



Microsoft  
Partner



# LigaData Telco

Enable Communication Service Providers to  
Drive Cost-Efficient Growth and Data  
Monetization



# Enabling Telco Transformation

Transform into a Digital Services Provider

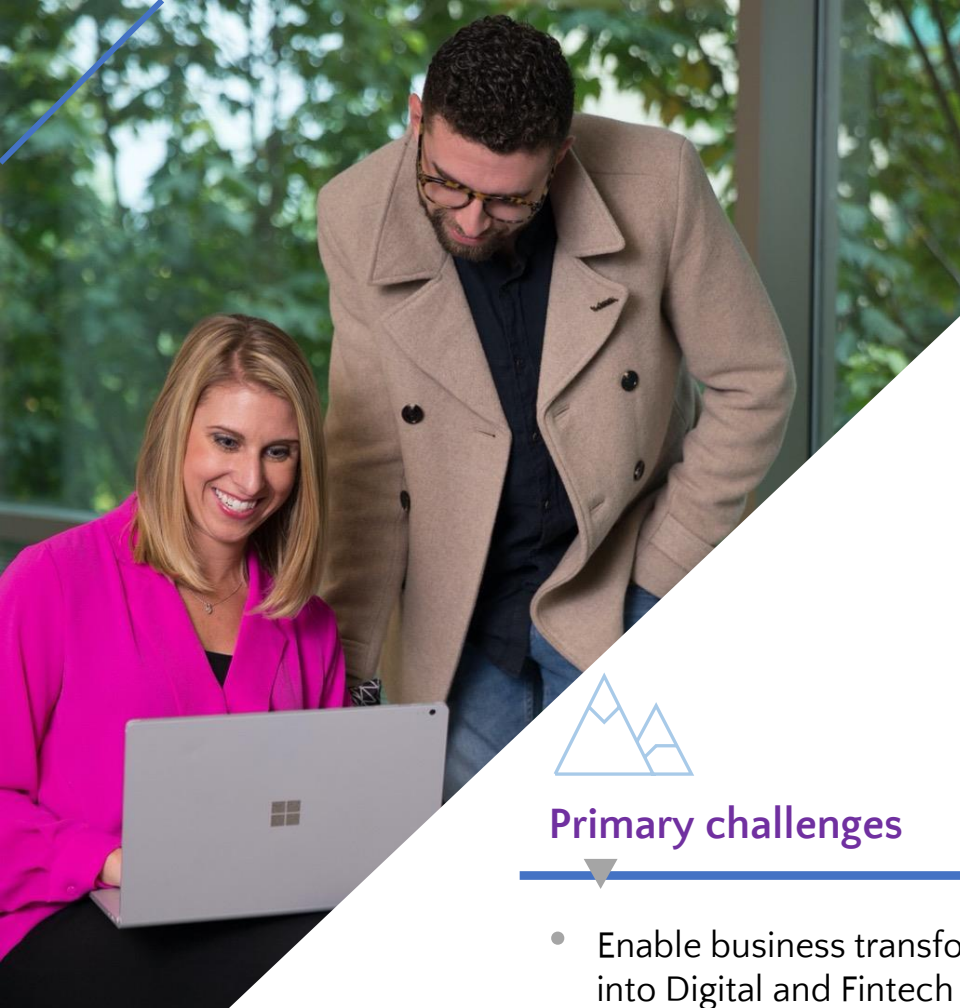
Transform into a Fintech Services Provider

Real-time subscriber decisioning based on data-driven insights

Optimize CAPEX and OPEX while adopting cloud



- Leverage Network and Subscriber Data Into New Revenue Opportunities
- Drive cost-efficient growth and data monetization.
- Enabling Telco and Fintech business solutions with fast, secure and seamless access to actionable insights at low-TCO and low-footprint.



# Enables Telco Transformation into Digital Service and Fintech Service Providers

Enable Communication Service Providers to drive cost-efficient growth and data monetization through a unified, hybrid-cloud data fabric that leverages massive amounts of distributed data in real time. Enable business use cases with fast, secure and seamless access to actionable insights at low-TCO and low-footprint.



## Primary challenges

- Enable business transformation into Digital and Fintech services.
- Make the right offer at the right time.
- Minimize operational expenditures.



