Gain insight

Use real-time analytics and smart, unified subscriber data management

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Ninety-two percent of CSPs recently surveyed stated that customer experience is not adequately addressed. Only an end-to-end process that recognizes and unifies customer assets can deliver a seamless, robust experience.

Face the challenge

Data traffic is exploding—in two days we produce more data than has ever been produced, prior to 2003. However, the revenue generated by deluge of data is not following a similar exponential-increase curve, and that is due to the drastic increase in maintenance costs.

The world of telecommunications is changing so fast that it becomes hard to know "who owns the customer." In reality, nobody owns the customer anymore; instead, customers "own the intersection." Using all of their open ecosystem relationships, customers connect based on their personal preferences, habits, and culture. The question is: How can you strengthen your relationship with your customer to stay successful? And the answer becomes even more complex with always-occurring business, information, and technology disruptions.

- The market is more and more service dominant with intersecting communications service providers (CSPs), over-the-top players, and smart devices offerings.
- Information volume and variety is exploding, with big data containing structured and unstructured content.
- Technology is improving, constantly leading to advances of in-memory, semantics, real-time analytics, and collaboration technologies.

After this decade of mutations, what is the right move for you? How do you stay proactive and close to your users?

Drive action; deliver value

You have the key elements to succeed—everything necessary to understand and analyze structured and unstructured data from your consumers' points of view. All you need are flexible systems to track their key metrics in real time, multi-networks, and multi-service environments. This is where Hewlett Packard Enterprise (HPE) can help.

The HPE Telecom Analytics solution portfolio can do all of that: Facilitate data collection, along with its analysis, enrichment, unification, and availability, to enable solutions that drive better actionable decisions and deliver greater-value services to your users.

For CSPs, cross-business assets include subscriber data management, policy management, real-time charging, assurance and fulfillment, and real-time analytics. All of these assets are crucial. By establishing and exposing them, you can begin to monetize the true value the industry brings to the world.

Gain actionable customer intelligence

Your existing customer data is a treasure trove of information to help increase satisfaction, prevent churn, and grow revenue. The ability to see the complete picture of customers in the moment, and over time, can help you better anticipate and respond to future demands. By offering promotions and packages attuned to real usage trends, you increase the likelihood of your customers staying loyal instead of looking to the competition.

Enhance your customers' experience with personalized, enriched services through smarter, actionable insights and unified views of user profiles using HPE Telecom Analytics solutions.

CSPs' customer data is typically scattered over various departments and in different forms. HPE Actionable Customer Intelligence software lets you look at the whole picture.

• We build a single, easily viewed, and secure client profile.

• We analyze information, using trend and predictive analytics to create a smart profile that provides a true understanding of each customer.

• We act to transform single, smart customer profiles into better policy management and targeted promotions to lower churn.

Achieve monetization momentum

Networks and applications are not the only valuable assets in the operator's domain. Equally valuable is subscriber data, and there is clear momentum for the monetization and leverage of such data. In our interactions with service providers all over the world, four principal themes have emerged out of CSPs communicating their business goals regarding subscriber data:

1. Lower the cost of operations for data management—provisioning, hosting, modifying, synchronizing, and leveraging subscriber data

2. Enrich the subscriber experience, for example, using new targeted applications, increasing features on existing applications, or improving interaction between applications and across business-unit boundaries, especially within triple- and quad-play operators

3. Examine and understand customers' interests and behaviors, with an eye to improving customer relationships and application take rates, and creating alternative sources of revenue, such as advertising and royalties on product sales, royalties from core services and subscriber data by external application developers, and increased subscriber traffic

4. Realign CSPs' business model to web-centered innovations—agility, applications, and new revenue streams are all drivers here; strategic partnerships emerging between CSPs and web powerhouses; and CSPs moving into self-branded new device markets, such as netbooks, smart screen countertop devices, and specialized PDAs

   – The competition for service providers from nontraditional Internet markets and companies continues to increase.

