

# 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

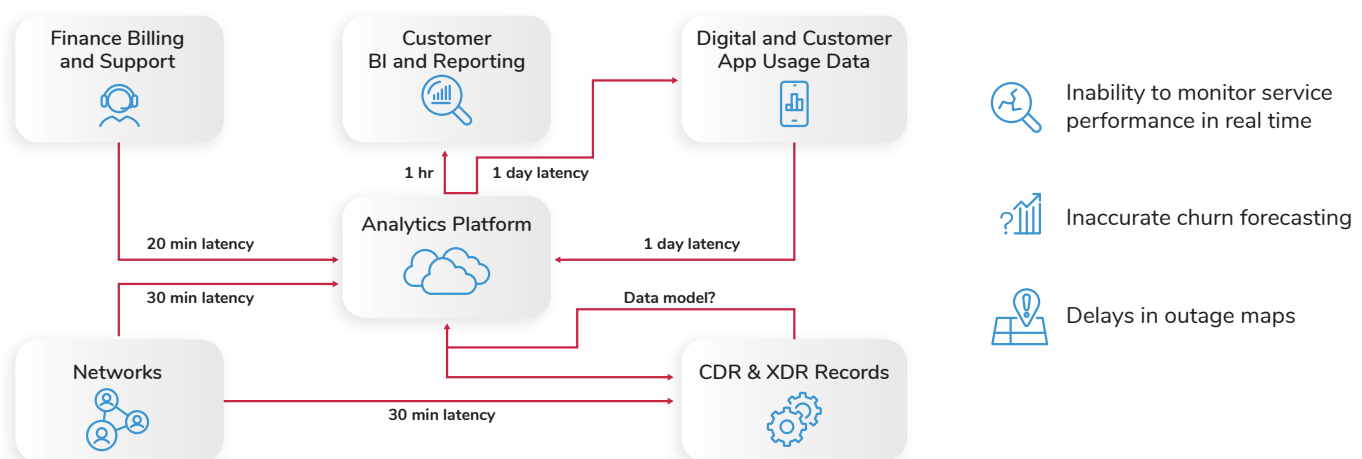
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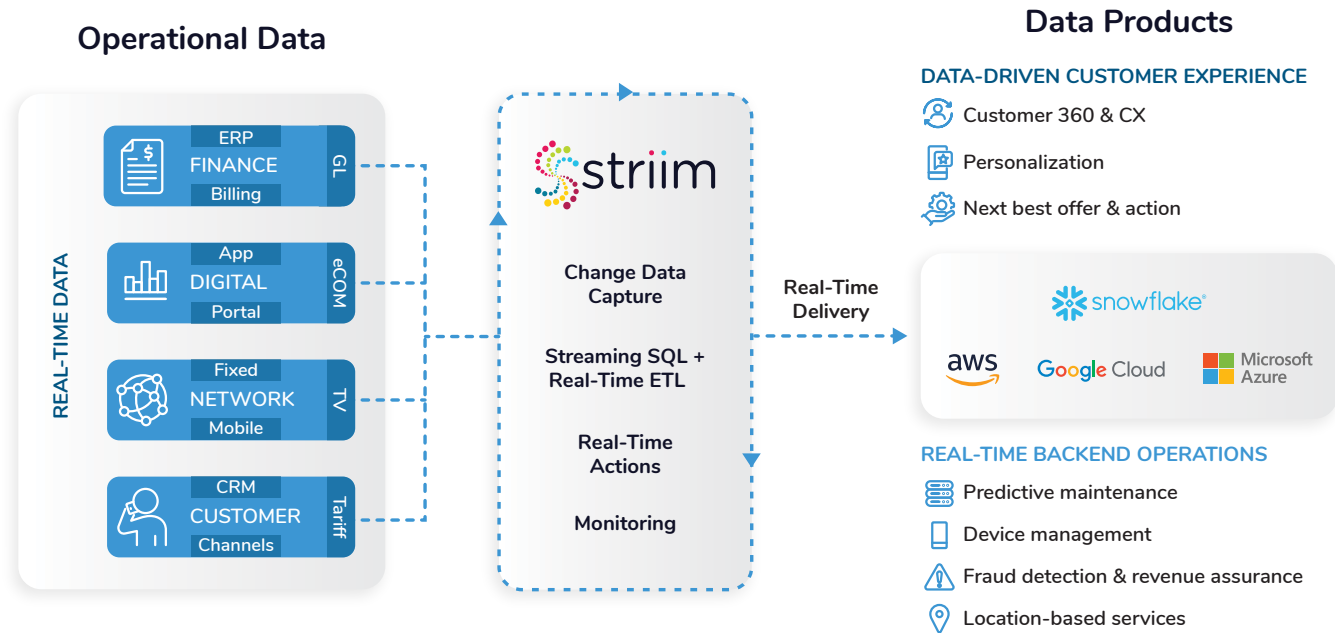
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## Siloed Data Negatively Impacts Operations



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

# Innovation With Real-Time Data



## How Striim with Snowflake 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 Snowflake 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. And Snowflake helps enable superior customer experiences, maximize operational efficiency, and increase profitability through cost reduction and new data product monetization with Telecom Data Cloud.

**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. And with Snowflake's one unified platform for all data, teams across IT, network engineering, data science, network operations, and product management can collaborate using data to improve planning, make faster business decisions, rapidly respond to customer needs, better manage network resources, and reduce time to market on new services.

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

Learn more: [www.striim.com/snowflake](http://www.striim.com/snowflake)  
Try for yourself: [go2.striim.com/trial-snowflake](http://go2.striim.com/trial-snowflake)



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