

Monetize your telco data faster

Improve customer experience, operational efficiency and business innovation

Telcos are losing ground to Internet companies

In 2014 the top 25 telcos were earning **3 times as much profit** as the top 8 Internet companies – by 2019 telcos' share of profits had fallen to **40%**

During the same time Internet companies' share of market capitalisation of those same companies rose from **46% to 78%**¹

What telcos need to do to transform

To win the fight against Internet competitors, you need to:

Get your data out of silos

Get it somewhere you can analyze it

Get the insight to drive your transformation

We help you become a data-driven telco and monetize your data

You need to become more data-capable, to consolidate, harmonize, and analyze your data, so you can extract intelligence from it

Cloudera and Atos can empower you to:

- ✓ Enhance customer experience
- ✓ Optimize and automate network operations
- ✓ Develop new business services
- ✓ Improve operational analytics

Enhance customer experience

You would like to be able to:

- ✓ Drive customer loyalty and reduce churn
- ✓ Execute real-time targeted marketing and promotions
- ✓ Increase business automation
- ✓ Earn your customers' trust

We enable you to:

- ✓ Take a data-driven approach
- ✓ Bridge silos of network and customer data
- ✓ Become proactive with customers

We helped Oman Communications Provider (CSP), Ooredoo:

- ✓ Turn real-time data into insights
- ✓ Understand customer value
- ✓ Enhance omnichannel experience
- ✓ Increase revenue and competitive advantage

Optimize and automate network operations

You would like to be able to:

Reduce the cost of managing the network – the single largest expense for a telco, amounting from 30 to 40% of operating budget (Cloudera estimate).

We enable you to:

Cloudera provides a central data lake and Atos integrates the whole telco ecosystem, so you can analyze, automate, and optimize the network in real time.

We gave a Middle Eastern operator predictive analytics for network functions virtualization (NFV) resource management. Now it can automatically adjust bandwidth to customers with high video usage.

Develop new business services

You would like to be able to:

We help you to fight back against increasing competition from hyper-scalers and other over-the-top service providers

We enable you to:

Our integrated data platforms, deep telco experience, and skills in analysis help you get insight from your data so you can innovate faster

We helped a Middle East Tier 1 CSP shape a solution to exploit its data to offer advanced B2B services to retail and public sector customers

Improve operational analytics

You would like to be able to:

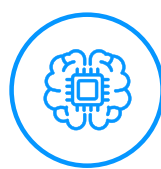
We assist you with monitoring and control of the entire business process chain (from provisioning to dunning, logistics, partners, security, marketing, fraud, etc.).

We enable you to:

We integrate data from different operational systems and apply AI techniques for better business process control, anticipating problems before they occur.

Deutsche Telekom has improved fraud detection, churn prediction, and signaling network attack prevention with a Cloudera data platform and Atos telco data expertise

Why choose Atos and Cloudera?



We are a unique one-stop-shop for the product, software, and services required in advanced analytics and AI initiatives



Atos is a global leader in data-driven transformation, especially in edge and AI², and a preferred Cloudera migration partner. Cloudera is a global leader in hybrid data.



Atos and Cloudera together provide the industry expertise, platform, know-how, and services that telcos require to get more value from their data faster

To get on the fast track to data value visit [Telco Data Monetization | The Fast Track to Value](#) and ask for a presentation.



¹ - A Blueprint for Telecom's Critical Reinvention, McKinsey, 2021

² - Atos recognized as the Global Leader in Edge AI in ISG's Provider Lens™ "Internet of Things - Solutions & Services" 2021 Quadrant Report

³ - Cloudera's Data Platform Private And Public Cloud Both GA And It's Time To Migrate, Patrick Moorhead, Forbes, 3 May 2021