

The Telco AI Platform

AI-driven operational efficiency and growth with Cloudera



As companies across industries and geographies grapple with the current AI boom, telecommunications (telco) service provider operations teams are under pressure to deliver value and efficiency with data. To fully realize the potential of 5G, deliver an exceptional customer experience, and leverage AI to uncover new revenue streams, operators must move from bolt-on AI point solutions to embed AI within the operator as a core capability.

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Telcos are already using AI for customer service and support. According to Cloudera's "The Future of Enterprise AI Agents" survey, 49% of telcos are exploring agentic AI to support the customer experience.

Although initiatives like the AI-RAN Alliance are gaining traction, very few telcos have successfully implemented AI for network operations. Automating the network requires telcos to overcome several barriers to entry, including:

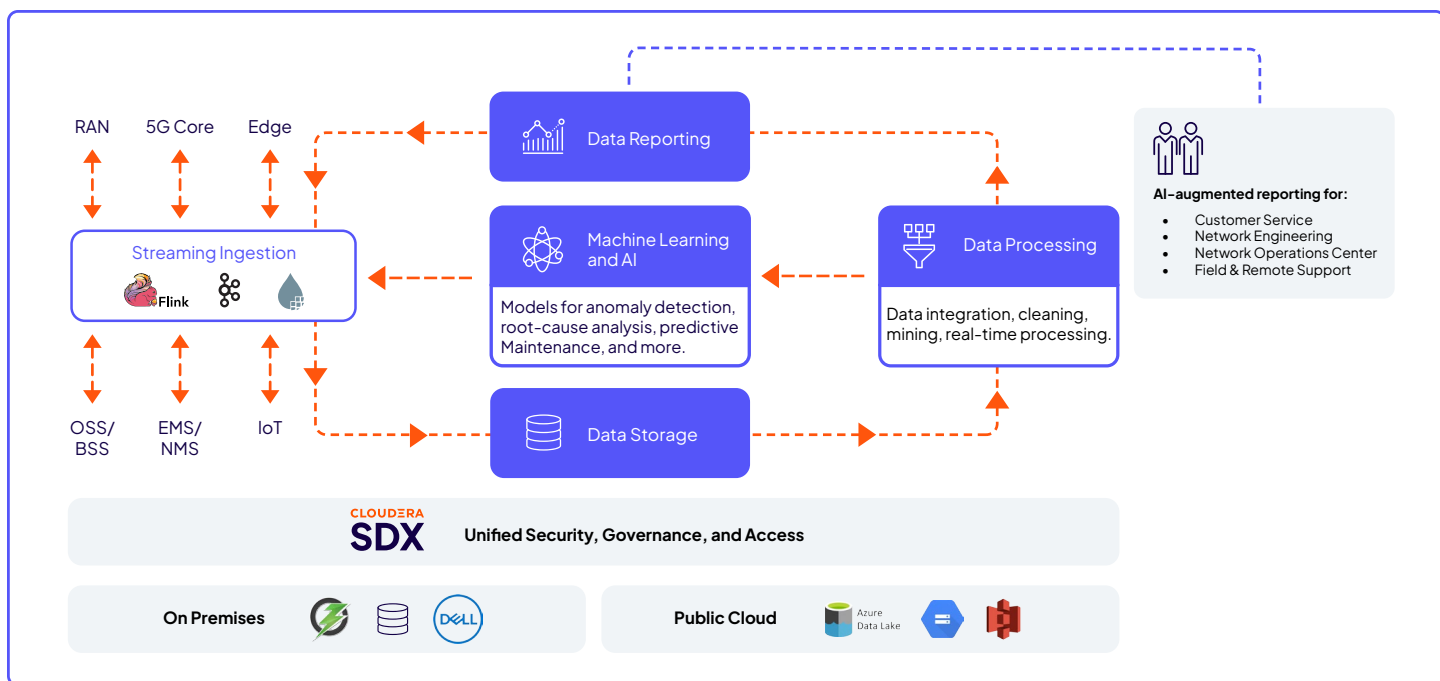
- The volume and velocity of network data requires a highly scalable platform capable of ingesting and processing data in near real time.
- AI has often been implemented as an afterthought, rather than as an integral and embedded part of the BSS/OSS design.
- Data is often siloed across legacy systems, vertically integrated applications, and cloud and on-premises infrastructure, making it difficult to integrate and analyze.

