Striim Solutions for Telecommunications

Striim's unified data integration and data streaming platform connects clouds, data, and applications with unprecedented speed and simplicity to deliver the right data at the right time.

The telecom industry has witnessed an unprecedented increase in the demand for data, voice, and video services in recent years, leading to a rapid growth in the volume and velocity of data. With 5G technology, the demand for real-time data processing and analytics is becoming even more critical, driving companies in this industry to adopt advanced technologies to remain competitive. However, this growth comes with significant challenges such as data integration, real-time analytics, and security concerns.

Striim provides telecom companies with the right data at the right time to help telecommunications companies overcome these challenges and achieve their digital transformation goals.
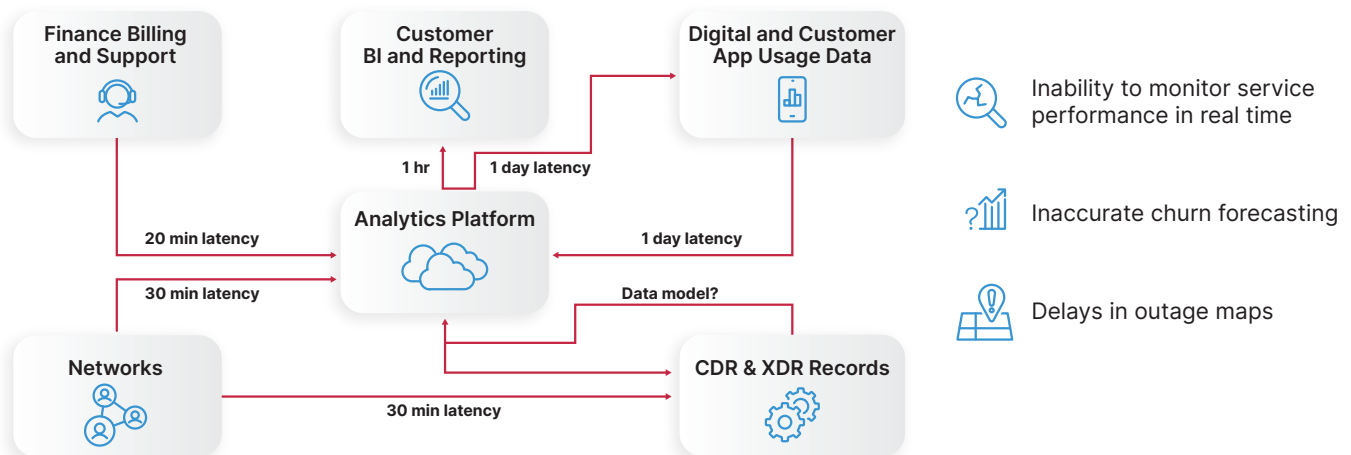
"When we want to build new applications on Striim's streaming data, it only takes a couple of days – as opposed to months – to deploy."

Rajesh Raju
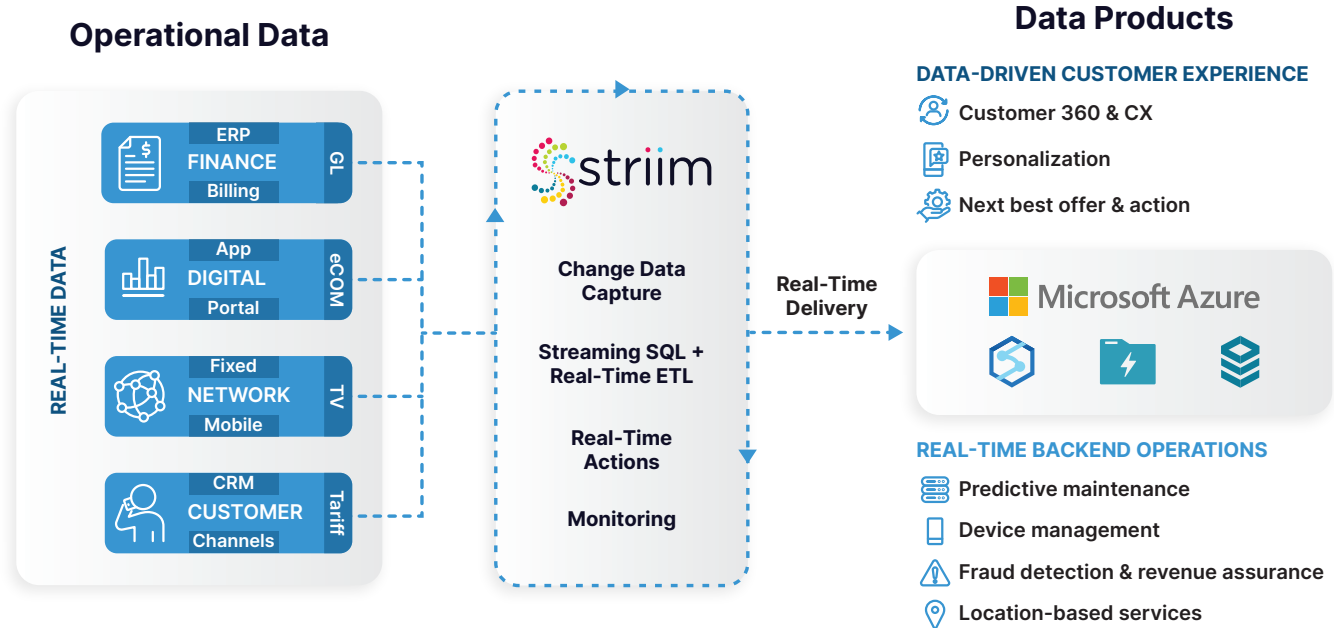Director of Data Engineering, Ciena

