

19 of the top 20



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

Achieve Operational Excellence with Intelligent Automation



Optimize operations

The largest CSP in Brazil achieved a **50 percent reduction in closing time** and gained a **single view into records**. The company reduced operational costs with unified rules, processes, access, and a reporting tool based on advanced analytics.



Automate processes

A leading CSP significantly reduced call center costs with an AI-enabled virtual agent to **automate 332** frequent customer inquiries, **in two languages, across 13 markets**.



Improve efficiencies

A leading CSP achieved **\$10s of millions in annual savings** through centralization and **improved efficiencies** of its 33 financial reporting systems.

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

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

“Reports that used to take weeks to develop, now are available in hours... We can pull down specific information about customers. The amount of analysis is extremely sophisticated.”

- A leading CSP using Teradata solutions

Optimize operations across multi-channel processes



The largest CSP in Argentina realized \$2.4M cost savings and reduced churn 30 percent

Integrated disparate operational systems into an existing EDW. Traced all steps between customer inquiry and actual deployment of new services

Automate processes to lower costs and improve the customer experience



A global CSP automated 332 types of customer inquiries with two languages, across 13 markets, reducing cost with an AI-enabled virtual agent

Replaced repetitive human activities with AI, allowing humans to focus on complex requests and provide more personalized customer interactions

Improve efficiency and lower spend by streamlining processes



A European CSP saved \$1.5M with streamlined workflow and automated processes, serving 11M customers with new offers out every 90 days

Developed “virtual assistant” that breaks marketing, PR, production, and legal silos for greater visibility and validation of new service offerings

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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