## Ideal solution

- Enable new digital services such as video streaming, gaming, music, fintech services, super-apps, etc.
- Real-time subscriber decisioning based on data-driven insights.
- Optimize costs through flexible hybrid cloud deployment.



## Desired outcomes

- Telcos are able to successfully transform into digital and fintech service providers.
- Telcos are able to optimize revenue streams through making optimal offers to subscribers.
- Telcos are able to minimize CAPEX and OPEX through flexible hybrid-cloud deployment.



# LigaData Solutions

Drive cost-efficient growth and data monetization through a unified cloud data fabric that leverages massive amounts of distributed data in real-time.

## Complete Solution

Complete telco data management, analytics, and real-time decisioning platform.

## High Performance at Low Cost

Lower cost of acquisition and operation through efficient use of technology resources.

## Embedded Telco Expertise

Built by a global team with deep telco and fintech domain expertise.

## Telco



Subscriber Insights



Customer Experience



Revenue Assurance



Marketing Insights



Regulatory Compliance



Proactive Network Operations



Churn Prediction



Digital Services Analytics

## Fintech



Payments and Remittance



Lending and Overdraft



Virtual Debit Card



Insurance



Micro-Investments



Marketplace



Fraud and Credit Monitoring



Data and Insights



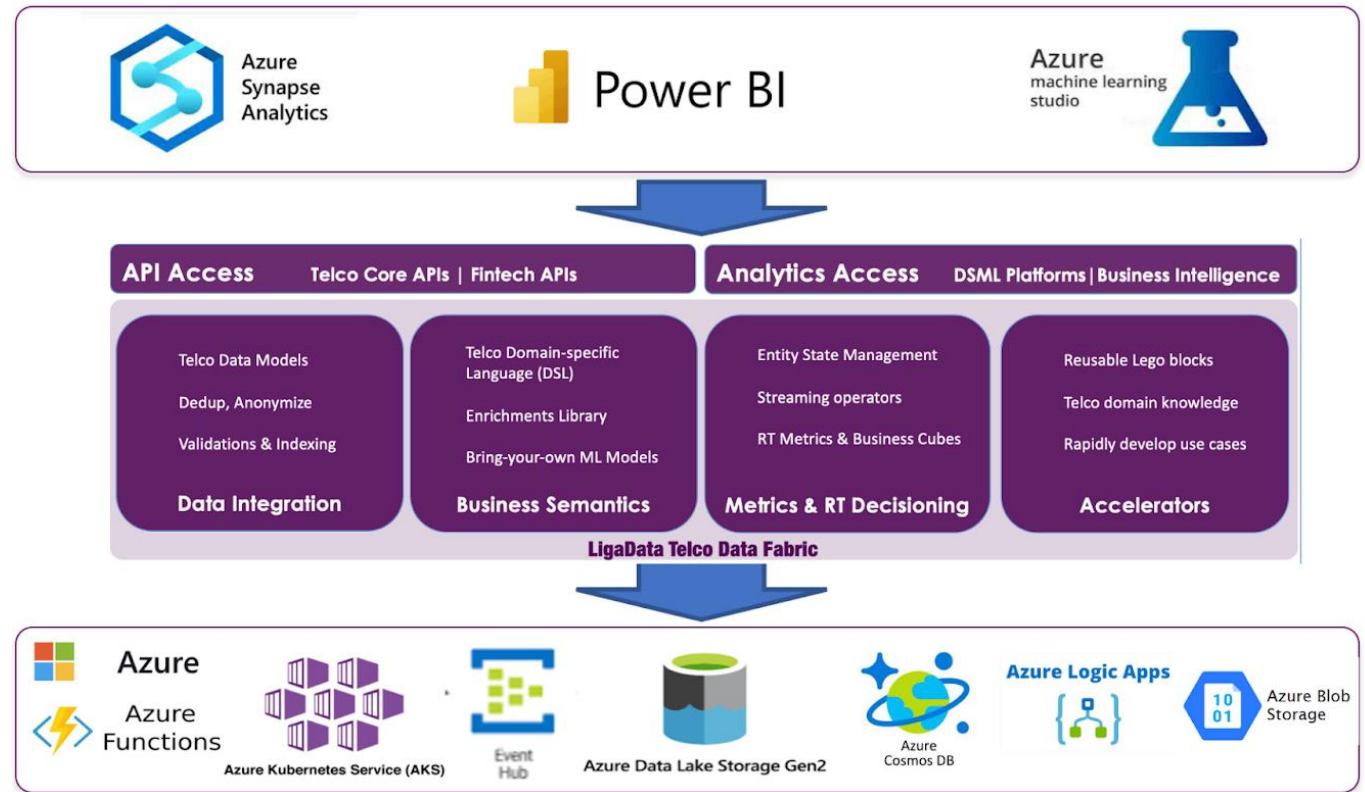
Azure



On-Premise

# How it Works

- Integrate data from BSS, OSS and other digital data sources.
- Create common data models and semantic layers.
- Enables easier and more effective utilization of the data for specific business use cases.
- Unlock the value of data assets through data monetization.



# LigaData and Microsoft Azure



Azure

LigaData brings deep Telco domain expertise, Telco data models and use cases, and best practice Telco KPIs to Microsoft Azure. LigaData on Azure enables Telcos to drive CAPEX and OPEX savings while transforming into Digital and Fintech Services Providers and adopting cloud technology.



## Microsoft Analytics



Leverage investments in Azure Synapse Analytics, Power BI, and Azure Machine Learning Studio.

## Azure API



Integrate with LigaData Telco via the Azure API, a hybrid, multi-cloud management platform for APIs across all environments.

## Azure PaaS



Leverage existing investments in Azure Functions, Azure Kubernetes Service, Event Hub, Azure Data Lake Storage, Azure Cosmos DB, Azure Logic Apps, and Azure Blob Storage.



