SQREAM
GPU DATA WAREHOUSE

TELECOM DATA MONETIZED LIKE NEVER BEFORE

With competition growing, telecom operators are under increasing pressure to deliver a better product while keeping costs down. Meanwhile, network problems persist that frustrate customers and consume resources. Telecoms must be proactive, innovative and data-driven in order to preempt problems and provide a superior customer experience, but find that **SQL queries and BI analytics are taking way too long** to support these objectives.

20x MORE DATA | 100x FASTER | 10% OF COST

SQream's GPU data warehouse enables telecoms to ingest massive data from multiple sources and deliver near real-time analytics. With unprecedented speed and flexibility, operators can uncover previously inaccessible insights about their infrastructure and customers. Analyze network behavior, monitor performance, and identify complex customer trends all from one smart, cost-efficient and easy-to-use database. SQream can be deployed on-premise or on the cloud.

Customer 360

- Tailored products and services
- Increase ARPU
- Reduce network CAPEX
- Improve customer experience

WHAT CAN YOU DO WITH 20x MORE DATA?

Smart Network Resource Planning and Optimization

Offering complete query flexibility and up to 100x faster results, SQream DB allows engineers to preempt network issues, plan resources more effectively, and reduce OPEX. Maximize equipment utilization by monitoring your network and combining raw RNC logs with other sources from both subscriber and RAN perspectives.

Predict periods of heavy network usage, take steps to relieve congestion and reduce dropped calls. Cleverly design network traffic-control policies, visualize network-wide services, and analyze services and plans with actual data from your network.

Customer 360

Most customer data is siloed across organizations, and only a fraction of that data is ever analyzed. Thanks to its ability to rapidly process massive raw data, as well as its any-key JOIN, SQream DB lets you easily correlate customer data across an organization. The result: comprehensive cross-company insights for better decision making, and a holistic customer view.

Greatly expand your analytics window and monetize up to 20x more customer data through targeted ads and offerings. Combine customer location and daily grinder trends with network QoS and experience to create more specialized market segments, tailor customer experience, predict support calls, improve payment recovery, and reduce churn.

TELECOM CUSTOMERS TALK RESULTS

REDUCE CHURN: IMPROVE CUSTOMER SATISFACTION

"We can now run 40K queries a day to track our entire operation"

ACL MOBILE

INCREASE REVENUES: DELIVER NEW PRODUCTS & SERVICES

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

AIS

LOWER EXPENSES: CUT COSTS ON NETWORK OUTAGES

"We saw a 90% reduction in dropped calls"

CELLCOM

SQREAM