

Telecoms data analytics: The real value of data



Operators globally have leveraged advanced analytics to impact key metrics



“10x faster network deployments”

“We deployed an automated version of VM installation and spin up – it took **5 or 10 minutes down from an hour** – North American group converged



“30% reduction in capex spending”

“We have a PoC for improving packet optical network design. Our partner has **already delivered 30% reduction in costs** for another large operator – European group fixed/wholesale



“75% reduction in network incidents”

“As much as **75% of network incidents are proactively corrected** before customers are able to see them – European single country converged

Telco efforts in advanced analytics fall under three broad buckets of opportunity



**“improve business as usual”
(99% of operators)**

Example use cases:

- Network planning
- Chatbots for care
- Business intelligence
- Network fault management



**“monetise user data”
(58% of operators)**

Example use cases:

- Next-best-action marketing
- MarTech for 3rd parties
- Sentiment analysis
- Personalisation marketing



**“enable next-gen services”
(67% of operators)**

Example use cases:

- Automotive telemetry
- Security tools
- MEC use cases

Operators strive for AI and automation use cases, yet, they’re still futuristic

Rules based automation



Machine learning / AI



Business intelligence

Fixed policy automation

ML-supported automation

Fully autonomous systems



99% of operators: live deployments here



95% of operators: aspiring here

What’s holding operators back?

77%

of operators have issues **collecting and managing their data**

62%

of operators have **difficulty scaling** across their organisation

38%

of operators lack the **in-house capabilities** to develop sophisticated and scalable AI solutions

31%

of operators feel the current AI **solutions in the marketplace** are not suitable