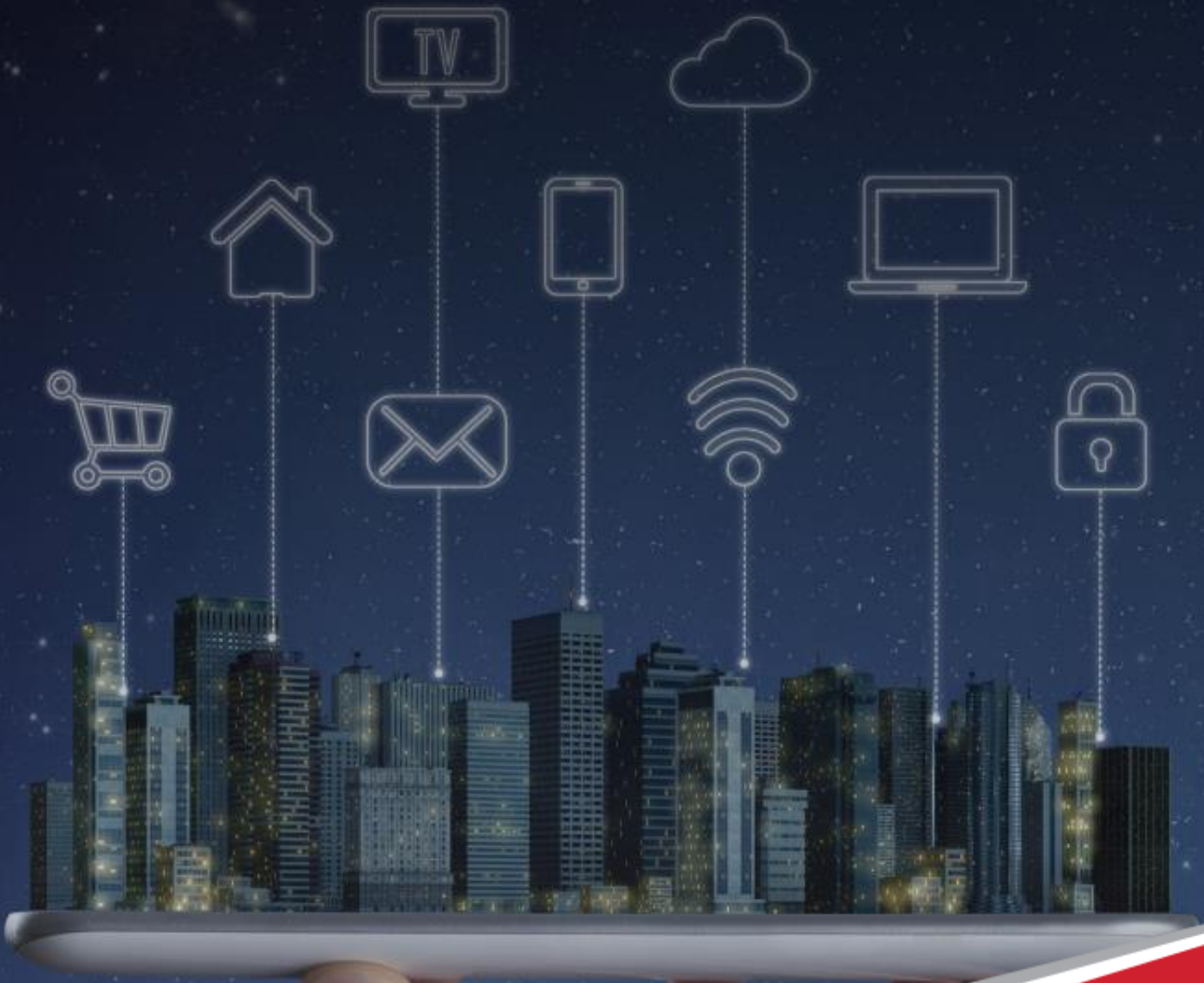# DATA DRIVEN TRANSFORMATION IN TELECOMMUNICATIONS
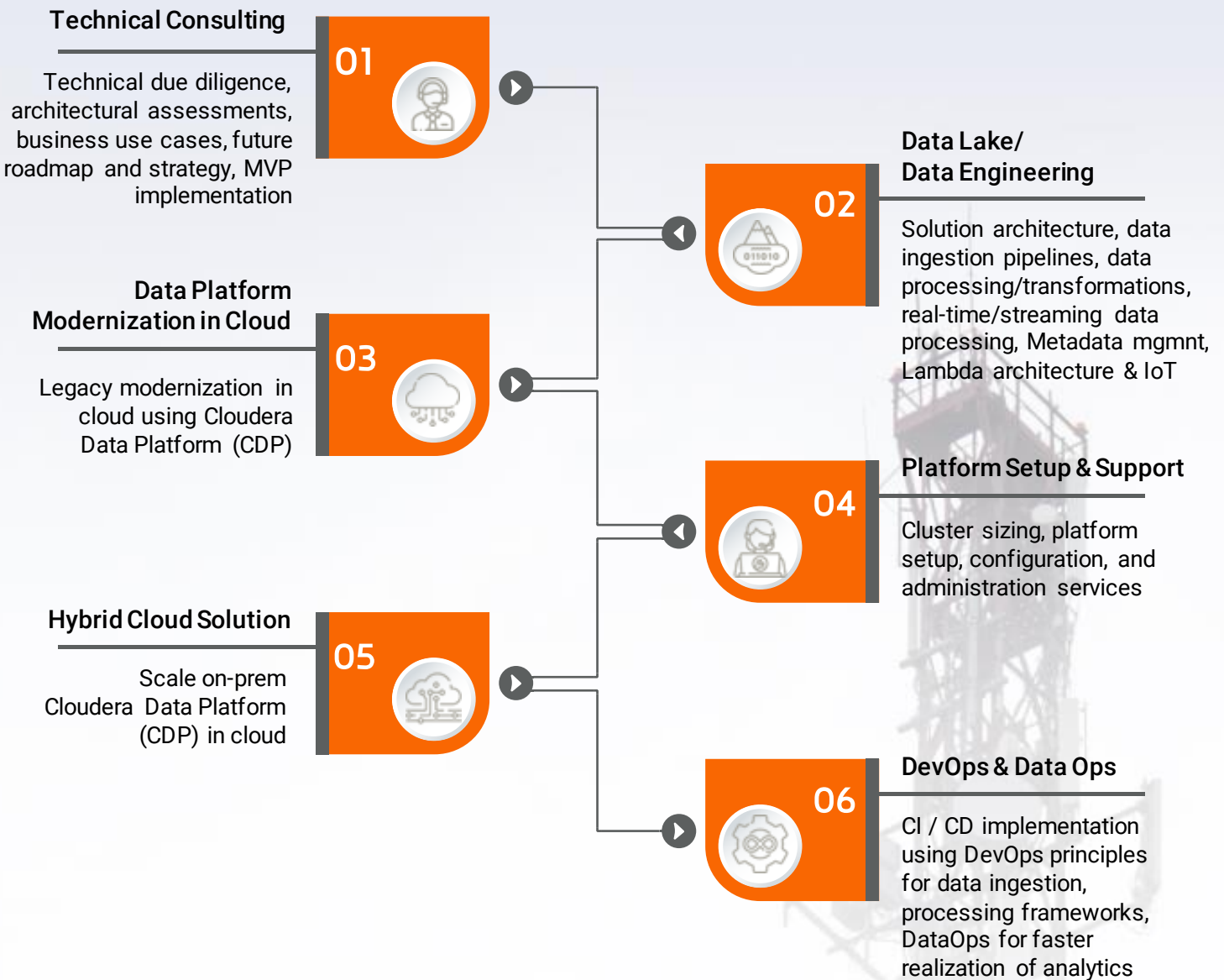
Flyer