Cloudera's hybrid platform for data, analytics, and AI enables telcos to overcome these obstacles and deploy intelligence and automation as part of the core data management function of BSS/OSS. By unifying data across cloud, on-premises, and edge environments, Cloudera ensures consistent, secure access to the full spectrum of telco data. Real-time ingestion and processing enables operators to detect anomalies, optimize performance, and automate decision-making as part of the data management function. Cloudera provides the capabilities necessary to build and deploy AI natively within the operational fabric, rather than integrating it after the fact.

Additionally, the AI-native telco can use Cloudera to deliver AI infrastructure as a service to enterprise customers. With built-in support for private AI, telecom operators can offer high-value AI and data services (such as GPUaaS, inference, workbench, and model aggregation) on the customer's network, behind their firewalls, so enterprise organizations who lack the resources can get started with AI safely, securely, and locally.

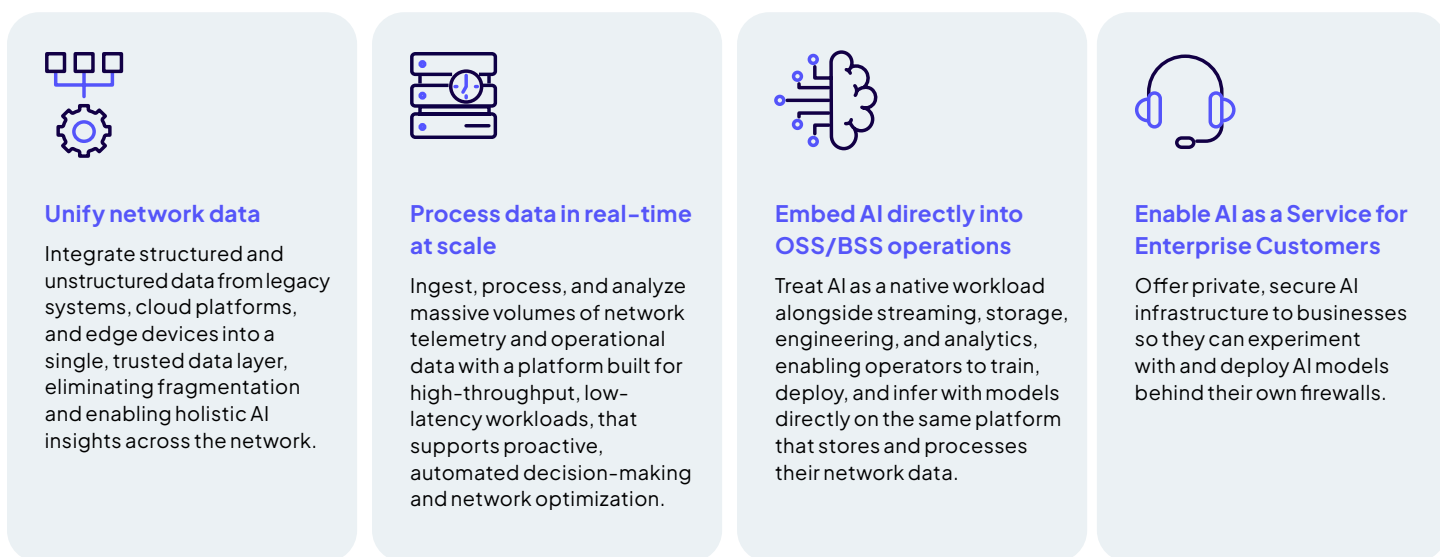
At a Glance

- Telco operators are exploring opportunities to leverage advanced analytics and AI to improve operations and customer experience.
- Traditional approaches that rely on bolt-on AI solutions have failed due to the scale and complexity of operational data.
- Cloudera provides a hybrid platform for ingesting, processing, and analyzing a unified view of operational data, and leveraging that data to build, train, and deploy AI natively into OSS/BSS environments.
- Telcos can leverage Cloudera to deliver private AI infrastructure to enterprise clients who lack the resources to operationalize AI themselves.



Network intelligence in action: On the Cloudera platform, telcos unify streaming data across the network, apply AI and ML to automate network operations, and power AI-augmented reporting and insights to teams across the organization.

Benefits of Cloudera for Telco Operations Intelligence



Learn more at www.cloudera.com/solutions/telecommunications

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Cloudera is the only true hybrid platform for data, analytics, and AI. With 100x more data under management than other cloud-only vendors, Cloudera empowers global enterprises to transform data of all types, on any public or private cloud, into valuable, trusted insights. Our open data lakehouse delivers scalable and secure data management with portable cloud-native analytics, enabling customers to bring GenAI models to their data while maintaining privacy and ensuring responsible, reliable AI deployments. The world's largest brands in financial services, insurance, media, manufacturing, and government rely on Cloudera to be able to use their data to solve the impossible—today and in the future.

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