19 of the top 20

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

Improve Customer Experience and Grow Revenue Across all Channels

Minimize subscriber churn

A leading CSP in the U.S. realized **less than 1 percent churn** with **107 million subscribers**, leveraging real-time and predictive analytics to achieve revenue stabilization.

Improve customer experience

A top global CSP successfully predicted customer behavior with an **89 percent correct-prediction ratio**, combining network data and customer profile data to significantly improve overall customer experience.

Create new revenue streams

A large CSP in Europe created **new revenue streams** by combining event-based marketing with micro-segmentation. Identifying and using its most valuable customers, this CSP **increased the influenced-revenue to 80 percent**.

TERADATA

The telco industry is changing

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

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

> "With increasing pressure from newer value-focused players and constant deals to induce switching, it's becoming even more vital to understand our customers and how to retain them."
>
> – EVP of Marketing, a leading CSP

Improve retention and grow revenue	**A leading CSP in U.S. stabilized revenue in a saturated market, serving 107 million customers with less than 1 percent churn**	Improve sales via contextual insights and real-time decisioning, deliver the right offer at the right time, with laser-accurate churn prediction
Deliver an optimal, consistent customer experience across all channels	**A leading CSP in the Middle East became truly customer centric with a complete understanding of customers' real-time needs**	Running 98 percent of all campaigns based on analytics, produce and automatically serve the best personalized offer for each customer, across all channels in real time
Identify new revenue streams	**A CSP increased loyalty and monetized data using over 400 variables for targeted campaigns, growing market share 3 percent**	Identify new revenue by monetizing subscribers' behavior data, and grow relationships via real-time signals and triggers to offer relevant services

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