19 of the top 20

Communication Service Providers (CSPs) Achieved High-Impact Business Outcomes Through Enhanced Analytics, Operationalized at Scale

Realize radical innovation with Teradata

Grow revenue

A leading CSP achieved sustainable, incremental revenue of **$97 million per year**, serving **60 million customers** across landline, mobile, internet services, and computer networks.

Improve efficiency

A global CSP **automated 332 types of customers' frequent inquiries** with two languages, across 13 markets, significantly **reducing cost** with an artificial intelligence (AI) enabled virtual agent.

Intelligent networks

Processing **20 billion rows** of telecommunications network signaling data daily, a CSP **realized operational excellence** with customer-centric network analytics.

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The telco industry is changing

- Consumer behavior and need for quality of experience
- Radically increased competition, industry convergence, adjacent markets, and Over the Top (OTT) providers
- Exponential growth of billions of devices, 5G, and IoT

Innovative CSPs are deploying world-class analytics, AI, and an enterprise data architecture. This core foundation empowers future operating models to:

> "If you are customer-centric and provide value, keep your customers happy and anticipate their future needs, you will thrive. If you can't do that, you will become a dumb, wholesale connectivity provider."
>
> – EY

Increase loyalty, improve retention, and grow revenue across all channels	**A leading CSP in Europe decreased customer churn by 10 percent and increased revenue by 7 percent across nine time zones**	Radically improve sales via contextual insights and real-time decisioning, deliver the right offer at the right time for the right customer, across the business
Improve efficiency and automation across multi-channel processes	**A global CSP automated 332 types of inquiries with two languages, across 13 markets, reducing cost with AI-enabled virtual agent**	Rapidly analyze and optimize processes to strengthen customer facing opportunities, improve customer experiences and satisfaction across all channels
Intelligent networks future-proof growth across all events and touchpoints	**A European CSP anticipated traffic changes in real time, distributed bandwidth as needed, and ensured availability across networks, with zero down time**	Monitor service provisioning and anomalies in network traffic, ensure availability of critical applications, and improve network and business performance

Why Teradata

We have a long history, working with the world's largest, most complex companies. They have confidence in our ability to meet their short, medium and long-term analytical requirements.

We deliver against our promises, supporting our customers in confidently embracing their most complex analytical ambitions, while driving hundreds of millions of dollars in value.

We are recognized for our superior technology vision and capability based on integration of Teradata and open source technologies deployed in the public or Teradata cloud, and/or on-premises across Teradata and commodity hardware.

We provide high performance analytical ecosystems, experienced data scientists, Industry and implementation experts that empower our clients to increase revenue and drive operational efficiency.

Our Objective
Help remove technical barriers that hinder success

Our Philosophy
Enable the discovery and operationalization of new insights, at scale, across any business

Our Focus
Deliver ROI, enabled by the best analytics platform and optimal cost/performance mix

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