   – Operators who have become triple- or quad-play entities have extreme difficulty in leveraging subscriber experience, data, and context across their business boundaries.
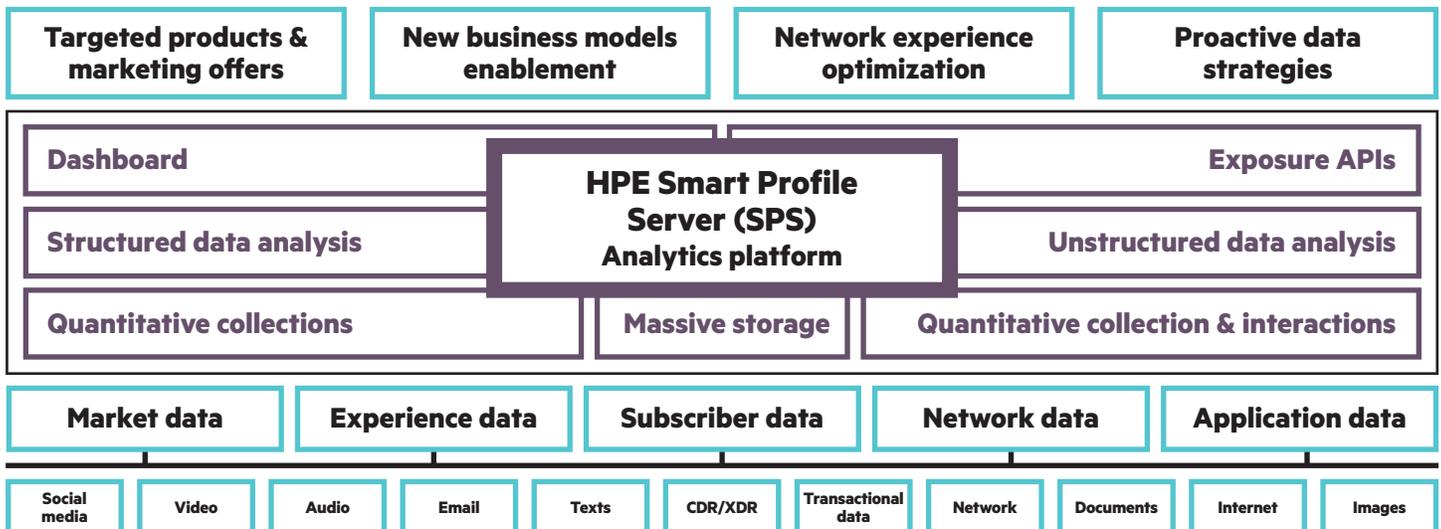
Targeted products & marketing offers	New business models enablement	Network experience optimization	Proactive data strategies

Dashboard	**HPE Smart Profile Server (SPS)** Analytics platform	Exposure APIs
Structured data analysis		Unstructured data analysis
Quantitative collections	Massive storage	Quantitative collection & interactions

Market data	Experience data	Subscriber data	Network data	Application data

Social media	Video	Audio	Email	Texts	CDR/XDR	Transactional data	Network	Documents	Internet	Images

Figure 1: Telecom Analytics Platform—Turning data into revenue

Enrich your subscribers' experiences

The HPE Telecom Analytics framework enables you to implement a variety of use cases for enabling better actionable decisions. These can be grouped in three main categories: service personalization, network intelligence, and service intelligence.

Service personalization use cases:

- Application and content personalization—Managing relationships with third parties and personalizing subscriber content and application offers by better understanding subscriber behavior and interests

- Personalized advertising—Understanding subscriber behavior and usage across applications, social media, and services to better target personalized advertising of services and consumer-relevant offers

- Mobile portal personalization—Providing an interactive mobile portal that takes into account an understanding of subscribers' interests, behavior, and service consumption to personalize self-service, content, and social media feeds

- Consumer profile management—Enabling you to create an enriched subscriber profile that is viewed and managed collectively by the consumer in real time and linked to the broader ecosystem of applications (apps) and third parties through trusted sharing

Network intelligence use cases:

- Active experience management—Actively measuring potential impact on the quality of customer service due to congestion based on real-time application-level understanding and notifying customers of resolution steps

- Data access optimization—Understanding customer behavior, network traffic, and usage patterns to better optimize network resources and quality of service in the "right time"

- Advanced data network analytics—Measuring and understanding mobile data through deep analysis of Internet protocol traffic to establish actionable key performance indicators and data points in the right time

Service intelligence use cases:

- CSP services analytics—Providing plan insights for your services and advice on rate plan offers, discounts, and options based on subscriber usage details and lifestyle—over time and in real time

- Subscriber data usage analysis—Keeping customers informed through granular representation of subscriber mobile data usage based on application understanding—web, email, video, downloads, apps, peer-to-peer services—in real time

Learn more at
hpe.com/go/ActionableCustomerIntelligence

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