# Charter Global™
### Strategy • Technology • Solutions

## 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.

1

## 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.

**Big Data** - *hadoop*
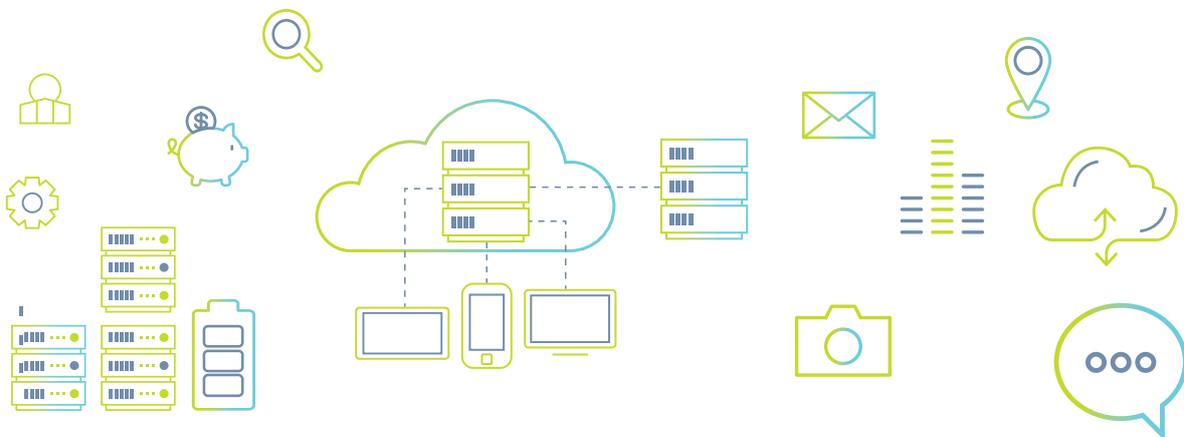
## About Charter Global

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