

Telco data monetization

Derive value from data



Atos

Recognizing data as an asset, data monetization is a strategic process by which organizations utilize their data assets and AI capabilities to generate tangible economic value. It is not just about selling data, but also about creating new revenue streams and business opportunities through insightful and innovative use of data to improve products, enhance services and boost operational services.

The data monetization market in the telecom industry is experiencing significant growth, driven by the increasing volume of data generated and the potential for new revenue streams beyond traditional connectivity services. This market is expected to expand from an estimated \$3.47 billion in 2024 to \$12.62 billion by 2032, with a compound annual growth rate (CAGR) of 17.5%.

(Source: <https://www.fortunebusinessinsights.com/press-release/global-digital-transformation-market-10744>)



From connectivity to platform player

The telecom industry is undergoing a profound transformation. Once defined purely by connectivity, operators are now stepping into the role of data-driven platform players, using their rich data assets to drive cross-industry innovation.

Around the globe, massive volumes of data are generated daily. By unlocking the tremendous value embedded in network, operational and business support system data, telcos can generate new revenue streams and gain a competitive advantage in the market. At its core, telco data monetization is about transforming these extensive data reserves into meaningful business value.

With massive volumes of information flowing through their networks every second, telcos are realizing that their greatest asset isn't just infrastructure—it's insight.



Building a modern data-driven enterprise

As AI and Machine Learning mature, they have become powerful engines behind this shift. These technologies enable operators to analyse vast data with unprecedented depth, featuring sophisticated data monetization strategies and personalized services. Telcos that master advanced analytics are no longer just service providers; they're becoming trusted advisors.

Enterprises turn for support to enhance operations, reimagine user experiences, and implement AI-driven solutions. These consulting engagements often combine AI products with managed services, creating a distinct competitive advantage for operators in a crowded market.

But telcos aren't making this journey alone. Ecosystem collaboration is emerging as a defining characteristic of the modern telecom enterprise. By partnering with technology innovators, OTT platforms, and content developers, operators are co-developing new, data-driven offerings. When subscriber insights are combined with specific digital tools or proprietary content, telcos can create shared branded services - like ai-crafted content bundles, smart recommendations, or dynamic pricing models.

These shared, co-branded experience can drive customer engagement and unlock incremental revenue streams.

Customer data, behavioural patterns, interests, and demographic insights have become catalysts for growth. With the right safeguards and compliance in place, telcos are using this information to power more accurate advertising, smarter targeting, and tailored services that resonate with individual users.

Enterprise data is expanding rapidly, and organizations are looking for data monetization solutions to optimize their operations and business models. Telecom operators, leveraging modern data platforms and scalable analytics, are emerging as key partners in helping enterprises optimize processes, elevate decision-making, and design new data-driven revenue streams

This transformation requires supportive regulations allowing telcos and partners to innovate in new data monetization business models without jeopardizing by any means users' privacy and data protection rights.



From complexity into clarity

Telecom operators are transforming data complexity into strategic clarity by turning their rich network and subscriber datasets into actionable value for both external customers and internal operations.

Targeted Advertising	Operators are offering privacy-compliant data to marketers for targeted advertising campaigns. Anonymized data is also made available for analysis and research, enabling more precise audience planning and measurement.
Data-Driven Products and Services	Creating new products or services based on data analysis and insights rooted in analytics - such as ride-sharing and investment advisory, leveraging the insights derived from their data.
Data-as-a-Service (DaaS):	Through DaaS models , telcos supply aggregated and anonymized datasets - including location intelligence and behavioural patterns to sectors such as advertising, retail, and transportation.
Internal Optimization	Advanced analytics also fuel improvements within the operator's own business. Telcos use data to streamline operations , optimize networks, personalize customer service, cut costs, and support better strategic decision-making.
Creating New Revenue Streams	By anonymizing subscriber and location data, operators offer location-based analytics to governments, retailers, and other sectors for uses such as optimizing transport routes, improving store placement, and managing staffing.
API-Based Monetization	By exposing network capabilities and data insights through APIs, telcos empower third-party developers to build innovative applications on top of their infrastructure. Monetising APIs not only unlocks new revenue streams but also increases product value, foster ecosystem collaboration, and reduces dependence on traditional, connectivity-based models.



Modern data platforms

The rapidly evolving technology and business priorities demand newer data and analytics ecosystems, designed to deliver deeper and more meaningful insights.

Atos offers end-to-end solutions generating insights from organizations' data assets.

We help clients derive value from data through the accelerated adoption or migration of existing data landscapes to modern data platforms using on-prem, hybrid or multi-cloud environments.

Building blocks to enable monetization strategies

Atos Unified Data Management

Unified Integrated and intelligent end-to-end data platform for customer data

Realtime insight and analytics

Automated data management (real-time ingestion, transformation quality...)

- Improve Customer Experience
- Reduce churn
- Improve data protection and regulatory compliance

Microservice-based APIs

Enables fast and flexible management of the full lifecycle of an APL from planning to retirement

Business-relevant APIs, hiding technical complexity to business users

- Faster portfolio development
- Promote innovation by fast deploy, reduce risk for failure

API Access granted to 3rd parties

Based on the API layer, monetization is achieved by providing controlled access to APIs for 3rd parties

API pricing catalog, usage reporting and charging, partner billing capabilities

Developer portal embedding APIs in third-party products

- New revenue streams
- Address vertical markets through joint go-to-market with partner (less investment needed than developing own portfolio)



Why Atos

We are a trusted partner in the Telecom industry with deep expertise in Data & AI and TM Forum-certified telco consultants driving transformation projects. With strong capabilities across the data value chain, Atos accelerates network digitization, automation, and customer-centric service innovation.

The company excels in API-fication and microservices adoption, applying best practices like functional decomposition, contract-first design, reactive principles, DevOps automation, and containerization, working hand-in-hand with selected technology-class organizations.



Atos empowers telecom operators to reduce operational complexity, optimize costs, and unlock new revenue streams beyond traditional connectivity –positioning them to succeed in a rapidly evolving digital landscape.



About Atos

Atos Group is a global leader in digital transformation with c. 67,000 employees and annual revenue of c. €10 billion, operating in 61 countries under two brands – Atos for services and Eviden for products. European number one in cybersecurity, cloud and high performance computing, Atos Group is committed to a secure and decarbonized future and provides tailored AI-powered, end-to-end solutions for all industries. Atos Group is the brand under which Atos SE (Societas Europaea) operates. Atos SE is listed on Euronext Paris.

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Let's start a discussion together



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