



INDUSTRY OVERVIEW

# Telecommunications

Advanced data and analytics solutions  
that power up telecoms to transform for the future

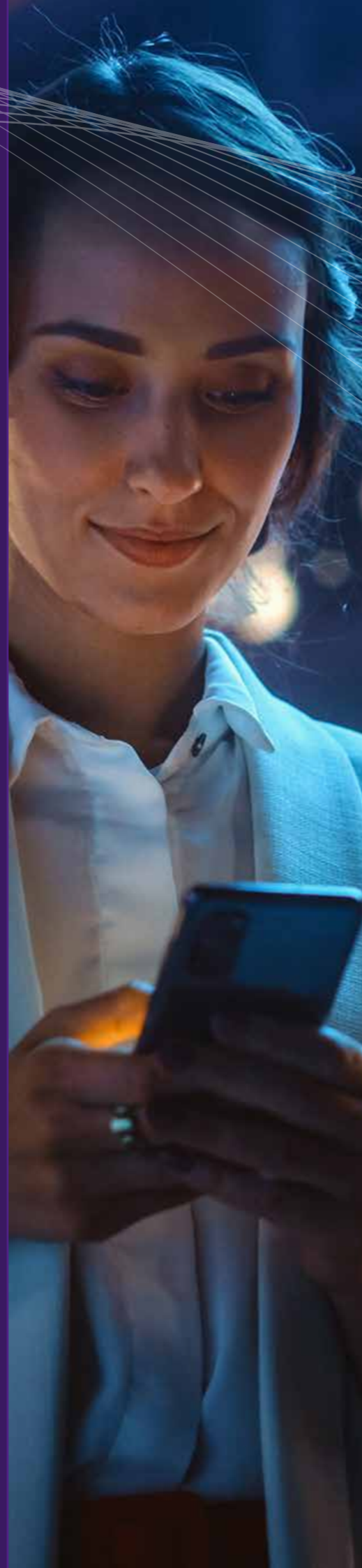
quantexa

# Achieve a customer-centric competitive advantage

The telco industry is undergoing rapid change: evolving from telcos to techcos, moving from selling products to enabling customer transformations, optimizing the cost base and dealing with more stringent regulations in security and compliance and that requires efforts beyond traditional digital transformation.

Telcos are up against an increasingly competitive market as their traditional revenue streams, such as connectivity, infrastructure and voice-centric services, are commoditized. With so much change coming from 5G, IoT, digital convergence, ESG and AI emerging, telcos need to adjust their strategy to respond not only to a highly competitive market, but also economic pressures and supply challenges.

To make better decisions that move business forward, telcos need a complete view of their data scattered across OSS, BSS as well as other systems and the ability to extract insights from it. Decision Intelligence (DI) provides that single view and is a powerful tool for telcos to turn their strategic goals into reality.



# Unlock the value of data with Decision Intelligence

Quantexa is the global leader in providing Decision Intelligence (DI)—creating accurate and reusable data that leads to confident decisions. Organizations everywhere rely on Quantexa to help make the right decisions at strategic, operational, and tactical levels to investigate and seize opportunities efficiently.

Quantexa provides an unparalleled capability to cut through the fog of poor-quality data. With a platform built to solve specific problems that telecoms face, Quantexa makes it easy to quickly start seeing what customers do across all accounts and products. From order history and web activity to employee behavior and supplier relationships, telecoms can discover hidden risk and revenue opportunities alike.

Quantexa's DI platform unifies and enriches data, making it easy to modernize data science and leverage cutting-edge tools such as AI to support decision-making in an array of use cases.

Unifying data from siloed and scattered points creates a trusted data landscape and lays the foundation for effective data stewardship, removing duplicates and putting in processes for data quality.

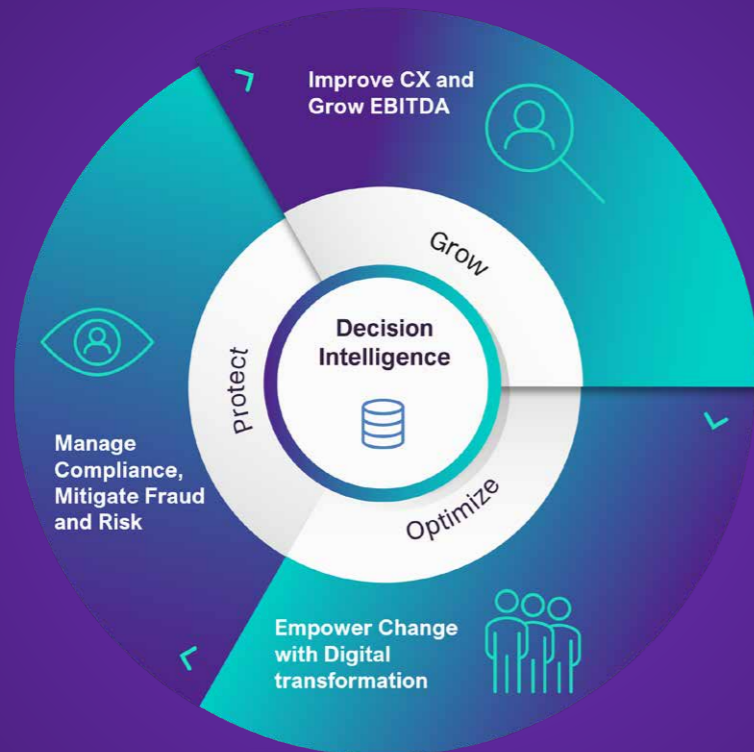
DI not only provides a holistic view of customers, but also their relationships – from households and social groups to corporate hierarchies and supply chains. As a result, frontline teams have the full context to drive personalized and meaningful engagement, delivering better client service, personalized experience, and identifying new revenue opportunities and better customer retention.

