



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.

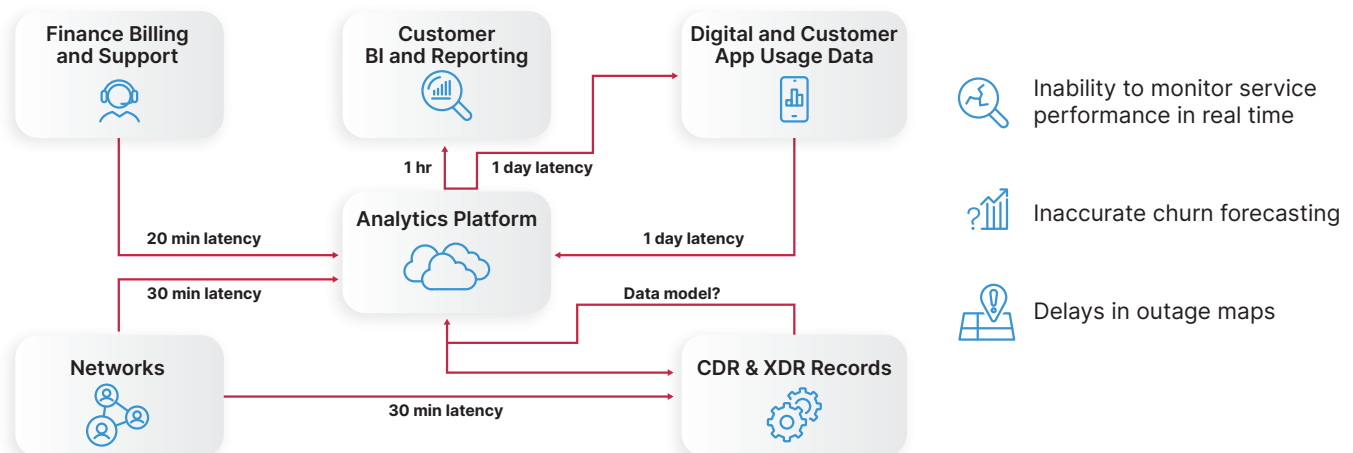
“When we want to build new applications on Striim’s streaming data, it only takes a couple of days – as opposed to months – to deploy.”

Rajesh Raju

Director of Data Engineering, Ciena

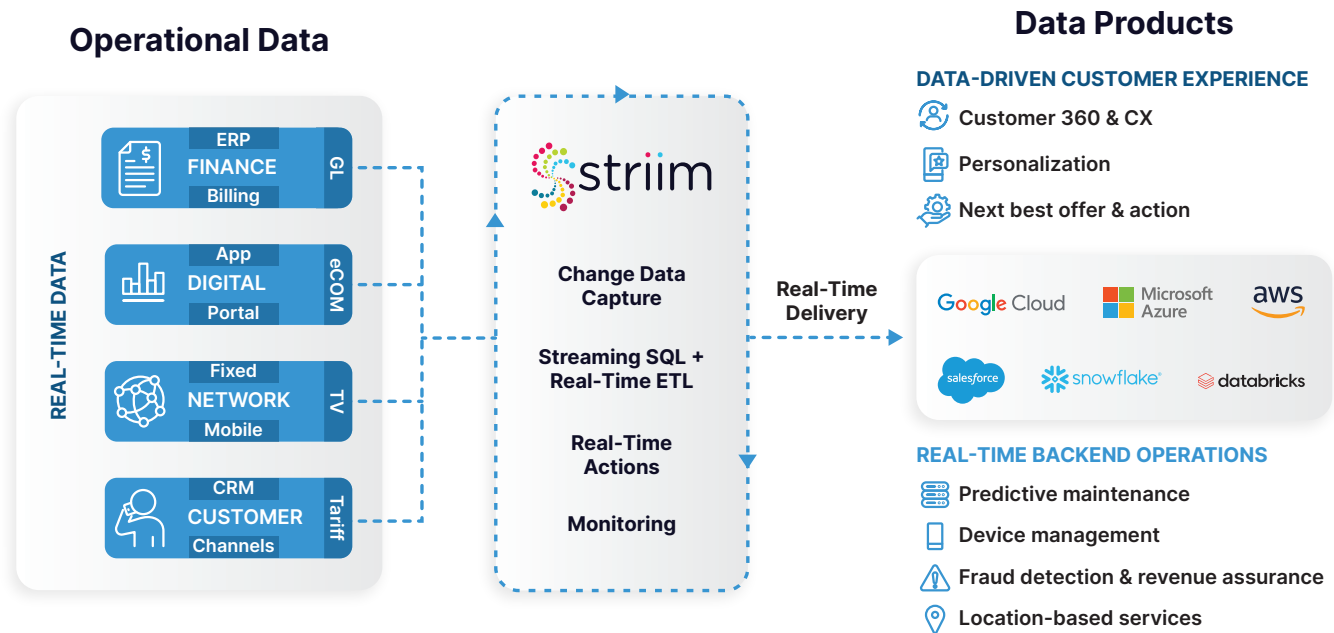


Siloed Data Negatively Impacts Operations



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

Innovation With Real-Time Data



How Striim Supports Telecommunications Use Cases

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.

Striim 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.

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.

Striim 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.

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

USE CASE 3: LOCATION-BASED SERVICES & DATA PRODUCTS

Challenge: Operators have highly granular location and mobility data embedded in operational systems spread across the business but struggle to centralize that data for use as a data product.

Striim Solution: Using a combination of Striim and an advanced cloud data platform, data productization becomes a reality, especially where the real-time element of data acquisition and advanced analytics coincide.

Business Value: Striim makes data productisation faster, more scalable and more valuable to internal and external stakeholders, enabling a pivot to a new business model and increased agility.

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