ciena   ✺airtel   orange™   telecom mauritius   sky

Siloed Data Negatively Impacts Operations

Finance Billing and Support

Customer BI and Reporting

Digital and Customer App Usage Data

1 hr / 1 day latency

20 min latency

Analytics Platform

1 day latency

30 min latency

Data model?

Networks

30 min latency

CDR & XDR Records

- Inability to monitor service performance in real time
- Inaccurate churn forecasting
- Delays in outage maps

This graphic is for illustrative purposes only. Actual time delays and dependencies may vary.

Innovation With Real-Time Data

Operational Data

REAL-TIME DATA

ERP
FINANCE
Billing — GL

App
DIGITAL
Portal — eCOM

Fixed
NETWORK
Mobile — TV

CRM
CUSTOMER
Channels — Tariff

Striim

Change Data Capture

Streaming SQL + Real-Time ETL

Real-Time Actions

Monitoring

Real-Time Delivery

Data Products

DATA-DRIVEN CUSTOMER EXPERIENCE

- Customer 360 & CX
- Personalization
- Next best offer & action

Microsoft Azure

REAL-TIME BACKEND OPERATIONS

- Predictive maintenance
- Device management
- Fraud detection & revenue assurance
- Location-based services

How Striim with Microsoft Azure Supports Telecommunications Use Cases

Striim is a data integration and streaming analytics platform that enables businesses to collect, process, and analyze data from various sources in real time. Telecommunications companies can use Striim to leverage the benefits of real-time data analysis and to maximize Microsoft Azure technologies to solve a variety of use cases such as:

USE CASE 1: REDUCE COST TO SERVE AND IMPROVE CX

Challenge: Every single operator is under intense pressure to reduce cost and yet somehow retain the highest value customers by providing world-class customer experience.

Solution: Striim makes it possible to reduce costs & churn, remove channel friction and improve digital CX by harnessing advanced analytics that power coordinated decision capabilities that connect all customer interactions and transactions together in an integrated household/company 360 view that is updated in real-time across ALL digital domains. Microsoft Azure helps consolidate customer data sources for a 360-degree view of your customer to drive relevant offers, grow revenue, and improve customer experience.

Business Value: Automation of data orchestration combined with tightly integrated household/company level data and intelligent use of real-time AI, balances the reduction of costs and reduction of churn with significant increases in NPS/CSAT.

USE CASE 2: CENTRIC NETWORK OPTIMIZATION

Challenge: Networks built to perform at an aggregate level across multiple technologies, can lead to inefficiencies in cost management in addition to slow and cumbersome decommissioning programs.

Solution: Striim data orchestration enables the targeted optimisation of all networks for high value customers. Striim also helps to productise location data internally and externally whilst also reducing tech debt, carbon emissions and power related cost. Microsoft Azure helps achieve resilient communications and failover capabilities with intelligent prioritized traffic management.

Business Value: Reduced Costs via decommissioning and network optimisation, reduced churn via better SLAs and increased NPS/CSAT.

Learn more: www.striim.com/microsoft
Try for yourself: go2.striim.com/trial-azure

Striim

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