

A network diagram consisting of interconnected nodes and lines. The nodes are colored in shades of blue and orange, and the lines are thin and light-colored. The diagram is positioned horizontally across the top of the page, with a black bar partially obscuring it.

AYASDI

**Advanced Analytics in
Communications**

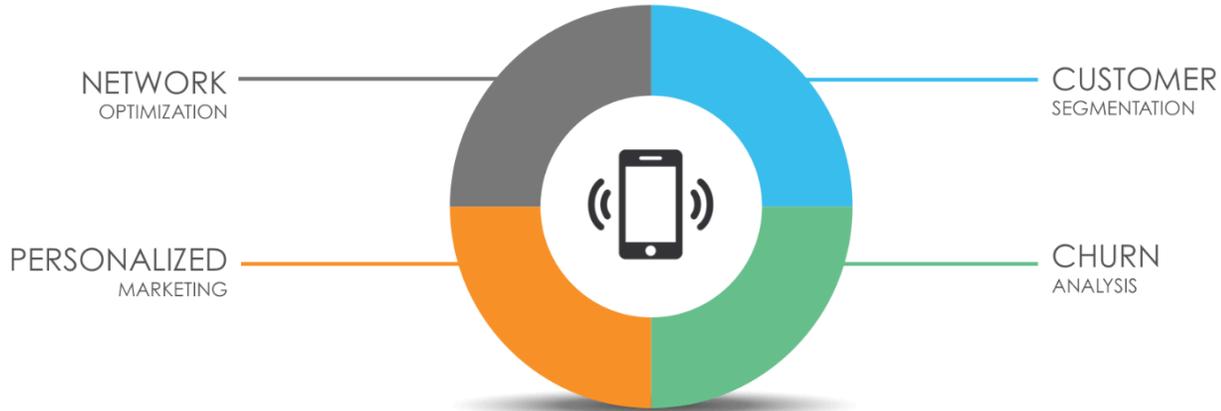
Introducing Ayasdi's Advanced Analytics Software

As a Communications Service Provider (CSP), you manage increasingly complex networks that span thousands of point-of-access locations. You are constantly striving to deliver the best possible customer experience. Your firm has a wealth of knowledge in the massive amounts of data streaming through your networks and gathered through millions of customer interactions. The challenge, however, lies in being able to uncover key insights from this complex data to meet these goals.

Ayasdi Core™ can help. It uses a new technique of topological data analysis that combines statistics, machine learning and geometric algorithms to help your firm tackle some of the toughest data analysis problems. By correlating and analyzing complex data sets - customer profile, location, network, device, demographic, usage, billing and social media data - Ayasdi's advanced analytics solution uncovers insights hidden or previously overlooked by conventional analytics tools.

The Benefits

With Ayasdi's software, you can effectively segment your customer base, precisely target customers with the right products and services, predict and prevent customer churn, and optimize your network operations.



