DELLEMC

ESSENTIALS

CHALLENGE

To compete more effectively, telecommunications providers must expand their array of services and improve the customer experience. Silos of data trapped in disparate systems cannot be easily accessed or analyzed to identify market opportunities and target new service offerings.

SOLUTION

Dell EMC Analytic Insights Module enables telecommunications providers to analyze data faster and move from discovery to actionable insights in the shortest possible time.

BUSINESS OUTCOMES

- Prioritize network infrastructure based on demand
- Capitalize on emerging IoT technology
- Accelerate time to insights from months to weeks
- Improve customer experience with fewer dropped calls
- Capture new market opportunities with targeted services
- Reduce customer churn

DELL EMC ANALYTIC INSIGHTS MODULE FOR TELECOMMUNICATIONS

Grow Revenue with Insight-Driven Targeted Service Offerings

PREPARE FOR SURGING DATA SERVICES

Just as telecommunications providers were getting ahead of the game with the move to 4G and LTE, a new wave of change is cresting. The Internet of Things (IoT) promises to drive data use to a whole new order of magnitude. Capgemini predicts that by 2020 machine-to-machine (M2M) communications will exceed that of humans by 30 times. This extends the potential subscriber base from 6 billion people to 50 billion machines.[1]

Such explosive growth requires an infrastructure that can scale rapidly to handle increased subscriber demand and deliver a consistently positive customer experience. Also key to growing your customer base is quickly identifying changing demographics and usage patterns to target services. That's not easy if data is locked in siloes.

Dell EMC Analytic Insights Module can help you address these challenges.

TRANSFORMING DATA INTO ACTIONABLE INSIGHTS

Analytic Insights Module is delivered on the Native Hybrid Cloud, a turnkey developer platform based on Pivotal Cloud Foundry. It's engineered to combine self-service data analytics with cloud-native application development, into a single cloud platform, eliminating the months it takes to build your own.

Analytic Insights Module delivers flexibility, deep data awareness, and rapid transformation of subscriber and network data into actionable results. It brings together telecommunications executives, data analysts, application developers, and IT teams with the insights, data sources, tools, and controls they need to accelerate data analytics initiatives and achieve the outcomes required in the emerging world of IoT.

MONETIZE OPPORTUNITIES IN NEW MARKETS

Analytic Insights Module allows you to integrate valuable information from across the entire telecommunications value chain into a single organized resource. Instead of spending 80 percent of their time finding, assessing, blending, and wrangling data2, data analysts can shrink the time dedicated to discovery and insights from months to days using their preferred analytics tools. This gives C-level executives powerful ammunition to monetize new opportunities in Machine-2-Machine and Internet of Things markets.

Data analyst teams easily and securely can share their curated data sets with stakeholders through the Data and Analytics Catalog. For telecommunications executives, that means harvesting insights from these data sets to create disruptive new business models with targeted analytics-based service offerings.

[1] Source: https://www.capgemini.com/blog/capping-it-off/2015/08/looking-at-telecom-industry-trends-by-2020-and-beyond August 10, 2015
[2] "Boost Your Business Insights By Converging Big Data And BI", March 25, 2015, Forrester Research

Developers can bind to data sets seamlessly to build intelligent applications. This is key to enhancing subscriber experiences, expanding average revenue per user (ARPU), and streamlining business processes to improve profitability.

RICH ANALYTICS CYCLE REDUCES DROPPED CALLS

Analytic Insights Module supports a continuous self-enriching analytics cycle that feeds data generated by insight-driven processes back into the data analytics function for even greater intelligence-rich results. For example, real-time insights into network utilization could help engineers fine-tune the infrastructure to reduce dropped calls. Similarly, usage trends and demographic analysis could guide proactive marketing programs to win new customers or extend market reach.

MITIGATE RISKS AND ENSURE COMPLIANCE

With Analytic Insights Module and Native Hybrid Cloud, telecom providers can build a cloud-based infrastructure that responds with the performance and scalability needed to meet growing business demand. And as data continues to grow, Analytic Insights Module provides everyone from the analyst team to developers with self-service access to the relevant data sets they need to uncover insights to support business priorities.

In addition, the Analytic Insights Module's Data Governor ensures that data is secure. IT administrators can easily create and manage granular data access policies with end-to-end data visibility and traceability. This helps mitigate risk and protect customer privacy while ensuring compliance with FCC, BEREC, and other national regulatory authorities.

GET STARTED NOW

Dell EMC Services offers a portfolio of consulting engagements to accelerate your data analytics initiatives. Two consulting services, Analytic Insights Module Software Installation and Analytic Insights Module Use Case Implementation are available to support and extend the value of the platform. Many customers start with our Big Data Vision Workshop to quickly identify their best data-driven use cases. We can also help enact your plans by developing your Big Data architecture, surfacing data insights, developing and implementing analytics solutions into production, and operating your Big Data environment.

Contact your Dell EMC sales representative to learn more about Analytic Insights Module and how it can benefit your organization.