



The power behind the moment.

# Transform Your Digital Omni-Channel Experience with DataStax

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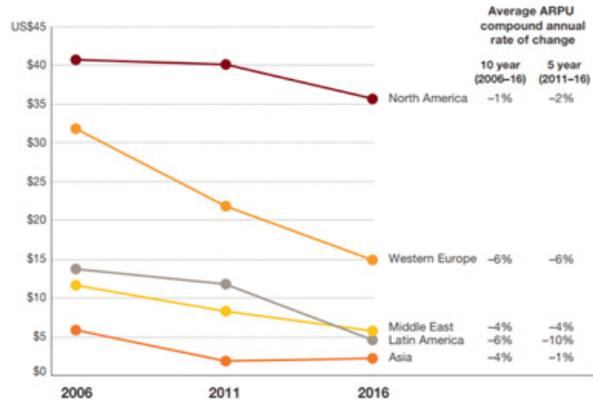
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# TRANSFORM YOUR DIGITAL OMNI-CHANNEL EXPERIENCE WITH DATASTAX

There has been a shift in the telecommunications industry from the historically “connectivity-first” focus, as broadband has become a commodity, compounded by the rapidly changing economic and competitive landscape.

Pressure on traditional revenues is driving Telecoms to invest in digital transformation to extract new sources for value. There is an expanding focus into empowering customers through greater autonomy and granular control while cost cutting through increased internal resource efficiency.

**Exhibit 1: Average revenue per user in the telecom industry is falling in virtually every industry**



Source: Strategy& research and analysis



The digital transformation of telecommunications represents a **\$2 trillion opportunity for industry and society.**”

*World Economic Forum 2017 Digital Transformation Initiative Telecommunications Industry*

## TOP DIGITAL TRANSFORMATION AREAS FOR TELECOMS



### Accelerate Time to Market:

Move away from traditional network functions deployed on costly hardware to software-based NT functions, such as Software Defined Network (SDN) & Network Function Virtualization (NFV) to reduce network costs and support increase demand for faster deployment.



### Higher Growth Potential Beyond Core Business:

With U.S. consumers looking at their devices more than 9 billion times a day (Deloitte 2016 Global Mobile Consumer Survey), Telecoms can capture new digital revenue streams through digital content creation and integrated IoT across all channels.



### Redefine Customer Engagement:

Customers now expect a certain level of real-time personalization and on-demand customer experience regardless of the industry. The new standard is contextual interactions, seamless experience across channels, any time/anywhere, and self-service; whether you are in Retail, Banking or Telecommunications.



### Data Security, Privacy, Fraud:

The news is filled with data breaches and ransomware attacks. Network security, data encryption, and real-time fraud detection are being emphasized as focus shifts towards security.

The world of communications has seen an unprecedented growth in data over the last several years with the significant increase of smartphones, mobile broadband, peer-to-peer traffic, growth in data volumes, social media chatter and the increase in video-based services. All of these factors have resulted in a significant increase in data usage and explosive growth in broadband in consumption.

Most Telecom companies do not have the real-time, end-to-end view of their subscribers that can help maximize revenue per subscriber. Data Stax is helping many of the top telecom companies address this proliferation of data and harness the power to deliver best-in-class omni-channel experience by addressing the following key challenges:

- ✓ Data collection in silos across various departments and spread across the organization
- ✓ Incomplete C360 view from fragmented customer data that lives in multiple data sources
- ✓ Poor data quality, data duplication and cleansing that require cleansing; significant time & effort

### Here are some customer use cases that DataStax is enabling for its Telecom customers:

#### **C360, Personalization & Recommendation:** Integrated Omnichannel Interactions

Max walks into the store to ask about the new phone. Joan, the customer rep, pulls up a complete view of Max's engagement history and can see that Max has been a loyal customer for years and is due for an upgrade. Joan has also identified that Max recently inquired about a larger data plan and can provide a high-value and personalized recommendation through a unified experience to optimize customer value.

#### **Unified Customer Experience:** Power Geospatial, Real-Time View & On-Time Delivery

Ann schedules a service appointment to have internet installed in her new home. The day before the appointment, Ann gets a call to confirm appointment time and technician contact details. Day of the appointment, Ann receives an alert via her mobile application and checks to see the technician's ETA so she can be home to meet him, without having to spend all day waiting at home.

#### **Loyalty Programs:** Self-Service to Enable Better Experience and Faster Time to Market

The Marketing department wants to launch a new loyalty program where customers can receive points based on their activity, in time for the holiday season. Wendy, responsible for the technology to support this, needs to deploy the platform to collect customer activity in real-time and allow customers to view their points and redeem them, all within a short time frame, in a way that is intuitive so it does not impact CSR call volume.

#### **Consumer Fraud Detection:** Identify Patterns and Anomalies in Real-Time to Reduce Fraud

Barbara sets up a family plan for herself and her husband. The company notices that someone has opened an account as her son but listed the same age as the couple. As this is an abnormal pattern, the company notifies Barbara and verifies this change has been made by her.

# LEVERAGE DATASTAX ENTERPRISE TO UNLOCK AND EXPLOIT CUSTOMER DATA TO GAIN A COMPETITIVE ADVANTAGE



Drive critical contextual omnichannel and digital interactions to improve member satisfaction and reduce churn by **making sense of highly complex relationships** between all data using Graph.



Shift to real-time ingestion, processing and analytics to provide customers with insights on their activity and better understand their account potential with a centralized data platform that **scales as new data sources are integrated.**



Improve time to market for deploying new customer self-service tools that give customers control over their account with a platform that is always on and distributed so **data is always available anytime and anywhere.**



**Identify real-time anomalies in patterns** of customer behavior and transactions to reduce cost of fraud by leveraging Graph, Analytics and Search.

Powered by the industry's best distribution of Apache Cassandra™, DataStax Enterprise always-on data platform for B2B and B2C enterprise applications to increase wallet share and thrive in a new digital telecom era. We make it easy to distribute data across data centers or cloud regions, ensuring applications are always-on, ready to scale, and able to create instant insights and amazing customer experiences. With DSE's unique, fully distributed, masterless architecture, telecom applications can scale reliably and effortlessly.



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## ABOUT DATASTAX

It starts with a human desire, and when a universe of technology, devices and data aligns, it ends in a moment of fulfillment and insight. Billions of these moments occur each second around the globe. They are moments that can define an era, launch an innovation, and forever alter for the better how we relate to our environment. DataStax is the power behind the moment. Built on the unique architecture of Apache Cassandra™, DataStax Enterprise is the always-on data platform and has been battle-tested for the world's most innovative, global applications.

DataStax provide data management to the world's most innovative companies, such as Netflix, Safeway, ING, Adobe, Intuit and eBay. Based in Santa Clara, Calif., DataStax is backed by industry-leading investors including Comcast Ventures, Crosslink Capital, Lightspeed Venture Partners, Kleiner Perkins Caufield & Byers, Meritech Capital, Premji Invest and Scale Venture Partners. For more information, visit [DataStax.com/customers](http://DataStax.com/customers) or follow us on @DataStax.

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