

# 19 of the top 20



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

## Future-Proof Your Growth with Intelligent Networks



### Optimize service availability

By leveraging data and analytics, a leading CSP in the U.S. is able to offer a **reliable network**, ensure **customer satisfaction**, and **develop products and services** that consumers want to buy.



### Customer- centric networks

A large CSP in Europe gained a **true 360-degree view** of both the network environment and the customer experience, **reducing operational costs by 40 percent** and significantly **decreased customer churn**.



### 5G/IoT enablement

A leading CSP in Europe significantly **increased productivity, quality, and brand reputation** with predictive analytics and machine learning for Internet of Things (IoT) opportunities.

## 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:

“Given that our clients rely on us to be there tomorrow with the innovations they need, how can we get on a more predictive cure so any success we have today isn’t just on borrowed time?”

- Senior VP for a profitable global networking company

Monitor performance and anomalies to ensure service availability



**The second largest CSP in Europe improved customer experiences and ensured high network availability and performance**

Consolidated data into a network intelligence warehouse. Gained a granular view to better understand network and device performance

Optimize connectivity to deliver a customer-centric experience



**A CSP gained a 360-degree view of the network and customers. Improved brand, decreased churn, and cut operation costs 40 percent**

Used a simulator to help direct where to place networks based on historic data and allowed customer care to offer real-time pricing options

Enable 5G and IoT in the converged network to regain market leadership



**A CSP partnered with Teradata to capitalize on IoT, minimize downtime, reduce emergency repairs, and increase productivity, quality, and brand reputation**

Used analytics and machine learning to predict technical failures before they occur, alerting the customer to plan repairs accordingly

## 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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