## Customer success: Umniah Jordan

For a telecom service provider, the capability to manipulate and process data in a timely manner and to extract useful insights from large volumes of data is a key competitive lever in the market. Umniah was seeking a platform that would fit their growing needs of data-based activities, and a partner to help them migrate from their legacy platform to a modern data lakehouse and subscriber analytics system.

### ▶ Unified Subscriber Data Lake

All enterprise data is now stored in a single location allowing business functions such as Customer Value Management to use subscriber data when delivering offers.

### ▶ New Business Use Cases

A whole new world of batch and real-time use cases are made available to business functions such as Customer Value Management, Revenue Assurance, Network Management and others.

### ▶ Real-time Decisioning on Data in Motion

The ability to conduct low-latency analysis of data in motion as well as taking further actions on it by integrating it with their campaign management system.

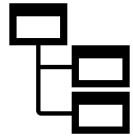


# Why LigaData



## TELECOM-SPECIFIC DOMAIN KNOWLEDGE

Enables rapid time-to-market of tailored solutions adhering to industry-specific best practices.



## TELECOM DATA MODEL AND SEMANTIC LAYER

Expedites the design and implementation of telecom-specific analytics and reporting, reducing development time and effort for telecom operators.



## INTEGRATION WITH TELECOM OSS/BSS TOOLS

Enables telecom operators to leverage their existing investments and ensure smooth data flow between different telecom systems.



## TELECOM-SPECIFIC SOLUTION ACCELERATORS

Provide ready-to-use templates, workflows, and analytics modules specific to the telecom industry, reducing time to market and enabling faster insights.



## HYBRID CLOUD

Enable telecom operators to utilize existing on-premise infrastructure investments while leveraging the scalability and cost benefits of the cloud for specific workloads.



**COMPREHENSIVE METADATA MANAGEMENT** Enables telecom operators to track lineage, ensure data quality and accuracy, and comply with regulatory and compliance requirements.



## TELECOM-SPECIFIC SECURITY & COMPLIANCE

Ensures that sensitive telecom data is adequately protected throughout the data fabric ecosystem and avoids large penalties and reduces regulatory risk.



# Driving Outcomes for Communication Service Providers

<b>30+</b> Communication Service Providers	<b>350M+</b> Subscribers	<b>3M+</b> Monthly Active Users (self-service)
<b>8000+</b> Users per month (Business users & agents)	<b>7PB+</b> Hot Data	<b>10M+</b> API requests per day
<b>2300+</b> Data Sources	<b>25TB</b> Data received per day	<b>120B</b> Events per day
<b>40</b> Real-time Use cases	<b>900+</b> Telco Use Cases & Reports	<b>700K</b> Queries per day



## Contact Us

Product demo or general inquiry? We'd love to hear from you:

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