Context-based models can detect suspicious activity preventing internal and supplier fraud, whilst also providing insight into optimization opportunities in the supply chain.

# The formula for success

The formula for success in the telco sector rests on finding new customers, growing and protecting your relationship with them, and safeguarding the organization. These goals may sound simple but without harnessing your data to deliver a true contextual view of your business, digital transformation efforts may be hindered.

More is possible when you can trust your data and it has been utilized to deliver context.



# Protect, optimize and grow

Decision Intelligence provides a powerful mechanism for telcos to drive their digital transformation journey and expedite the reengineering of core processes to become a data-driven organization.

In every area of focus for telcos - whether it's about growing customer value or protecting the organization from fraud - the key to success is having a trusted 360 degree view of data across any operational domain and the ability to extract intelligence.

As AI becomes more prevalent, telcos have the chance to move quickly and transform data and analytics capabilities to support digital transformation and keep up with customer demand and competitive pressures - but only if they have laid the data foundation for it.

Increasing scrutiny in regulatory compliance is demanding telcos to be on top of the data game as well - and be proactive about potential regulatory and ethical threats.

## Protect: Manage compliance, mitigate fraud and risk

- Get a contextual view of your supply chain
- Reduce reputational, regulatory and fraud risk
- Strengthen risk and compliance management
- Detect internal and supplier fraud

## Optimize: Empower change with digital transformation

- Connect data from all internal and external sources
- Create a trusted data foundation
- Enable post-merger data migration and integration
- Improve data quality
- Enable data science teams to reach their full potential

## Grow: Improve CX and grow EBITDA

- Create a 360° view of customers and suppliers
- Accelerate revenue growth
- Empower personalized and timely engagement
- Discover cross-sell and upsell opportunities
- Work with prospects that are most likely to convert

## QUANTEXA TELECOMMUNICATIONS SOLUTIONS



### Fraud & Security

Detect fraud, assure compliance and optimize the supply chain



### Data Management

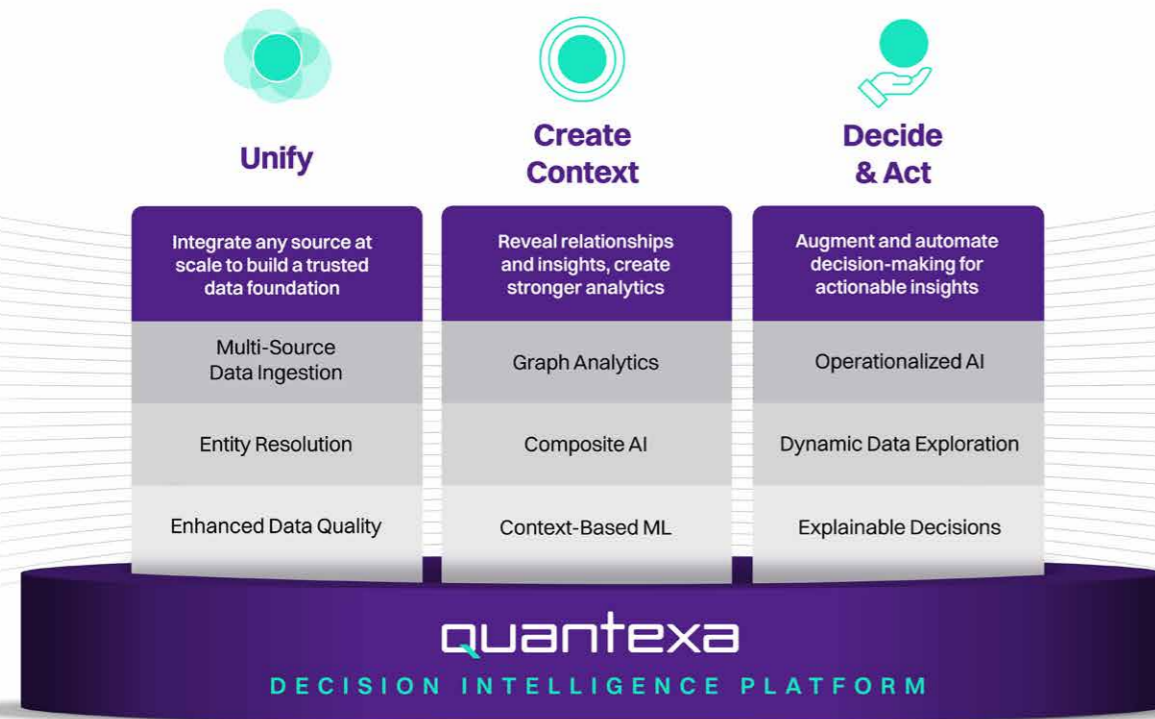
Build a trusted data foundation to maximise value from your data



### Customer Intelligence

Bring the power of context to enhance CX and accelerate revenue growth

# The platform to transform your decision-making



An open and modular enterprise platform for outcome-driven solutions

Quantexa helps enterprises make better, more informed decisions by capturing dispersed data and making it understandable and actionable. We use best-in-class Entity Resolution to build a data foundation that fully represents your organization.

