



SUCCESS STORY TELECOM

TELECOM NETWORK PROVIDER REDUCES DATA QUALITY ISSUES BY 35%

Apexon data analytics solution enables real-time performance monitoring

An American telecommunications company that provides wireless services, is an internet service provider, and is the fourth-largest mobile network operator in the United States wanted to monitor the performance of the telecom network in near real time

Our solution was to develop an end-to-end, full-scope EDW-BI application that included data modeling, ETL, Cube, and reporting framework, with a centralized data store as a single source of truth, resulting in improved operational performance and faster data processing.



THE RESULTS

KEY OUTCOMES

At the close of the project, Apexon was able to deliver the following features and upgrades:



IMPROVED SERVICE-NETWORK PERFORMANCE CSAT BY 14.29%



RESULTED IN 35% REDUCTION IN DATA QUALITY ISSUES



20% INCREASE IN GOVERNANCE & REGULATORY COMPLIANCES



DUE TO IMPROVISED BUSINESS ANALYTICS, BUSINESS RULES COULD BE MODIFIED & IMPLEMENTED SEAMLESSLY, IMPROVING GROSS PROFIT BY 5%



DUE TO REAL-TIME, NETWORK-CLUSTER ANALYSIS, SERVICE DOWNTIME WAS REDUCED DRASTICALLY



THE NEW SYSTEM HANDLES 1.9 PB OF DATA ENABLING SEAMLESS ANALYTICAL PROCESSING ON IT



NEW CENTRALIZED DATASTORE ENABLED BUSINESS TO EASILY GET 56+ REPORT/DASHBOARDS

THE CHALLENGE

4 KEY AREAS

Aside from the challenges associated with BI functional areas as data was scattered across different LOBs, Apexon specialists discovered that:



In-Memory Processing

PLSQL modules were used to design data aggregation in certain LOBs. With the increase in data volume, the business was concerned about job execution time and frequent failures caused by in-memory processing



Demographic Services Data

New demographic services data was required to be collected and maintained in a resource-storage and cost-effective manner to cater to certain analytics requirements



Switch-Network Logs

There was no collection of Switch-Network logs (provided by vendors such as Nortel, Motorola, Samsung, and Lucent) and no scope for real-time network-cluster performance



Centralized Data Store

The client had no centralized data store to house customers service tenure details

THE SOLUTION

5 KEY AREAS

We implemented the following solution to meet the customer's requirement of monitoring performance in near real time:



Cubes Designed & Built

Various Cubes were designed and built with appropriate partitioning, aggregation, and caching strategies to perform capacity, performance, and network stats trending



Splunk Built & Maintained

Built Splunk dashboards and maintained certain customer and demographic services data into SNOWFLAKE cloud dw, building snowsql reports and chartio dashboard



Data Cycles

The data cycle extracts data from binary files in mediation servers and checks for data gaps and quality in the multi-threaded mediation and ETL stages



End-to-End ETL

Built an end-to-end ETL solution that ingested data into Hadoop as well as landing TD tables. The data is also being ingested into Splunk



Full-Stack EDW-BI Application

End-to-end design of a full-stack EDW-BI application, including data modelling, ETL, cubes, and reporting framework



Apexon

Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.



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