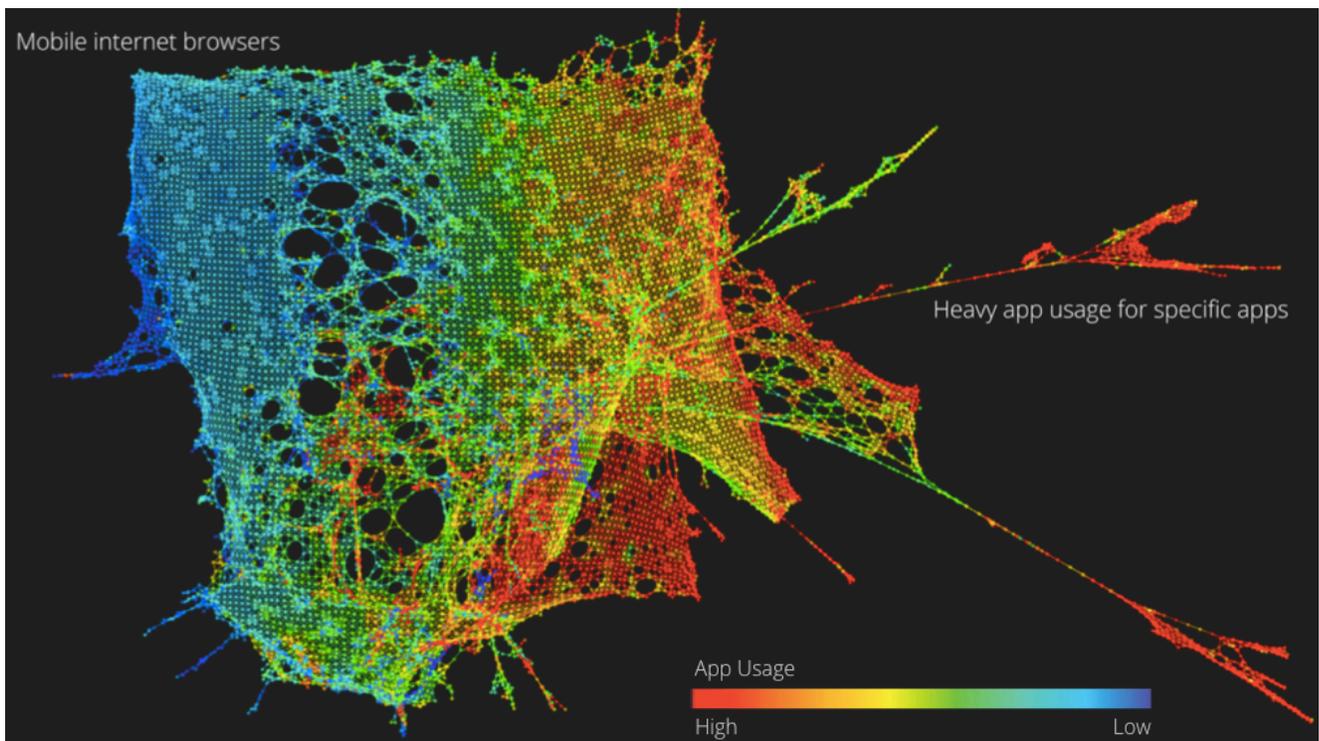
How CSPs Benefit from Ayasdi Core

CUSTOMER SEGMENTATION

Communications service providers (CSPs) are looking for ways to gain a deeper understanding of their customers' interactions across their networks. Ayasdi's advanced analytics solution can help your firm precisely segment its customers by correlating and analyzing various attributes, including their location, the devices that they use, the apps that they consume, and their peak usage times. Your marketing team will be able to effectively manage spend to improve ROI and tailor data plans to best match your customers' specific needs.

For example, a global CSP used Ayasdi's analytics solution to understand how customers use its data plans. It uncovered five distinct customer segments based on data usage. Using this information, the marketing team is equipped to simplify data plans and create offerings that address each segments specific requirements. The solution also identified micro-segments of customers with heavy usage patterns and correlated the types of applications that they used to their propensity to access an app via a mobile browser or the actual app itself.

A global CSP used Ayasdi Core to uncover five distinct customer segments based on data usage.



Identify trends in customer behavior

The additional insight enables the marketing team to refine how they deliver targeted offers to these customer sub-segments.

PERSONALIZED MARKETING

CSPs are constantly evaluating ways to deliver a much more personalized experience, especially to their VIP customers and high-value corporate accounts.

Ayasdi's advanced analytics solution can provide your marketing team with the ability to correlate and analyze customer profile, location, network, and usage data. It helps precisely segment your customer base and provide your teams with the insight to drive personalized offers that best match a customer's interests and profile, thereby increasing revenues. Delivery of these offers through a particular customer's preferred channel, at the time that it is most relevant, increases the likelihood of uptake of the offer.

CHURN ANALYSIS

Predicting and preventing customer churn is a top priority for CSPs. However, most companies struggle to identify the reasons for churn.

A major CSP used Ayasdi's advanced analytics solution to examine one million customer records, including contract information, usage patterns, and demographic profiles. Ayasdi's multi-scale segmentation capabilities helped identify a distinct sub-group of customers that were inclined to churn that could be characterized by their device and technology preferences. By more precisely defining customer segments to examine the reasons for churn, the CSP is in a better position to put steps in place to increase customer retention.

NETWORK OPTIMIZATION AND CAPACITY PLANNING

CSPs are strapped with traditional network-centric service assurance solutions that do not provide adequate insight into the impact of network performance on specific customers.

By correlating and analyzing network, cell site, device, usage and customer profile data, Ayasdi's advanced analytics solution can help your network operations team pinpoint and prioritize service quality alerts and issues that impact customers. It can provide your team with insights into the causes for network congestion - types of traffic or over-the-top (OTT) application use - and customers that are impacted the most. The analysis can help with network capacity optimization and identifying indicators of customer churn. Ayasdi's analytics solution can also correlate network traffic spikes with device and application usage patterns. The uncovered insight can serve as input for dynamic bandwidth provisioning and usage-based pricing.

Summary

CSPs have a tremendous opportunity to leverage the massive amounts of data at their disposal to find insights that can drive more revenue and create a superior customer experience. With Ayasdi Core, CSPs can correlate and analyze complex data sets, including customer profile, location, network, device, demographic, usage, billing and social media data. The uncovered insights can help them more effectively segment their customer base, precisely target customers with the right products and services, predict and prevent customer churn, and optimize their network operations.

AYASDI

ABOUT AYASDI

Ayasdi is on a mission to make the world's complex data useful by automating and accelerating insight discovery. Our breakthrough approach, Topological Data Analysis (TDA), simplifies the extraction of intelligence from even the most complex data sets confronting organizations today. Developed by Stanford computational mathematicians over the last decade, our approach combines advanced learning algorithms, abundant compute power and topological summaries to revolutionize the process for converting data into business impact. Funded by Khosla Ventures, Institutional Venture Partners, GE Ventures, Citi Ventures, and FLOODGATE, Ayasdi's customers include General Electric, Citigroup, Anadarko, Boehringer Ingelheim, the University of California San Francisco (UCSF), Mercy, and Mount Sinai Hospital.

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