

# It's Time for a 'Data Shift' in Telecoms



## This is your network. On tomorrow's wavelength.

**Today, telecoms firms must launch breakthrough services at high frequency. Sync marketing with customer needs. Amplify innovation with smarter partnerships. And move in harmony with changing regulations. All on a budget – since customers expect more, for less.**

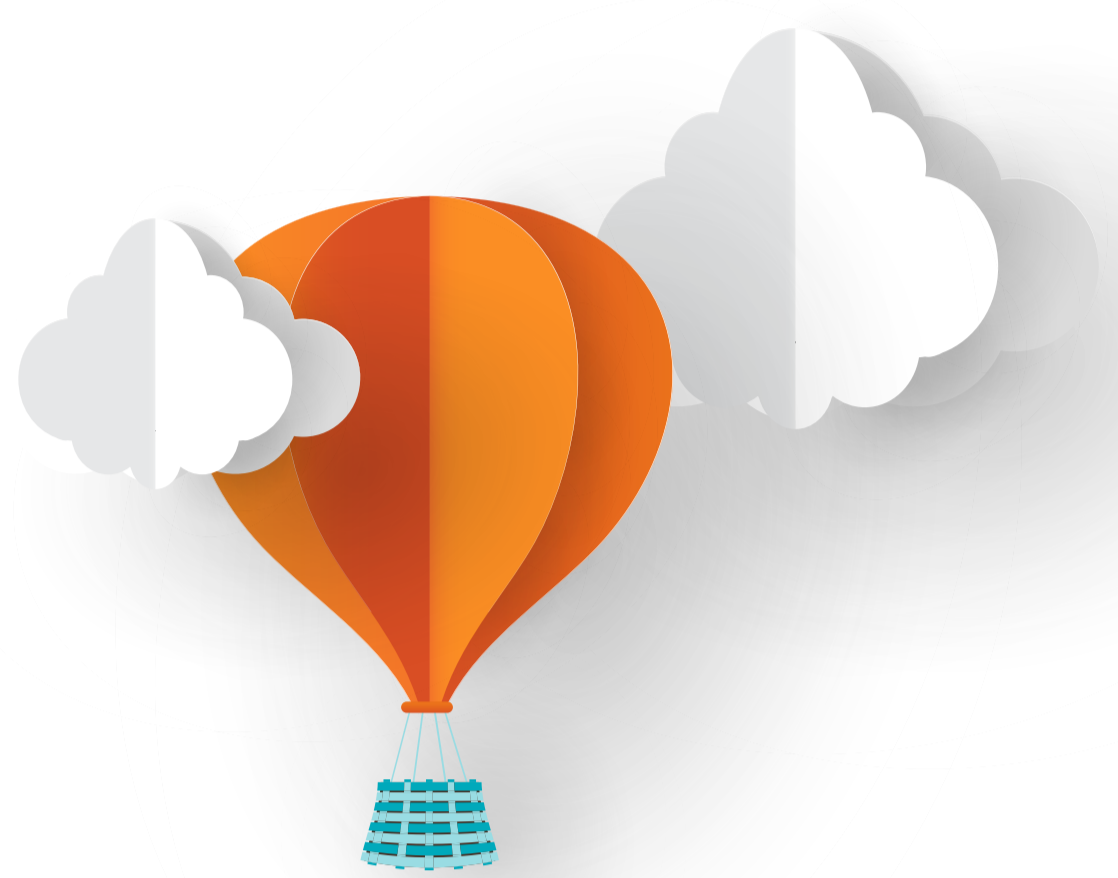
So, we've created a suite of solutions to help you make a big shift in the way you do business. At Informatica, we make it easy to put hard data at the heart of every decision and automate key processes. But that's just the start. Explore the five key principles behind the 'data shift' in telecoms.

### 1

#### A full, 360° view of your operations

Now you can peak your network efficiency and support seismic customer data volumes. All with a complete view of your data, customers, and operations.

With the industry's most complete and modular cloud data management platform from Informatica, you can achieve high quality, trustworthy data via advanced AI and intelligent machine learning (ML). Allowing you to spot ways to save – and adopt new network management technologies more successfully.



### 2

#### Actionable data insights in real time

To beat competitors to breakthrough services, you'll need to cut time to market. Which means speeding up R&D and business decisions, thanks to rapid data sharing.

With Informatica, you can break down silos and secure the availability of trusted, actionable data that's unified across your business, and particular to your customers. Turn weeks of manual processing into automated reporting and crest each new wave of opportunity.

### 3

#### Timely consumer insights

Can you spot the early signals of shifting consumer behavior – and seize upsell or cross-sell opportunities automatically?

With a 360-degree view of your sales, products and customers, your teams could see new trends coming, long before they peak. It's how Informatica helps you spot opportunities – all while speeding your responses, with personalized marketing and automated sales processes.

### 4

#### Seamless customer view across ecosystems

New acquisitions and partnerships will define tomorrow's telecoms success – but only if you can get everyone working in harmony.

Achieve a single view of the customer from fragmented sources and enable cohesive support across sales, marketing, and finance. With Informatica's Intelligent Data Management Cloud, you and your partners can access timely, accurate insights to peak your innovation – mastering data across on-premises and multi-cloud environments.

### 5

#### Reliable data governance

You can only stay in harmony with customer needs – and find new efficiencies – if your data is completely accurate. And completely compliant.

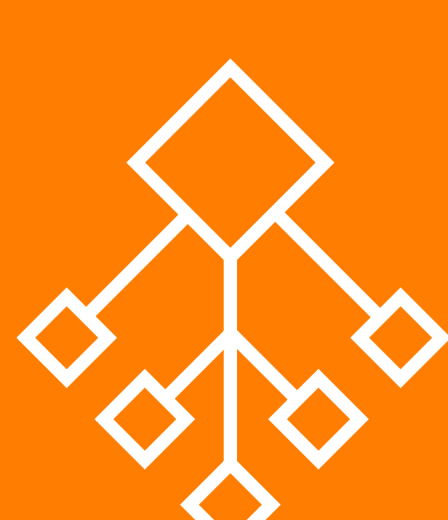
With a truly enterprise-ready data governance and privacy solution that can be used in on-premises, hybrid, and multi-cloud environments, you'll have the tools you need to raise the bar on customer experience and lighten your compliance workload. All by automating your data governance, protection, and management with Informatica.

### 6

#### Informatica – how you'll benefit

With experience partnering with the world's leading digital telecoms providers, Informatica has the expertise you need to make the data shift faster.

With trusted, governed, relevant, and accessible data, you can plan and optimize for 5G, ensure customer satisfaction, make more of data ecosystem partnerships, and manage global regulatory compliance.



**Want to make the data shift before competitors?**

Meet the industry's most complete and modular enterprise data solution, from Informatica.