



## Real-time Targeted Marketing Offers Reduce Churn for Telecommunications Companies

**Capgemini  
collaborates with  
Cloudera to provide  
an all new revenue  
stream for a software  
infrastructure provider**

### **The Situation**

The client is a software infrastructure provider that specializes in providing services for telecommunications companies. The company helps to manage several major operators in developing countries. Many of these mobile operators are now facing entirely new sets of challenges that previously have only affected service providers in more developed regions.

According to the GSM Association (GSMA), global ARPU (Average Revenue per User) between 2001 and 2011 fell by 80% as a result of increased competition and the introduction of low tariffs to attract low income users. These low income customers use prepaid services from different operators to benefit from the best offers and discounts. Some offers, for example, provide strong discounts of up to 95% when the customer is in a specific zone. It is relatively easy for these customers to change operators, leading to very high churn rates – of up to 80%.

Faced with this challenge, one of the software infrastructure provider's clients wanted better real-time information on their customers, especially regarding their location. This would allow them to send real-time targeted marketing offers to reduce churn.

Because of the volumes of data generated by the mobile end-users, the infrastructure provider decided to develop a prototype reporting tool for that particular client, with the aim that it could be successfully marketed to all its clients.

## The Solution

Capgemini worked closely with the infrastructure provider to develop architecture solutions to these challenges. This included developing ways to connect MicroStrategy to Hadoop, using Cloudera Impala. By removing the need to query MySQL databases, this significantly reduced the time taken to generate reports.

The project included the implementation of a powerful hardware infrastructure to manage and accommodate the huge amount of information handled by the infrastructure provider's clients. This was based on both local infrastructure and Cloud resources.

## The Result

With the Cloudera Impala solution in place, reports that previously took four hours to complete could now be generated in just 15 minutes. The huge improvement in reporting efficiency enabled the infrastructure provider to develop a prototype product that it could market to its clients. The reports can be used by marketing departments to view information about geographic location, use, duration, sources, and destinations of calls, and then generate targeted campaigns for customers. The solution has the potential to be a major revenue generating tool for the infrastructure provider.

## About Capgemini

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Cloudera is revolutionizing enterprise data management by offering the first unified Platform for Big Data, an enterprise data hub built on Apache Hadoop™. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Only Cloudera offers everything needed on a journey to an enterprise data hub, including software for business critical data challenges such as storage, access, management, analysis, security and search. As the leading educator of Hadoop professionals, Cloudera has trained over 20,000 individuals worldwide. Over 1,000 partners and a seasoned professional services team help deliver greater time to value. Finally, only Cloudera provides proactive and predictive support to run an enterprise data hub with confidence. Leading organizations in every industry plus top public sector organizations globally run Cloudera in production.

More information is available at:

[www.cloudera.com](http://www.cloudera.com)

For more information on this project, please contact:

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