

Four Strategic Benefits

of Building a Modern Data Landscape
in the Telecommunications Industry





Building Your Data Landscape on a Foundation of Real-Time Analytics

Following a period of unprecedented change and challenge, the Telecommunications sector is moving into an era of innovation, with new technologies like 5G and Edge-Computing promising exciting and lucrative new opportunities.

Being forced to cope with a world working in new ways, Telecoms innovators are evolving beyond the daily struggles of overwhelming data volumes and network complexity. They're looking to build a foundation to increase automation and efficiency, optimize performance and service levels, eradicate obstacles to progress, deliver an agile, data-driven business, and ultimately win new customers!

➤ 40% improvement in customer throughput on mature 4G network...

So, what's the solution?

As telecommunications technologies and services evolve – such as 5G, IoT, AI, and Edge-Computing - opportunities abound to deliver a differentiated customer experience. Telco providers worldwide strive to build a business built upon innovative services - and a modern, robust network.

A modern data landscape provides a platform of real-time data analytics and insight, enabling IT Professionals, Developers, and Data Specialists to identify opportunities and anomalies, alert stakeholders, autonomously activate responses, and deliver enriched actionable insights - in an instant.

This eBook explores how you can deliver continuous, contextual, and connected intelligence for the decisions that matter most - and support strategic transformation initiatives across your organization.



**...80% increase
in throughput for
targeted customers**

Increase Operational Efficiency

- Align your investment to prioritized needs by accurately assessing the performance of your network in terms of data communications capacity as a static or real-time “map,” with continual updates for bottlenecks, fault detection, changes in operating profile, or usage patterns.
- Real-time ingestion, normalizing, and analysis of any data from across the entire network (RAN,/Open RAN, Core network elements from multiple vendors) and closed-loop automation facilitates dynamic troubleshooting, proactive maintenance, and more effective capacity planning.
- Develop the optimal network by data modeling and evaluating “what-if” scenarios, proactively assessing the impact of configuration changes, service amendments, or changing usage patterns.
- Accelerate innovation projects by leveraging better and faster insight for network and business optimizations.

Improve Customer Experience

- Bring together high-volume customer and RAN data sources and execute real-time analytics with closed-loop remediation and optimization of issues.
- Serve your customers with a reliable and capable network to support increasingly sophisticated and data-hungry devices that demand greater volumes, higher speeds, and quicker access times every minute, in every location.
- Proactively identify how network status and data capacity is likely to affect the users' quality of experience - with quantified real-time performance data at your fingertips - instead of relying upon subjective customer input when they call with a complaint.
- Continually monitor your entire network, filtered by slice, device, cell and automate proactive remediation.



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Foundation for Transformation

- Out-perform your competition by being genuinely data-driven in your decision making - with continual, microsecond insight into your business and infrastructure performance.
- Build upon your investments - with analytics and insight across your entire network opening fresh opportunities for IoT, Mobile Edge Computing, Cloud IT, and private LTE networks.
- Run your data analytics at the edge to deliver advanced ML-driven data analytics for local control and action, keeping critical services uninterrupted while optimizing CapEx/OpEx - and powering innovation opportunities in fields such as Telemetry and Connected Vehicles.
- Build a modern data strategy, extracting value from underutilized historical data to identify business optimizations and opportunities.

Compliance with Confidence

- Demonstrate real-time attainment of SLAs across your entire network.
- Extend compliance related analytical benefits to private LTE customers, offering the same microsecond peace-of-mind.
- Drive real-time proactive issue identification and resolution across your entire data network - from core, to cloud, to edge.





5 Steps to Adopting the Microsecond Mindset

A streaming analytics platform that's performant, intelligent, and seamless gives you the power to make the fastest and best-informed decisions. Focus on these five steps for building a Microsecond Mindset in your organization:

- > Assess and understand
- > Get your data in shape
- > Think faster
- > Anticipate likely challenges
- > Find the right partner

[Click here to learn more about how to adopt a Microsecond Mindset](#)

[Take me there](#)



About KX. Elegantly simple. Universally compatible.

- KX is the fastest real-time decision-making platform in the world. Capable of capturing any data, from any location, in any format, this unrivaled streaming analytics platform drives the most demanding business decisions with connected, contextual, and continuous data-driven intelligence. Widely adopted throughout the financial industry, where it is employed across a range of data-intensive arenas, KX is also deployed in industries as diverse as manufacturing, automotive, energy, utilities, and telecommunications.

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