

# BI4el

Partners in Information Discovery



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### Telecommunications Industry

Few industries have experienced so much change, so rapidly, as telecommunications. Increasing competition, deregulation and industry convergence around the globe have incited an almost Darwinian struggle to stay competitive, let alone profitable.

As competition intensifies and the network becomes a commodity, service providers are faced with the need to reduce costs and add value to their services. Today's customer can choose from different carriers and hence customer care and marketing intelligence become strategic functions in retaining and gaining market share. All these changes demand that a carrier's supporting infrastructure be responsive and flexible. In short, a telco's business can no longer revolve around the network; it must revolve around the customer.



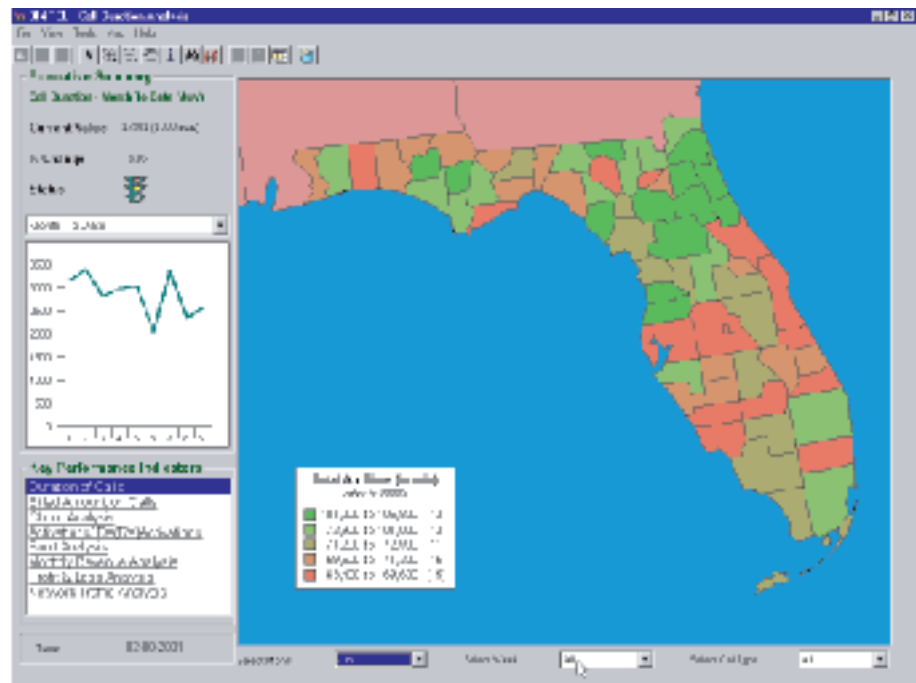
### Business Intelligence in Telecom

In an industry like telecommunications, the winners will be those who can adapt quickly to new market opportunities. In this backdrop, telecom providers need information technology solutions that can combine performance and scalability with flexibility and modularity.

Whether a telecom company is just starting out with data analysis, or they are using sophisticated tools to predict previously unknown customer and product dynamics, their business users can respond with agility to market pressures by having a centralised repository of information, a data warehouse.

Though data warehouse technology has been around for twenty years, the increasing investment in this technology reflects the maturity of data warehouse solutions in general, and the emergence of prepackaged business intelligence solutions for the telecom segment that make supply-side economics attractive.

Map based analysis of call volumes







#### **Americas**

Ajit Shetye  
Tata Infotech Ltd.  
201, 7000 West Palmetto  
Park Road, Boca Raton,  
Florida 33433, U.S.A.  
Tel: 001-561-750-5915  
Mobile: 561-866-8153  
Fax: 001-561-750-5877  
E-Mail: [ajit.shetye@tatainfotech-usa.com](mailto:ajit.shetye@tatainfotech-usa.com)

#### **Europe**

Subramanian Ramaswamy  
Tata Infotech Ltd.  
Walmar House,  
288-292 Regent Street,  
London W1R 5HF, U.K.  
Tel: (44) 207- 436- 4366  
Fax: 0044-(0)207-323-4495  
Mobile: 44-(0)770-357-9802  
E-Mail: [subramanian.ramaswamy@tatainfotech.co.uk](mailto:subramanian.ramaswamy@tatainfotech.co.uk)

#### **Japan**

Vikas Mathur  
Tata Infotech Ltd.  
Nihonbashi-Tosei Bldg.  
5F4-6-3 Nihonbashi-Honcho  
Chuo-ku, Tokyo 103-0023  
JAPAN  
Tel: 0081-3-3278-8886  
Fax: 0081-3-3278-8889  
E-mail: [til@gol.com](mailto:til@gol.com)

#### **Australia**

Lakshmikant Agrawal  
Tata Infotech Ltd.  
Level 14,  
33, Berry Street  
North Sydney  
NSW 2060, AUSTRALIA  
Tel: 00612-9959-1920  
Fax: 00612-9959-1925  
Mobile: 61-409-660161  
E-mail: [lagarawal@tatainfotech.com.au](mailto:lagarawal@tatainfotech.com.au)

#### **South Africa**

Nikhil Chengappa  
Consilience Technologies (Pty) Ltd.  
3rd Floor, T. A. Bank Building - Southern Block  
160, Jan Smuts Avenue, Rosebank  
PO Box 2064, Parklands 2121  
Johannesburg, South Africa  
Tel: +2711-880-0101  
+2711-447-3125  
Fax: +2711-447-7621  
E-mail: [nikhil@consilience.co.za](mailto:nikhil@consilience.co.za)

#### **India**

Jose Maliakal  
Tata Infotech Ltd.  
4th floor, Discoverer  
International Tech Park Ltd.  
Whitefield Road  
Bangalore 560 066  
Karnataka, INDIA  
Tel: 91-80-8411851  
Fax: 91-80-841-1869  
E-mail: [jose.maliakal@tatainfotech.com](mailto:jose.maliakal@tatainfotech.com)

