

# AIS IMPROVES CUSTOMER SERVICE AND NETWORK OPERATIONS WITH SQREAM DB



## Company Overview

With over 40 million subscribers, AIS is Thailand's leading mobile network operator. The company provides fixed broadband, voice and data communications services for residential and business customers throughout the country.

## THE CHALLENGE

In the highly competitive Thai market, keeping so many customers happy and loyal is a challenge that AIS is determined to meet by delivering exceptional customer experience. To be able to offer customers a tailored experience, business intelligence users at AIS need fast and cost-effective access to massive amounts of data. The company approached SQream with the familiar Big Data age problem: how to translate billions of records of siloed data into better network management and competitive advantage.

## THE SOLUTION

Using SQream DB, AIS implemented a Smart Benchmarking Dashboard that allows management to analyze and troubleshoot nationwide network quality in just a few clicks. SQream's rapid GPU-based processing and unique architecture enables **joining billions of data records from varied sources in seconds**, for comprehensive cross-company insights.

MARKETING	CUSTOMER ENGAGEMENT	CUSTOMER CARE	ENGINEERING
<ul style="list-style-type: none"> <li>✓ Faster competitive analysis</li> <li>✓ Targeted product marketing</li> <li>✓ Data-driven partnerships</li> </ul>	<ul style="list-style-type: none"> <li>✓ Predictive Customer Experience Index</li> <li>✓ Predictive churn</li> </ul>	<ul style="list-style-type: none"> <li>✓ Smart network-complaint management</li> <li>✓ Improved first-call resolution rate</li> <li>✓ Customized communication</li> </ul>	<ul style="list-style-type: none"> <li>✓ Smart network resource planning</li> </ul>

With SQream in place, AIS preforms deeper drill-downs, faster competitive analysis, and data aggregation on key enterprise customers.

**A complex competitive query** of Speed Test Data comprising hundreds of millions of raw data records **took less than 50 seconds with SQream, compared to an hour previously.** The network and service operation teams monitor E-RAB and RRC drops from a fast-updating Tableau and SpotFire dashboard over x10 faster than before.

SQream’s solution was extremely cost-efficient, including just a few NVIDIA Tesla GPU-enabled servers. The system’s automatic partitioning and simple administration means that AIS can analyze data from a variety of CDR and non-CDR sources in a more streamlined database structure - significantly optimizing the IT resources needed to maintain the system.

## CUSTOMER’S RESPONSE

“ With our network service covering 77 provinces nationwide, our data is constantly growing. SQream helps us to keep pace with the rapidly increasing data usage and translate that data into real benefits for our customers, whether in helping to manage the quality of our networks or enabling us to keep ahead of our competition.

**Suppachai Panichayunon**, Head of Solution Design & Architect, AIS.

SQream Technologies develops and markets SQream DB, a GPU database designed to enable unparalleled business intelligence from massive data stores. Global enterprises use SQream DB to analyze more data than ever before, while achieving improved performance, reduced footprint, significant cost savings and the ability to scale the amount of data they analyze to hundreds of terabytes and more.

**To learn more, visit [sqream.com](http://sqream.com) or follow us on twitter @sqreamtech.**