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Charter Global
CASE STUDY — Big Data Solution

Global Telecommunications Client

Global telecommunications client cuts costs and improves the customer experience through Charter Global's Big Data solution.

About the Client

Succeeding the telecommunications industry as well as being a leading US-based provider of wireless, Wi-Fi, high-speed internet, voice and cloud-based services. The client's business is all about delivering data reliably to their customers. Their company leverages massive amounts of data to gain insight that drives better business decisions, as well as deeper understanding on how their customers think, feel, and act.

The Challenge

Our client was having trouble locating skilled Big Data /Analytics Resources and needed a strategic partner to help the CEO sponsored initiative to increase sales and customer satisfaction through individual targeted ads and messaging. Their company maintains a network that carries more than 1 million gigabytes of data every day and more than 1 billion gigabytes in storage, and their network had grown exponentially over the previous six years. As data demand continued to increase, they realized that they needed to implement a technology foundation that would aggregate their isolated data, support data modeling, and make analyzing complex data easier for employees – not just data scientists.

A Big Data solution would address fundamental data management challenges, as well as improve the customer experience, reduce costs, and become more efficient. The project would require the procurement of hardware and a complete changeover of project management methodology, along with training on the new technology
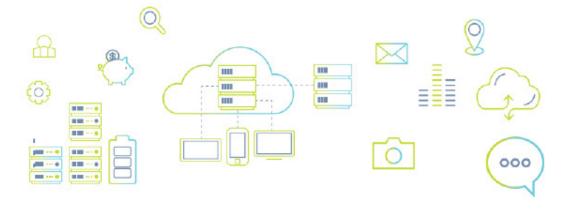
Solution

Big Data Environment for Complex Requirements

Hadoop Cluster and Analytics solutions was implemented for the client. This is a type of computational cluster designed for storing and analyzing huge amounts of data in a distributed computing environment.

Results

This implementation of their Big Data infrastructure Hadoop cluster and Analytics solutions resulted in increased sales and increase customer satisfaction due to the TDATA (Targeted Data) to target ads and messages to individuals. This enabled their company to make more effective strategic business decisions. With the implementation of a Big Data solution and continuous improvement processes, the client was able to cut costs and innovate faster to improve the customer experience on a daily basis. Which also resulted in $100M additional sales and cost reductions for 2015 exceeding targets by 150% and in 2016 they achieved $180M and 2017 $200M+ increased profit & efficiency.

Why Charter Global

- Founded in 1994; Headquartered in Atlanta, GA with development centers in the U.S, India, and Serbia.
- Developed a portfolio of over 100 successful project implementations.
- Nearly 1000 full-time IT professionals support client projects.
- Established customer base of Fortune1000 industry leaders.
- Our experience spans pharmaceutical, manufacturing, telecom, finance, health care, media / entertainment, airlines, energy, retail and hospitality industries.
- Active database of nearly 2M consultants.
- Experienced Talent acquisition teams support client projects.

About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, AI/ML, AWS, SAP, Microsoft & Pega BPM.