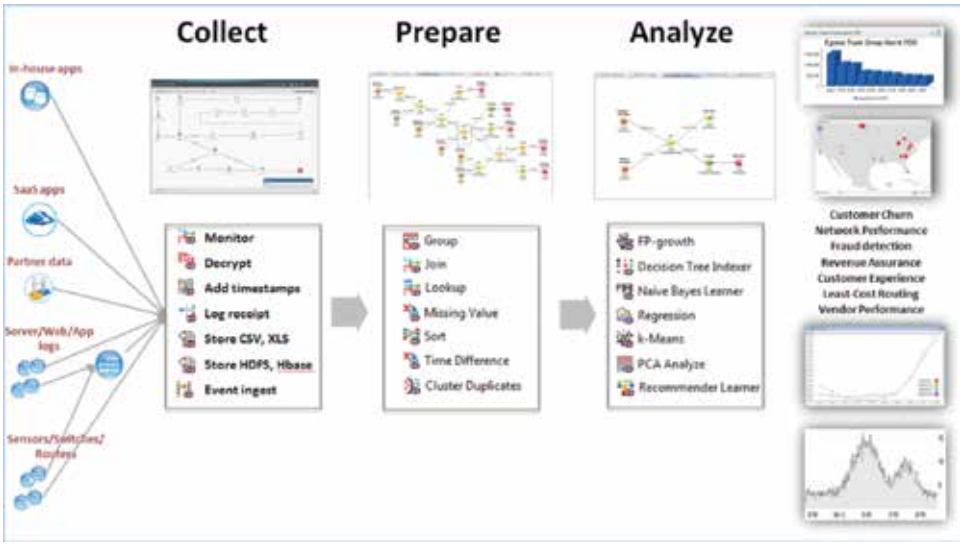
Our network monitoring solution consumes CDRs in real time, giving an updated picture of network operations every five minutes. The network operations center (NOC) gets updated status of key metrics, including call duration, answer/seizure ratio and post-dial delay. Long-distance resellers see statistics of vendor performance. The NOC can quickly see issues as they arise and proactively resolve them, before customers start calling. Network quality problems can be identified in minutes or seconds — rather than by the next day. Vendor management can spot problem vendors and take corrective actions before call quality is affected.

Predicting Customer Churn

Customer churn management is an important part of any risk management strategy. A 1% reduction in customer churn translates to a 6% increase in profits. By mining the data in CRM systems, CSPs can identify the customers most at risk of leaving, identify those worth retaining, and tailor special offers or programs to keep them. Working with The University of Texas, Actian has created a customer churn predictor capable of predicting propensity-to-churn at the rate of 50,000 customers in just three minutes, orders of magnitude faster than many systems, and with high predictive accuracy, on a single standard server.

End-to-End Big Data Access, Preparation and Analysis

Actian Big Data software delivers a single platform for end-to-end data access, transformation, analysis, and delivery.



BENEFITS OF ACTIAN BIG DATA SOLUTIONS IN TELECOM

- Scales up as data size grows
- High speed yields shorter decision times
- Enables proactive problem resolution
- Cost-effective – Uses commodity servers
- Flexible: Runs on-premise or in the cloud

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