

Splunk for Communication Service Providers

Transform your business with real-time data and advanced analytics!

Communication Service Providers (CSPs) are seeing massive disruptions to traditional business models across their entire ecosystems. This disruption is driving the need to transform digitally to remain competitive in an increasingly changing market landscape. Although the focus is on the adoption of new, cutting-edge technologies in areas like 5G, IoT and SDN/NFV, the resources to fund this must be extracted in support of legacy businesses.

Data-driven insights are key to transformation in all aspects of a communication service provider's business. 60% of communications & media firms have increased revenue through better utilization of their data assets*.

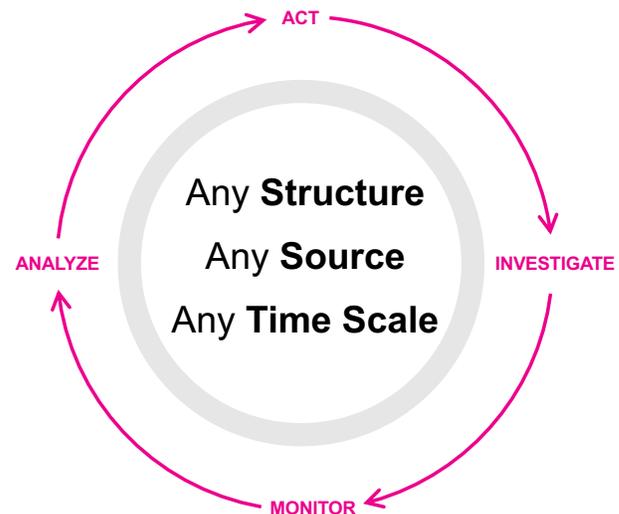
Legacy systems not designed for integration and modularity ultimately, the challenge, and the transformation, are as much cultural and organizational, as technical! Any solution needs to support a holistic transformation in how a business operates and communicates.

To succeed, CSP's need to understand:

- **Services quality** – Break down silos to connect data across functional silos, providing visibility into end-to-end service paths
- **Customer Experience** – Break down silos to connect data across customer journeys, like from order to activation of a service
- **Actionable insights** – Need to connect data across the protocol stack, connecting what is important (customer and service) to what is actionable (the network, infrastructure, etc.)

With the ability to glean these actionable insights in real-time, CSPs can respond quickly to the needs of their customers, driving up satisfaction, and driving down churn!

To beat back these forces, and benefit from the new opportunities, CSPs must find new ways to differentiate and move up the stack to drive incremental revenue. CSP's also need to redefine themselves as more than just purveyors of "dumb pipes". Key to this transformation is improved customer service and perception - CSP's need to innovate technically, but also delight customers with exceptional service and experiences.



Enter Splunk to Deliver Insight into Any Machine Data

Splunk delivers real-time understanding of what's happening and deep analysis of what's taken place across the Operation Service Stacks(OSS). It uses untapped data to identify problems, risks and opportunities and drive better decisions for the business overall by providing insights across the organization by turning data into action.

The Data-to-Everything Platform brings together all your data sources, including networks, core infrastructure, service delivery platforms, virtualized applications, contact center analytics, order entry systems and field dispatch for a single, actionable

* What's your data really worth?
Research Report, Enterprise Strategy Group, January 2020

view of CSP operations. With the ability to investigate, monitor and analyze large volumes of data in real time at scale, CSP professionals are empowered to answer business-critical questions faster than ever before.

Key Use Cases for Communication Service Providers

Service Assurance:

Pinpoint in-depth insight into key issues and metrics across applications and network infrastructure to improve reliability and resiliency. Improve customer response and MTTR with increased first call resolution rates. Improve customer service productivity with insight into contact center analytics. Optimize business processes across the order to cash value chain to reduce order fall out and lost revenue.

Operational Excellence:

Gain clear visibility to network infrastructure with real-time anomaly detection, automated alerting and remediation, to reduce response times. Utilize proactive customer trouble resolution to drive positive impacts on

revenue by reducing SLA credits. Exercise operational efficiency and excellence to automatically detect network problems and launch an adaptive response to remediate across the network and platforms.

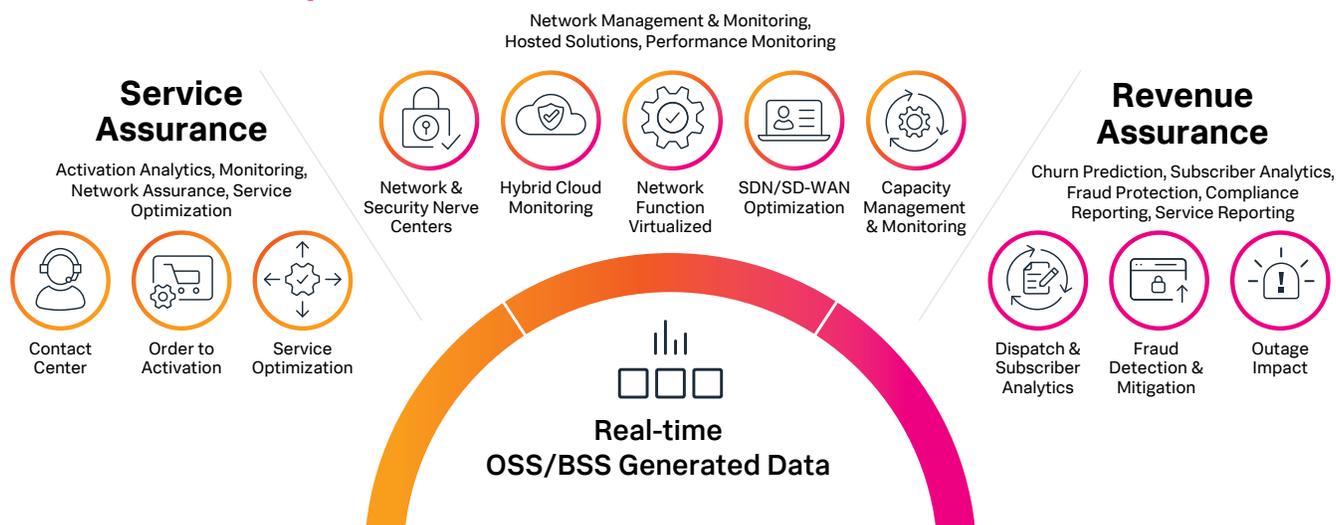
Revenue Assurance:

Help CSPs collect and correlate transactional data from databases, customer reference information, and machine data from network switches, IVRs and ACDs, call recording infrastructure, and backend order processing systems, to create powerful insights based on individual customer journeys. Analytics based on customer journeys are more meaningful when they're individualized and can drive costs savings and create new revenue opportunities.

“An integrated analytics platform provides the better approach to enterprise process measurement when driving digital business performance in real time.”

— IDC Technology Spotlight, sponsored by Splunk, Business Process Performance at Scale: An Analytics-First Approach, April 2019

Communications Service Provider Ecosystem Splunk for Telecommunications Use Cases



Splunk: The Data-to-Everything Platform

To turn data into everything, success requires a seamless End to End view of service paths and of customer journeys, as well as cross-layer integration. Customers care about the experience, not the underlying details. It's incumbent on the provider to connect the dots and understand the customer experience, and journey. [Learn More.](#)



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