

5 ways data supercharges telecoms transformation



Tune your network for the 5G future

> By embracing dynamic data management and governance, you can fuel your AI, ML, virtualization (NFV) and softwaredefined networking initiatives with the quality data they need. Creating new revenue-generating opportunities and unlocking selfhealing powers for greater uptime.



believe advanced wireless will transform their organization within 3 years.¹

3 Amplify customer loyalty

It's time to hyper-personalize services and tune in to real-time bid data. All by getting complete clarity on buyer behaviors, with 360° product and consumer insight and visibility. Ensuring your telecom business really resonates with customers, whatever their wavelength.

2 Change the market at speed

With a 360° view of sales, products, customers, and bids, you can achieve trusted, protected, actionable data insights that give a competitive edge, whenever you need it. Allowing you to deliver market-changing services at high frequency.



Up to 60% of digital leaders in telecommunications report a better time to market for new products or service offerings.³

Spot new service synergies



of telecom digital leaders perform better on customer and employee experience .⁴



5 Stay in sync with regulations

By keeping in harmony with every global regulation – as legislation changes across regions – organizations can amplify data security levels and dial down reputational risk. Plus, instill confidence in customers that data is secure, managed, and used correctly.



With a clearer picture of your ecosystem, you can identify opportunities and forge fresh partnerships faster. Harmonizing your data into a single view alleviates customer churn and enables cohesive support across sales, marketing, finance, risk management and compliance.



Telecoms are estimated to lose \$65 million per month due to customer churn.⁵



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LOUD FIRST. DATA ALWAYS



Telecoms digital leaders' rate 70% higher on customer trust.⁵

Ready to put your network on tomorrow's wavelength?



You can lead big breakthroughs in the noisy telecoms market – with 360-degree insight. But what will it take to make the data shift? Informatica's leading solutions, bringing you everything from intelligent governance to AI-powered data integration.



- 1 https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/media-and-entertainment-industry-outlook-trends.html
- 2 POV Whitepaper
- 3 POV Whitepaper
- 4 https://www.europeanbusinessreview.com/how-costly-is-customer-churn-in-the-telecom-industry/
- 5 POV Whitepaper

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