K2View Data Fabric Use Cases

130M Customers

625 Backend systems

AT&T

Customer 360 architecture

hadoop

LAYER 7 TECHNOLOGIES

talend

MuleSoft

Informatica

ORACLE EXADATA

Customer 360 challenges

Stale Data

Multi-second performance

Slow and cumbersome

K2 VIEW.

130M Customers

625 Backend systems

K2 VIEW. + AT&T

Customer 360 architecture

Fresh data

No backend load

K2 VIEW. | Data Fabric.

True real-time performance

One technology, one team
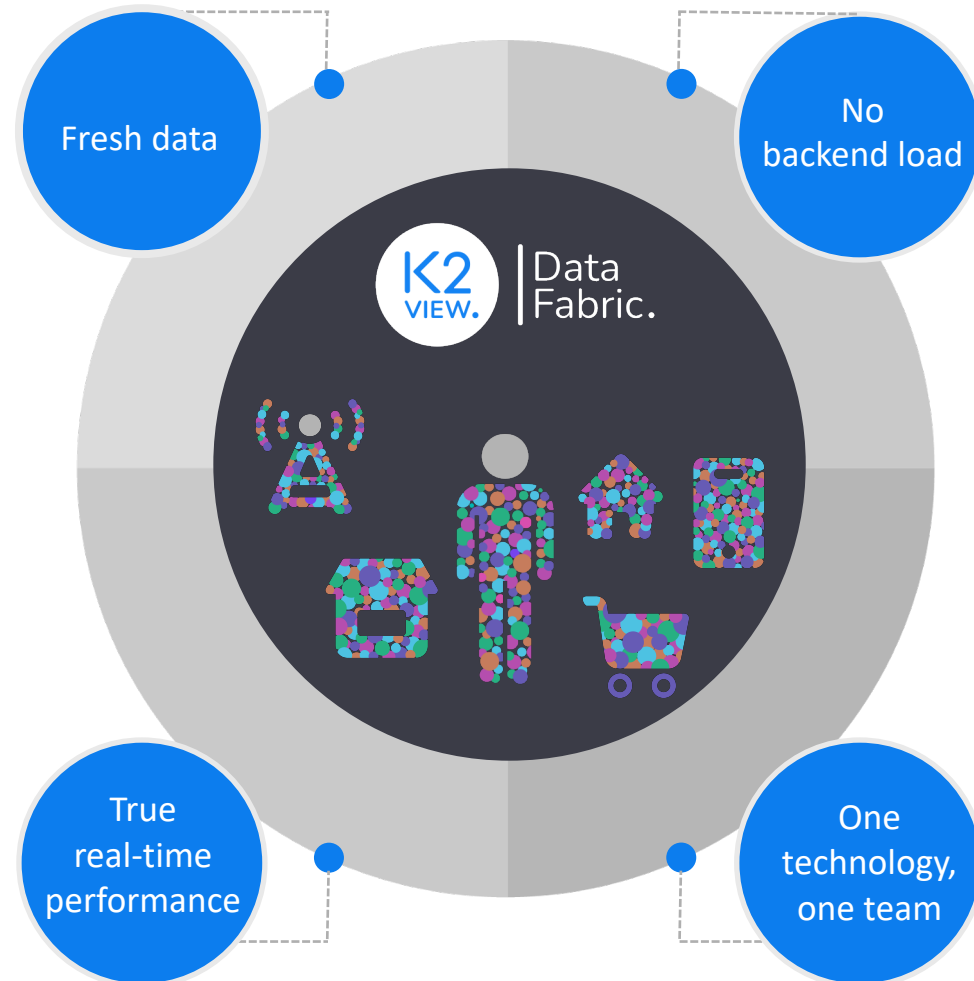
Impact

✓ **$425M / year**
saved

✓ **30x**
Speed to delivery

✓ Atomic security

Case Study

Fabric powers Digital Transformation with micro-service based access to customer data

AT&T

Industry: **Telco**

Location: **USA**

Product: **K2View Data Fabric for Digital Transformation**

+500
Oracle SP transformed into Web-Services

80% Reduction
in hardware infrastructure size and cost

Faster TTM
Services delivered in Days vs Months

Challenge

- Massive centralized customer DB was costly and slow to maintain and couldn't keep up with the demands of the business.

- DB was the single gateway to data for 130M customers and had become a bottleneck.

- Big data and MDM solutions wouldn't work because data had to be current.

Solution

- K2View Data Fabric

- Access and organize data from 609 systems into 130M customer micro-dbs.

- Replace 500 Oracle stored procedures with simplified web-services.

- Enterprise access via micro-services.

Results

- **Performance:** K2view data Fabric performance is orders of magnitude faster than the existing solution.

- **Strategic Value:** Client adopting Fabric as the foundation for their transformation to a micro-services based architecture.

- **Cost Savings**: K2view data Fabric will reduce the hardware infrastructure size and cost by 80% and dramatically reduce the time and cost for new projects.

- **Speed to Market**: New services delivered in days vs 6 months average TTM.

Case Study

AT&T accelerates speed to market with self-service test data provisioning

AT&T

Industry: **Telco**

Location: **USA**

Product: **K2View Test Data Management**

1,000 Testers
Across AT&T

+79%
Test automation coverage

-70%
Cost of automated regression testing

609
Applications being tested

Challenge

- Process to create, secure and provision data for testing was cumbersome, lengthy & manual
- Speed-to-market for development Cycles - typically 30-45 days just to make test data available
- Budgets - Costs to support TDM were rising & budget cuts were required to bring them in-line.