Overview

Telecom enterprises are implementing data modernization initiatives with the objective of utilizing the varied structured and unstructured data to create real-time, action driven self-service analytics while monetizing the data. Cloudera and Tech Mahindra have been collaborating to help these enterprises transform and innovate through their data modernization initiatives.

Collaborations that create unlimited possibilities

Cloudera Data Platform (CDP) is an integrated enterprise data platform that is easy to deploy, manage, and use. CDP is a first-of-its-kind enterprise data cloud. With an open, hybrid data architecture, it powers data-driven decisions and predictive actions by seamlessly connecting data across the clients fragmented IT landscape. CDP helps secure and govern the entire data lifecycle, while providing users quick and easy access to critical data. This is needed for predictive insights and guided decision making based on the foundation of open source. With Tech Mahindra's expertise and a robust portfolio of capabilities within the cloud data warehouse, we have been helping several clients across the world implement CDP to enable resource optimization, reduced maintenance, and business streamlining.

Technical Consulting

01

Technical due diligence, architectural assessments, business use cases, future roadmap and strategy, MVP implementation

Data Lake/ Data Engineering

02

Solution architecture, data ingestion pipelines, data processing/transformations, real-time/streaming data processing, Metadata mgmnt, Lambda architecture & IoT

Data Platform Modernization in Cloud

03

Legacy modernization in cloud using Cloudera Data Platform (CDP)

Platform Setup & Support

04

Cluster sizing, platform setup, configuration, and administration services

Hybrid Cloud Solution

05

Scale on-prem Cloudera Data Platform (CDP) in cloud

DevOps & Data Ops

06

CI / CD implementation using DevOps principles for data ingestion, processing frameworks, DataOps for faster realization of analytics

Use Cases

CDR Data Ingestion, Processing and Storing

Archival of large volume of data into Hadoop cluster

Customer 360 across Omnichannel

Customer lifetime value, customer churn analytics, location-based analytics

Network Analytics

Analyze the network events and logs data for network capacity planning, performance management, maintenance and analytics to provide enhanced customer experience

Call Center Log Analytics

Call Center log analytics, creation of proactive care matrix , customer interaction experience, mobile QOS monitoring, real-time alerts, subscriber analytics

Customer Intelligence

Near-real time dashboard for visibility into customer demand to identify high-value customers and engage them with prompt and active communications

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and society to Rise. We are a USD 5.1 billion organization with over 141,100 professionals across 90 countries helping 1123 global customers, including Fortune 500 companies. We are focused on leveraging next-generation technologies, including Data Analytics, 5G, Blockchain, Cybersecurity, Artificial Intelligence, and more, to enable end to end digital transformation for global customers.

About Cloudera

At Cloudera, we believe that data can make what is impossible today, possible tomorrow. We empower people to transform complex data into clear and actionable insights. Cloudera delivers an enterprise data cloud for any data, anywhere, from the Edge to AI. Powered by the relentless innovation of the open source community, Cloudera advances digital transformation for the world's largest enterprises. Learn more at cloudera.com

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