



**HIVEWORX**  
INNOVATION | AGILITY | VALUE

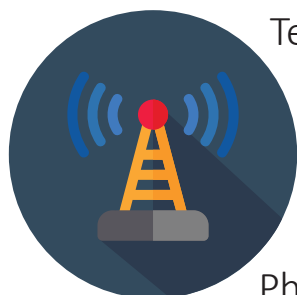


**Hive Telecom Insight - HTI**  
**Telecom Analytics at its Best!**  
a Product of HiveWorx Limited



# HTI - Hive Telecom Insight

## One Stop Shop for Analytical needs of a Telecom!



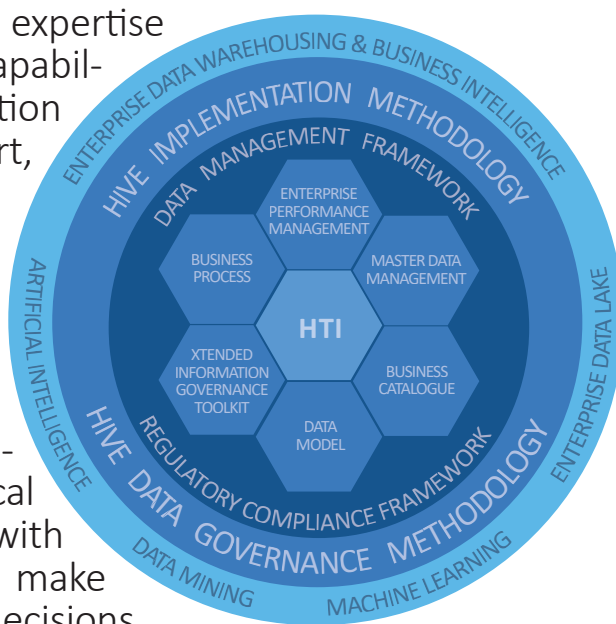
Telecommunication companies are at the centre of an unprecedented change. It is one of the competitive industries where demand for agility in business and technological innovation is ever increasing and telecom Industry needs robust, flexible and scalable solutions to meet business challenges of today's age.

Phenomenal growth of structured and unstructured data in telecom sector requires data storage that is not only central but also accessible in real-time. In addition, it should offer actionable analytics to leverage insights hidden in the data. Services providers accumulate huge volumes of data stored in silos scattered across the organizations. In order to exploit full potential of data and information, there is a need of a proven, Out-of-the-Box solution that can help correlate, process and decipher actionable information.

### Hive Telecom Insight - HTI

Through the combination of our longstanding expertise in telecom sector and our growing analytical capabilities, we are finding new ways to drive innovation and empower our clients with state of the art, dynamic solutions.

Hive Telecom Insight (HTI) is our Out-of-the-Box flagship product that spans all business functions of a telco. It offers flexible, scalable, agile, technology agnostic, robust, cost-effective and comprehensive Data Warehouse Modernization & Advanced Analytical capabilities. HTI empowers the organisation with insights and analytics to help the business make timely, data driven decisions.



### Value Proposition

- Product As A Service (Paas) Offering
- Comprehensive Telecom Industry Coverage
- Hive Framework & Methodologies
- Hive Information & Data Governance
- Prebuilt Business & Design Models
- Prebuilt Business Vocabulary
- Prebuilt Semantic Models
- Fully Configurable Models
- Plug n Play Data Lake
- Regulatory Compliant
- Quick Change Management

### Key Features

- Robust
- Agile
- Flexible
- Scalable
- Configurable
- Extendable
- Cost Effective
- Full Lineage
- Technology Agnostic



