CLOUDERA

TELECOMMUNICATIONS UNLOCK THE PROMISE OF DATA-DRIVEN TRANSFORMATION

TELECOMMUNICATIONS USE CASES

Leading telecommunications companies worldwide are adopting an enterprise data cloud strategy using Cloudera to manage the end-to-end data lifecycle.

Cloudera helps telcos manage and analyze their data for:

Customer Analytics

Cloudera enables telcos to curate the right data sets and create a true 360-degree view of their customers.

Service Assurance

In addition to allowing telcos to identify and prioritize problems, the Cloudera Data Platform uses advanced analytics and ML to give them a clear view of repeating patterns so they can effectively apply predictive maintenance.

Total Experience Management

With Cloudera, telecommunications service providers can model their customer and employee experiences and measure key indicators, including sentiment, advocacy, and loyalty.

Security and Privacy Analytics

Cloudera provides a single data governance environment so telcos can manage multiple workloads — each of which requires strong governance with holistic security and privacy management capabilities — in a multi-cloud setting.
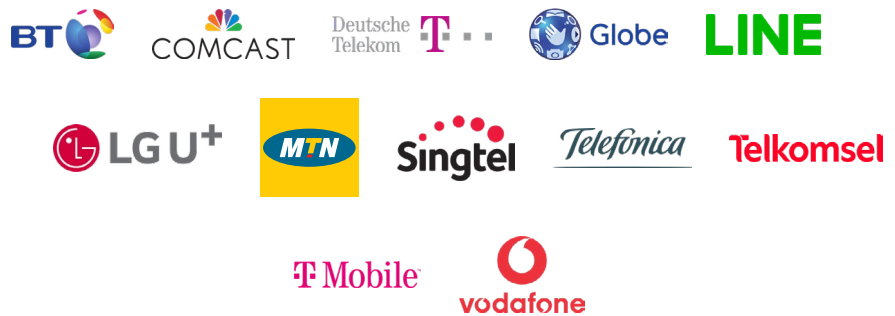
Digital Ecosystems and Service Innovation

As the connectivity layer for IoT and the edge, telcos are an integral piece of today's artificial intelligence ecosystems. Cloudera enables telcos to contribute data, analytics, monetization solutions, and infrastructure — all with comprehensive governance.

Faced with increasing competition and commoditization of traditional services, organizations in the telecommunications sector are embracing data-driven transformation. As such, they rely on data and analytics to enhance the end-to-end customer experience, optimize their networks and operations, and drive new revenue streams.
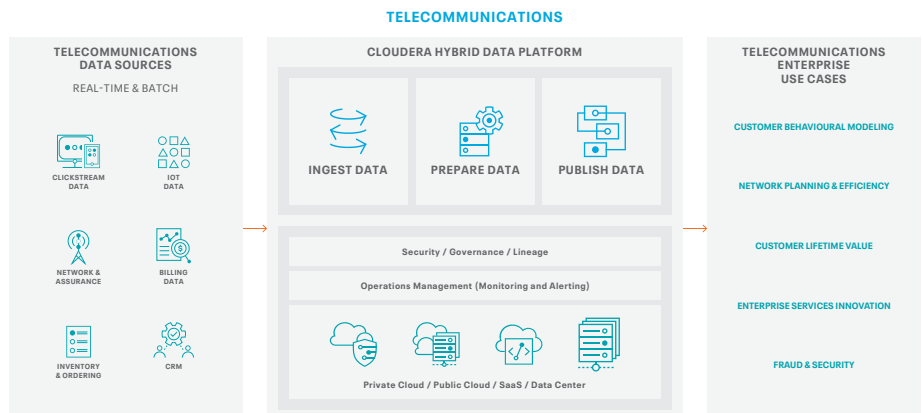
Cloudera's data management, analytics, and machine learning (ML) platform helps telecommunications service providers drive insights and action from any data, anywhere, in real-time. Cloudera helps enterprises capitalize on the value of all their data with a hybrid data platform that provides faster and easier management of enterprise analytics for data anywhere - without compromising performance, scalability, or security.

Cloudera Customers in Telecommunications

Why Cloudera for Telecommunications Service Providers

Cloudera enables enterprises to utilize the power of data, analytics, and machine learning to transform their businesses. As such, leading telecommunications service providers worldwide are adopting an enterprise data cloud strategy using Cloudera to manage the end-to-end data lifecycle from collecting data from multiple sources to storing, processing, analyzing, serving, and predicting to drive actionable insights and use cases.

About Cloudera

At Cloudera, we believe data can make what is impossible today, possible tomorrow. We empower people to transform data anywhere into trusted enterprise AI so they can reduce costs and risks, increase productivity, and accelerate business performance. Our open data lakehouse enables secure data management and portable cloud-native data analytics helping organizations manage and analyze data of all types, on any cloud, public or private. With as much data under management as the hyperscalers, we're the preferred data partner for the top companies in almost every industry. Cloudera has guided the world on the value and future of data, and continues to lead a vibrant ecosystem powered by the relentless innovation of the open source community.

Innovating Telcos Powered By Cloudera

Telefónica Spain
increases customer usage by more than 20%.

Globe Telecom
improves customers' mobile experiences and delivers a single source of truth.

Deutsche Telekom AG
reduces revenue loss from fraud by up to 20%.

Business Impact of Cloudera

MODERNIZE YOUR DATA STACK

Our open data lakehouse powered by Apache Iceberg drives results with an open and scalable architecture designed for speed, efficiency, and security.

OPTIMIZE YOUR CLOUD INVESTMENTS

Work across multi-cloud and on-premises environments with ultimate flexibility using the world's first hybrid data platform built for interoperability and cost-effectiveness.

MANAGE DATA MOVEMENT WITH ULTIMATE FLEXIBILITY

Need to move data or projects from cloud to cloud or from on premises to any cloud and vice-versa? With secure and automated portability of data and workloads, we got you.

PROTECT YOUR BUSINESS

Enable a comprehensive data fabric with unified security and governance on open and cloud-native storage formats with Cloudera Shared Data Experience (SDX).

Learn more about how Cloudera is powering future-ready telecommunications service providers.
Cloudera.com/telco

CLOUDERA

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