



# How Telecoms Ask Bigger

A centralized data warehouse supports advanced and complex petascale analytics.

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*"SQream helps us keep pace with rapidly-increasing data usage and translate that data into real benefits for our customers."*

-Suppachai Panichayunon, Head of Solution Design and Architect, AIS

## Telecoms with legacy data systems are limited to asking small questions

The telecommunications industry generates a large amount of data from various sources, which can be used for advanced analytics to improve network performance, customer segmentation, fraud detection, and more. However, integrating and analyzing this data can be difficult due to data silos, large volumes, security concerns, and technical complexity. Legacy data warehouses and data lakes simply don't hold up to these challenges on their own, as they are unable to facilitate the accelerated analytics of these massive amounts of data. Data will continue to grow at a faster pace than ever before, but in many cases, it will be ingested into existing legacy systems that cannot keep up. Inefficiencies in the data pipeline and other technological restrictions will be magnified.

## The challenges

**Data variety:** Operators often have a wide variety of data sources, including customer data, network, billing, apps, and more. These data sources may use different data formats and structures, making it difficult to integrate and centralize the data.

**Data volume:** The industry generates a large amount of data, which can make it challenging to store and process the data efficiently. This can be especially difficult when data needs to be centralized from multiple sources.

## SQream's solution: Ask Bigger

1. No off-limits questions - join all your sources and query all your data, whenever you want.
2. Increased performance - 10X ingestion time, 5X faster total time to insight, linear scaling
3. Dramatically offload congested and costly heavy data processes
4. Gain the ability to create very large data sets for AI/ML models and analytics
5. Reduced costs - 75% reduction in TCO



## Asking Bigger enables Telecoms to increase satisfaction and reduce churn

1. Reporting: get better and faster visibility of network usage and faults, customers' behavior and any other data source.
2. Marketing: better understand the customers and segment them based on demographics, usage, location, and more.
3. AI/ML preparations: consolidate all internal and external data sources to prepare bigger data faster for modeling and detect usage trends with higher accuracy.

SQream is successfully deployed in telecoms around the world, across different lines of business – network engineering, marketing, security, and for value-added services.

### Case study

AIS Thailand turns billions of records of siloed data into better network management and competitive advantage while saving time, money, and footprint

	Before SQream	With SQream	Implication
Average ingestion time	300 minutes	20 minutes (15x faster)	Query more data, create more accurate ML models and business insights
Reporting time	120 minutes	10 minutes (12x faster)	New abilities to perform ad-hoc queries and make data-driven decision-making
Footprint	80 nodes (5 full racks), 7,600 CPU cores	1 server, 1 Nvidia GPU	Saving space, and carbon emissions
Cost of ownership	\$10 Million (USD)	\$200k (USD)	Tremendous annual \$\$ saving

#### About SQream

SQream makes it possible to ask bigger questions of extremely large, complicated data sets. With no off-limits questions, analysts get unprecedented new insights at exceptional speed. For too long, high costs and complexity have caused big data projects to fail at an alarming rate. To succeed, companies need a shortcut for asking bigger data questions to make better decisions.

With SQream, you can finally “Dig Deeper, Go Faster, and Reach Anywhere” so you’re able to ask those bigger questions. This is why organizations ranging from fast-growth startups to Fortune 100s all rely on SQream. Ask bigger. For more information go to [www.sqream.com](http://www.sqream.com).