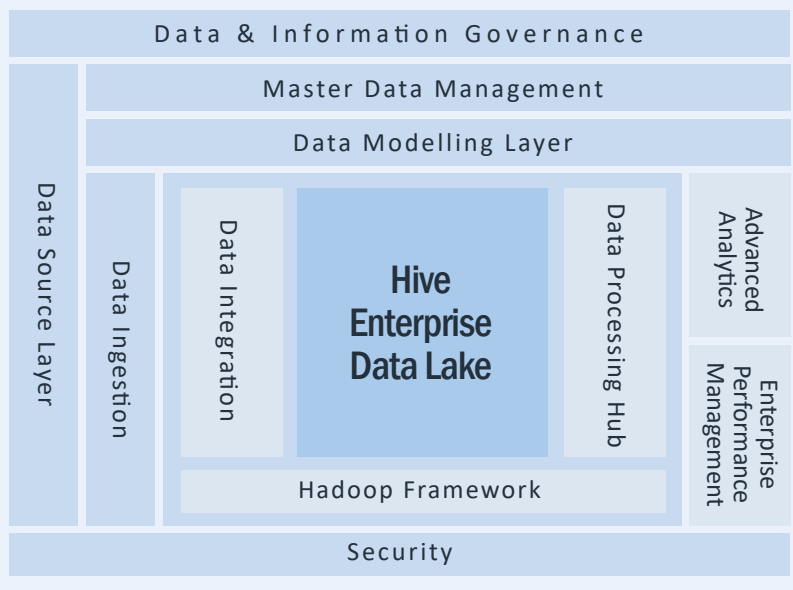


# HTI - Hive Telecom Insight

## One Stop Shop for Analytical needs of a Telecom!

### Architecture

HTI is built on a robust architecture and huge emphasis is given to the flexibility, scalability and manageability aspects. It is designed to perform regardless of data Volume, Velocity or Variance.



### Business Benefits

- Increase Revenue
- Reduce Opex
- Improve Customer Loyalty
- Customer Expansion
- Improve Time To Market
- Reduce Churn
- 360 View of Customer
- Fully Integrated Business Solution
- Track Current And Potential Competitors
- Market Analysis
- Develop Profitable New Products
- Reduced Time, Cost, And Risk For Implementation
- Faster Time-To-Value
- Reduced IT Infrastructure Cost
- Develop Customer Acquisition, Retention And Growth
- Automate Compliance With Regulatory Reporting Requirements
- Improve Cross-Sell And Up-Sell Rates
- Enhance Operational Efficiency
- Real Time Data Availability
- Improved Decision Making through EPM

## Hive Telecom Insight - Key Functional Areas for Analysis

#### Sales & Distribution

- Sales Channel
- Cross Sell/Up Sell
- Retail Analytics
- Partner Analysis
- Sales Force Effectiveness
- Vendor Management
- Inventory Management
- Customer Acquisition

#### Marketing Management

- Campaign Management
- Social Network
- Tariff Optimization
- Next Best Product
- Customer Segmentation
- Market Penetration
- Wallet Share
- Market Share

#### Customer Management

- Customer Sentiment
- Customer Churn Prediction
- Customer Lifetime Value
- Customer Experience
- Customer Profitability
- Credit Scoring
- 360 View
- Social Media Analysis

#### Operations & Finance

- Customer Revenue
- Financial Management
- Credit And Collections
- Individual Credit Risk Profile
- Fraud Detection
- Revenue Insurance

#### Usage Analysis

- Content Usage
- Roaming
- Text Usage
- Voice Usage
- Data Usage
- Real Time Cdr
- Interconnect Usage

#### Network Management

- Network Utilization
- Network Optimization
- Capacity Planning
- Traffic Volume Forecasting
- Call Route Optimisation
- Capacity Management
- Performance Management
- Cell Site Optimization
- Quality Of Service(QoS)

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## About HiveWorx

HiveWorx is a technology innovation house with proven expertise in niche product development and services. Our dynamic solutions provide our customers with meaningful and valuable insight into their data, enabling their workforce to make better and informed decisions. HiveWorx' innovative solutions are powered by robust, agile, scalable and flexible frameworks, governance processes, methodologies and technologies. We aspire to deliver tangible value by building sustainable technology solutions that enable our customers to achieve their goals and objectives.

HiveWorx has a global presence through an extended partner network in Europe, Middle East, Africa and Asia.

We look forward to helping you with your Technology needs!

## Contact HiveWorx

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