Telcos 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
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

31% of operators feel the current AI solutions in the marketplace are not suitable

Source: STL Partners research programme, November 2018