



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

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

The Challenge

The company maintains a network that carries more than 1 million gigabytes of data every day and more than 1 billion gigabytes in storage, and its 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 siloed 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. They lacked the necessary operations resources, however, and senior talent to accomplish their goals. In addition, 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

Storage was moved to a Vertica (HP) database. Repeatable feeds and new software applications were developed that would populate the new feeds based on set requirements. This enhanced the ability to subscribe to big data feeds. Charter Global also integrated CDR/DDR data from the client's engineered Teradata platform to the new Big Data platform, reducing the cost of hardware and licensing.

Results

After the successful implementation of a Big Data technology solution with supported analytics capabilities, the client was able to capture and mine data on location, as well as activity and customer behavior. This enabled the 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. The insight gained from Big Data has had a significant impact on improving delivery. This includes more effective analysis of tower outages data, greater insight on repairs with the ability to prioritize services by areas with the greatest customer impact, as well as implementing proactive maintenance on thousands of service vehicles to reduce costs.

About Charter Global

Charter Global has been providing IT services, skilled technology resources, consulting, and business solutions to mid-size and Fortune 1000 clients since 1994. From strategy to delivery, we offer expertise in a variety of leading technology platforms to ensure our clients' success.

- Established in 1994 with headquarters in Atlanta, GA, and development centers in India
- 1100+ IT professionals engaged in projects across the US
- Nearly 2 million IT consultant in our database
- Specialize in cloud technologies, open source, DevOps, mobility, ecommerce, and custom application development
- Expertise in Microsoft, IBM, AWS, SAP Hana Cloud Platform, SAP Hybris, Oracle Mobile Cloud Service, and JD Edwards
- Certifications: PCI, MS Certified Partner, Oracle Gold Partner, and SAP Edge Partner
- Established customer base of mid-size and Fortune1000 industry leaders in telecom, healthcare, media /entertainment, transportation, finance, energy, retail, and hospitality
- Some of the major clients we serve include AT&T, NCR, Cox, Verizon, and Macy's
- Awarded Top 150 workplaces by AJC for three consecutive years
- Member of the National Minority Supplier Development Council
- Recognized as a Proven Performer by ZeroChaos