We then establish networks that reveal hidden connections to which advanced analytical models can be applied to identify risk and opportunities.

**The result?**  
A continuous stream of relevant insights that maximize the value of your data assets - insights that help you solve business problems.

# Delivering impact

## How Vodafone Business Used Data to Provide Even Better Customer Experience

### The challenge

- A complex data landscape due to legacy systems and growth through M&A
- Not being able to use truly data-driven insights to leverage sales team efforts
- Ambition to use sophisticated AI modelling but not having trusted data for it

### The solution

Quantexa's Decision Intelligence Platform provides a single view of customers, enriched with intelligence about the relationships between people, organizations, and places.

### The impact

Quantexa provides a single view of all the interactions a customer has with Vodafone and the products and services they have bought. It will help Vodafone's customer teams to engage with businesses in a timely and effective way.



"We are delighted to be using Quantexa's state-of-the-art Decision Intelligence platform to ensure we are maximizing the value of data, making the best decisions for our customers, and improving the services we offer."

**Nick Gliddon**  
UK Business Director,  
Vodafone

## WHAT OUR CUSTOMERS HAVE ACHIEVED THROUGH DECISION INTELLIGENCE

**90%**  
Reduction in time spent prospecting

**50%**  
Increase in conversion rate

**75%**  
Reduction in false positives

**80%**  
Reduction in investigation time

**20-30%**  
Increase in fraud savings

# What makes Quantexa different

## Accurate

- **99%** matching accuracy for single views
- **20%** proven de-duplication of records
- Over **75%** reduction in false positive alerts

## Fast

- Accelerate deployment and time to value with low-code, schema-free data ingestion
- Scale up to 60 billion records
- Reduce analysis time from weeks to hours

## Open

- Easy to integrate into your existing tech stack
- Flexible, modular platform easily configured for your operations
- Extensible with multiple views and use cases

## Secure

- Advanced permissioning and role-based data access
- White-box machine learning models
- Transparent scoring and alerts

Quantexa has earned trust in Telecommunications, Banking, Insurance and Government in the fight against fraud and financial crime, upholding regulatory compliance, and delivering personalized trusted customer experiences. Quantexa's Decision Intelligence Platform is a single solution to enable organizations to create customer value, optimize operations and protect against operational risk.

# Get started with Decision Intelligence

Demonstrate immediate value by using the Quantexa Decision Intelligence Platform with every available dataset. Here's your guide to seeing rapid and ongoing value from your Quantexa investment:



## Start your journey anywhere across the value chain

Build out your data foundation by picking another line of business and use case, continuously adding value and leveraging your existing investments and infrastructure.



## Continue Optimizing

With a unified data foundation and additional use cases, you'll create a culture of continual optimization where confident decision-making becomes the norm.



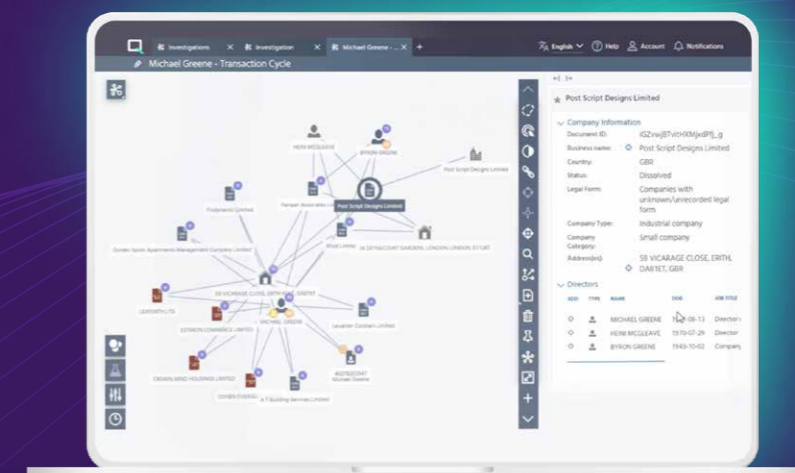
## Drive Decision Maturity

Continually increase your capabilities by deploying new technology advancements, along with learning and certification opportunities for your workforce.



## Become Resilient and Agile

Your data foundation is immediately ready for any use case, giving your organization flexibility, resiliency, and agility to be ahead of the curve and address any threat or opportunity.





# Transform for the Future.

Decision Intelligence starts with us.