Solution

- K2View Test Data Management
- Easily integrated with existing tools and apps
- Self-service portal for testers to easily define required test data
- Automates manual processes around collecting, securing & provisioning test data

Results

- Improved speed-to-market by 80%
- Self-service test data creation in minutes
- Reduction in resources needed for manual processes
- Simple, one-time configuration

Case Study

Verizon saves millions by improving network alarming with event correlation

Industry: **Telco**

Location: **USA**

Product: **K2View Data Fabric**

2,000 Dispatches
Avoided/month

250M
Alarms/month

75,000
Records/day

Challenge

- Increasing Average Handling Time (AHT) to research for outages
- Unnecessary customer dispatch
- Delay in handling outage information to mitigate customer support calls
- Data is available, but cannot be processed in real time for optimal utilization

Solution

- Real-time correlation of upstream network outages to customers
- Real-time aggregation of customer-level alarms to identify fiber cuts
- Real-time calculations on Customer Premise Equipment connection and performance data

Results

- Alarm correlation & aggregation generates 2,000 decrease in redundant dispatches per month
- Significant improvement in Average Handling Time (AHT), and customer satisfaction
- Device metrics provides insight to allow for improved AI around Customer Premise Equipment troubleshooting and dispatch management
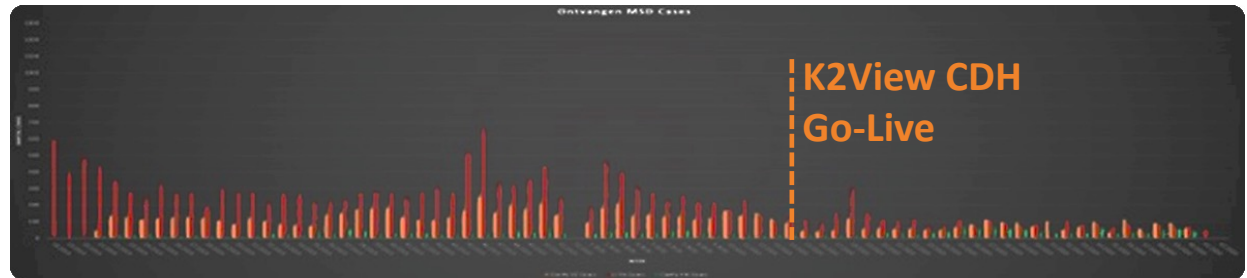
Case Study

Vodafone Ziggo cuts time for eligibility checks & service provisioning from 24hr to minutes

vodafone ● Ziggo

Industry: **Telco**

Location: **Netherlands**

Product: **K2View Customer Data Hub (CDH)**

K2View CDH Go-Live

Solution

- Increase in customer churn and dissatisfaction
- Information is not up-to-date and lack of real-time synchronization
- Integration of data spread across multiple systems from both companies

Results

- Integration of real-time customer data, directly from the source, into a holistic view
- Provision of data at any time, in any format, for any application, in any place (e.g., web portal, IVR, field technician tools)
- Flexibly support additional business needs of all kinds (B2B,B2C)

20M
Subscribers

70% Decrease
Inbound service tickets

Increase
Customer satisfaction

Case Study

DIRECTV wins big with customers while cutting costs

DIRECTV

Industry: **Telco**

Location: **Latin America**

Product: **K2View Customer Data Hub (CDH)**

3 days
To initial deployment

13M
Subscribers

$5+ M
Annual savings

Challenge

- Customer data scattered across multiple countries and systems
- Customers had **poor experience with self-service portal** because of significant data latency issues
- Legacy architecture, costly licensing fees, and long development cycles caused a high TCO

Solution

- K2View CDH integrates and unifies data from **8 countries**
- K2View CDH hosted on **Oracle Cloud**, source systems remain **on-premise**
- Customer-facing web applications were integrated directly
- **Data masking** applied to ensure security

Results

- Cost-Savings: Immediate and on-going cost reduction of more than **$5M/ year**
- Performance: Data latency was cut **from minutes to milliseconds**
- Speed: Quick time to market, improved customer experience
- Know your customer: Unified 360-degree master view for 1M customers was created **in 3 days**
- Efficiencies: Customer Care cost reduction; efficient development; licensing fee savings

Case Study

Delivering a real-time Customer-360 View from 3 companies into Salesforce

Industry: **Telco**

Location: **Israel**

Product: **K2View Customer Data Hub (CDH)**

120 microservices
Delivered by 4-person team

6 months
from POC to production

3M
Subscribers

Challenge

- Consolidating fragmented customer data from legacy systems in 3 separate companies
- Customer-360 view to be delivered in real time, into Salesforce CRM
- Deliver customer data via REST / web services
- Complete the project in 6 months

Solution

- 3 customer digital entities, 1 for each company, to comply with regulations
- Complex data transformations and orchestration to normalize and unify data from silo systems
- Secure data access based on role-base permissions and tokenization
- Rapid web service creation to deliver data to Salesforce

Results

- **Cost-Savings:** Single CRM for 3 companies, delivered in 6 months
- **Speed:** 120 web services developed by the customer, with average response time of 0.26s
- **Efficiencies:** built and maintained by customer's 4-person team
- **Real-time, trusted data:** Customer data changes in legacy systems propagated in real-time to Salesforce

Making **every** customer experience personalized and profitable
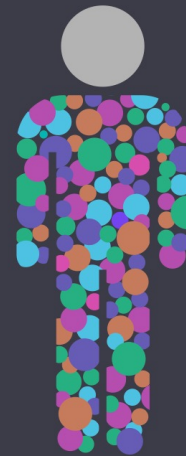
Our secret sauce:

The Digital Entity
Connects Everything

- Automate customer data processing: Access, Collect, Rectify, Erase
- Expedite, scale, and future-proof regulatory compliance
- Build customer trust with fast and complete response
- Increase operational efficiency saving time and resources