



How real-time analytics
can save **AT&T** over
\$1 billion per year

Let Yellowbrick modernize AT&T analytics platforms to take advantage of analyzing data in real-time across the DirectTV, landline, and mobile businesses



Danny Parodi
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Yellowbrick is the fastest data warehouse ever built.

It is also the most cost-effective solution on the market. Our predictable pricing model allows you to know what you'll pay every month (you don't get that with any other solution). We lock in the price, so no more tradeoffs between cost and queries.

It's the only TRUE Hybrid data warehouse ever built, giving unlimited flexibility in data deployment. You can run in the cloud and on-prem with the same syntax. No one else does that!

I welcome the opportunity to help you achieve your data analytics goals!

Danny Parodi
Account Executive

Save over a billion by improving revenue assurance, optimizing networks, and slashing customer churn

In the telecommunications business, every consumer and business is a potential consumer. Even so, telecom companies are under pressure like never before to compete in a consolidating market, grow the subscriber base, execute the biggest network build-out ever for 5G, and reduce customer churn.

With those challenges, telecom companies have a critical need for faster, more efficient data analytics platforms that can provide insight in-the-moment across all available data, especially new 5G-generated data, without massive new IT investments.

Modern 5G analytics with Yellowbrick Data Warehouse

Current options for analyzing vast, complex data like that produced by 5G networks are too limited. Legacy approaches like Teradata and Oracle are inflexible and expensive to buy and scale. Cloud-only options like Snowflake have poor and unpredictable price/performance beyond a few terabytes or tens of users and are unsuitable as edge systems for latency reasons. And data lakes have proven to be useful only as low-cost data stores. Those limitations prevent any significant progress against telecom challenges.

Yellowbrick Data Warehouse breaks all those limitations. Based on a redesign/modernization of analytics databases from the ground up to take advantage of highly optimized instances, it offers the best price/performance for network and application analytics available, along with operational simplicity and flexibility to support any deployment

Key facts

\$700 billion

The economic value to be generated by 5G
GMSA

45%

The percent of IoT-generated data that will be stored, processed, and analyzed near or at the edge by 2023
IDC

48

The number of exabytes of global IP traffic that will be created monthly by 2022
Research and Markets

choice up to—and including—the edge. This unique feature set helps you overcome the hardest telecom industry challenges while unlocking new business opportunities, such as IoT analytics like only real-time, interactive access to vast data volumes can.

Yellowbrick's disruptive technology helps you quickly leave common insurance industry roadblocks behind:

Challenges		Opportunities
Fragmented customer views	→	Get a richer Customer 360 view that spans years of history to minimize and improve lapses customer lifetime value
IoT analytics	→	Distribute processing and analysis of IoT data from the 5G network edge to a centralized cloud
5G network optimization	→	Rise to new network optimization opportunities enabled by complex 5G data
Data volumes and complexity	→	Analyze billions of data points to optimize the network, predict equipment failure, and allocate capacity more accurately
Revenue leakage	→	Save millions by improving the speed, accuracy, and granularity of billing assurance
Network security	→	Detect and analyze threats in real time to avoid breaches and risk
IT inflexibility	→	Get freedom to choose branch offices, data centers, public clouds, and hybrid models for deployment

Fast & easy migrations

Yellowbrick is compliant with industry standards like ANSI SQL for plugging seamlessly into existing environments that include common data integration, BI, and identity management tools. We can set up and run a free Proof of Concept either in your data center or the cloud within a couple weeks, with production migrations of all your workloads and data usually completing in 30-60 days.



TOP 10 Mobile Operator

TELECOM CASE STUDY

One of the top 10 mobile operators in the world depends on Yellowbrick to safeguard millions in revenue and increase time-to-insight by 20X.

Previously, the company used a legacy data warehouse on top of a data lake to analyze customer data for use by multiple departments—for example, to reconcile revenue from prepaid SIM cards sold by retailers. But with an 800% growth in data volume over time, that platform could no longer keep up with business needs.

Results of a painless migration to Yellowbrick Data Warehouse include:

- **Ad hoc queries complete 20X faster**, with hundreds of concurrent users accessing six months of transactions for **deeper, more accurate insights** to support up-sell and cross-sell
- **Operational reports now** update in real time, instead of in hours or even days, contributing to **more efficient infrastructure** utilization 8X more data can be ingested **for immediate analysis** (up to 1TB per day), enabling analysis of fresher data for use cases like fraud detection
- **Revenue reconciliation now** happens in real time instead batch, **safeguarding millions in monthly revenue** that was at risk

Next steps

Contact us to explore how Yellowbrick Data Warehouse offers the price/performance at scale and deployment flexibility that are critical for telecom companies.

Learn more at yellowbrick.com.