

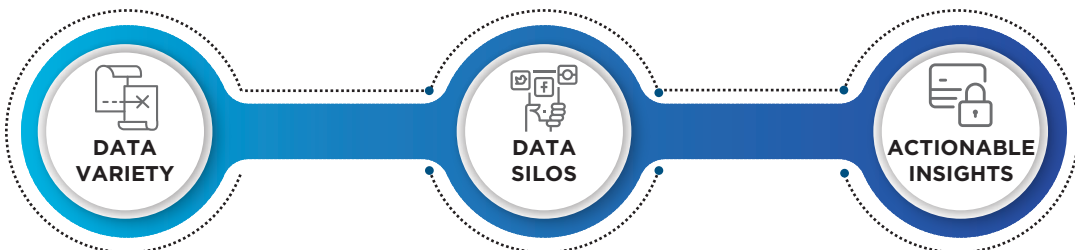
# Intellza

The Next Generation Analytical Intelligence



In this data driven digital world, the changing consumer behavior and increasing digitalization are driving traditional communications service providers (CSPs) to multiple challenges.

**For providing seamless Data Product & Services the CSPs need to address the following data challenges**



With the rising volumes of data, diversified data formats and increasing data processing time, CSPs are challenged with new generation unstructured data making data processing, data management and data storing even more complicated.

The immense amount of data growth poses another challenge - data silos. In a conventional CSP, every department retains its own data in its own format and no information is shared with other departments. This

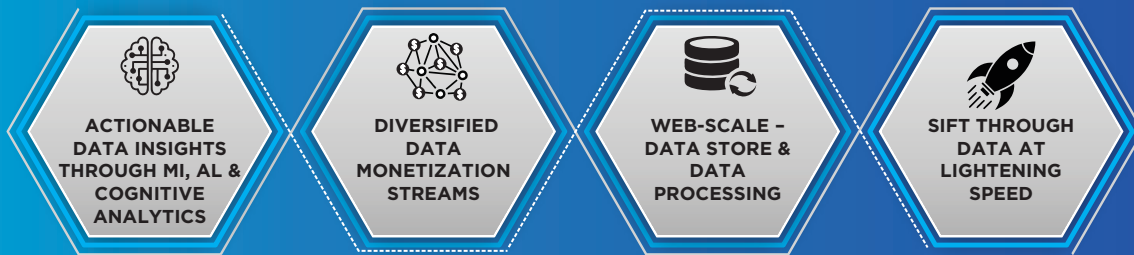
increases the cost of storage and management of data, affecting data authenticity and increasing data duplicity due to lack of security and governance.

The huge volume of CSP data gathered over the years is kept as a cost incurring resource and not been used in any manner to enhance or streamline business processes and customer experience. This points to the bigger challenges linked to generating actionable data insights to effectively know the customers well and enhance their user experience.

**By 2020, more than 40% of all data analytics projects will relate to an aspect of customer experience**

## INTELLZA PLATFORM OVERVIEW

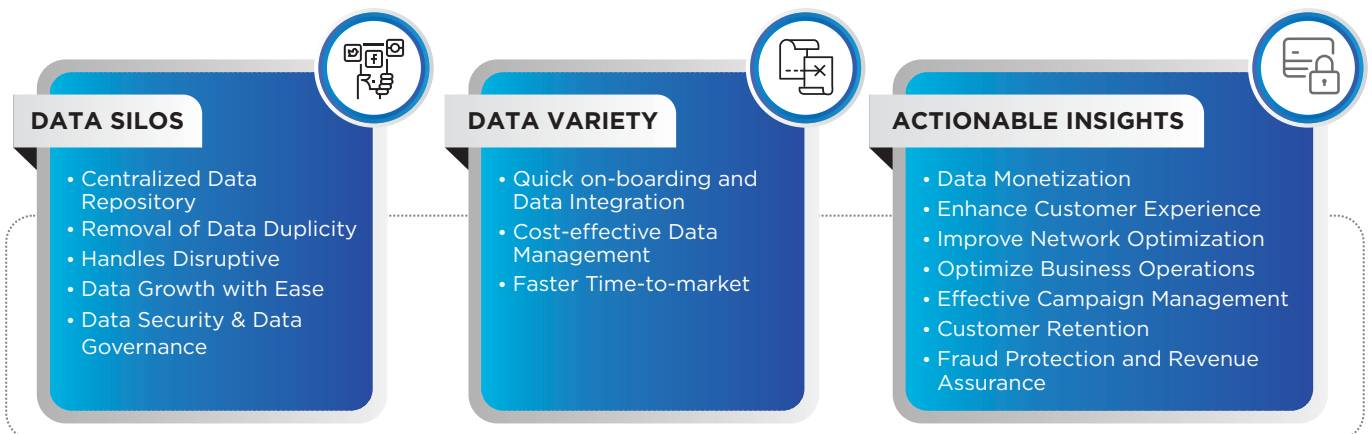
Intellza, the intelligent data platform, is a scalable data powerhouse solution offering unified data storage, integrated analytics and intelligent search abilities for simplified user experience and meaningful insights. It consists of two segments - Data Lake and Analyzer.



Intellza is an AI-powered real-time personalization solution. It enables CSPs to achieve higher ARPU and CLV via contextualization without any extra spend. The assimilation and unification of customer data are not limited to usage patterns, it also covers channel-campaigns responsiveness and recent/current personal contexts. Mining this consolidated data, advanced AI/ML algorithms provide personalized insights for the Next Best Engagement at a speed and scale unlike no other product in the market. The next recommendation is always better than the previous due to recursive learning of these algorithms.

Monetization opportunities that are abstracted and mapped to the unified customer intelligence are made available on a single platform via Intellza. It allows CSPs to put together smart product-bundles, craft hyper-relevant offers and choose right engagement tactics in real-time. Insights from Intellza are equally beneficial to Marketers, Campaign Managers, CXOs, Customer Experience Managers, Customer Retention teams and Citizen Data Scientists.

## Challenges Vs Solution



## Performance Benchmarks (KPIs)

LI Queries Scan

**20**

**Trillion**  
Records in an Hour

Hyper Scalable  
With only **3.5x** Server Growth

**235x**

**Data Growth**  
Handled in Tier 1 CSP

Web-Scale  
Data Ingestion

**30**

**PB/Year**

CDR Volume  
Processed in a Day

**1200+**

**Billion**

Case Studies

**18+**

**Live**  
Deployments

SPEED OF  
DEPLOYMENT

**24**<sup>Hrs</sup>

**for Successive**  
Deployment (E2E)

No Network  
Outage

**99.999%**

**System Online**

Cost Effective  
Storage

**93%**

**Compression Ratio**

## Business Benefits



### Regulatory Compliance

- 360 Degree Customer Dashboard for finer and precise investigation
- LEA's prominent request fulfillment solution - successfully catered 5 lakh+ requests of 1 day+ search duration



### Meaningful Business Insights

- Increase in Monetization Revenue up to 70%
- Artificial Intelligence drives Customer experience and retention



### Speed of Deployment

- Ready to use 50+ Use Cases for Telco
- Regulatory Compliance can go Live in 10 Days



### Secured Access Support

- Removal of Data Duplicity and up to 50% improvements in Data Integrity
- Enhanced Data Security & Data Privacy (GDPR Compliant)



### Reduced Total Cost of Ownership

- Up to 30% + Reduction in Infrastructure Cost
- Optimize Operations with ML & AI Algos

Edge Analytics



Workflow Management

Batch & Stream Data Processing



Open APIs for Enterprise Integration

Machine Learning & AI for Actionable Insights



Webscale Data Storage

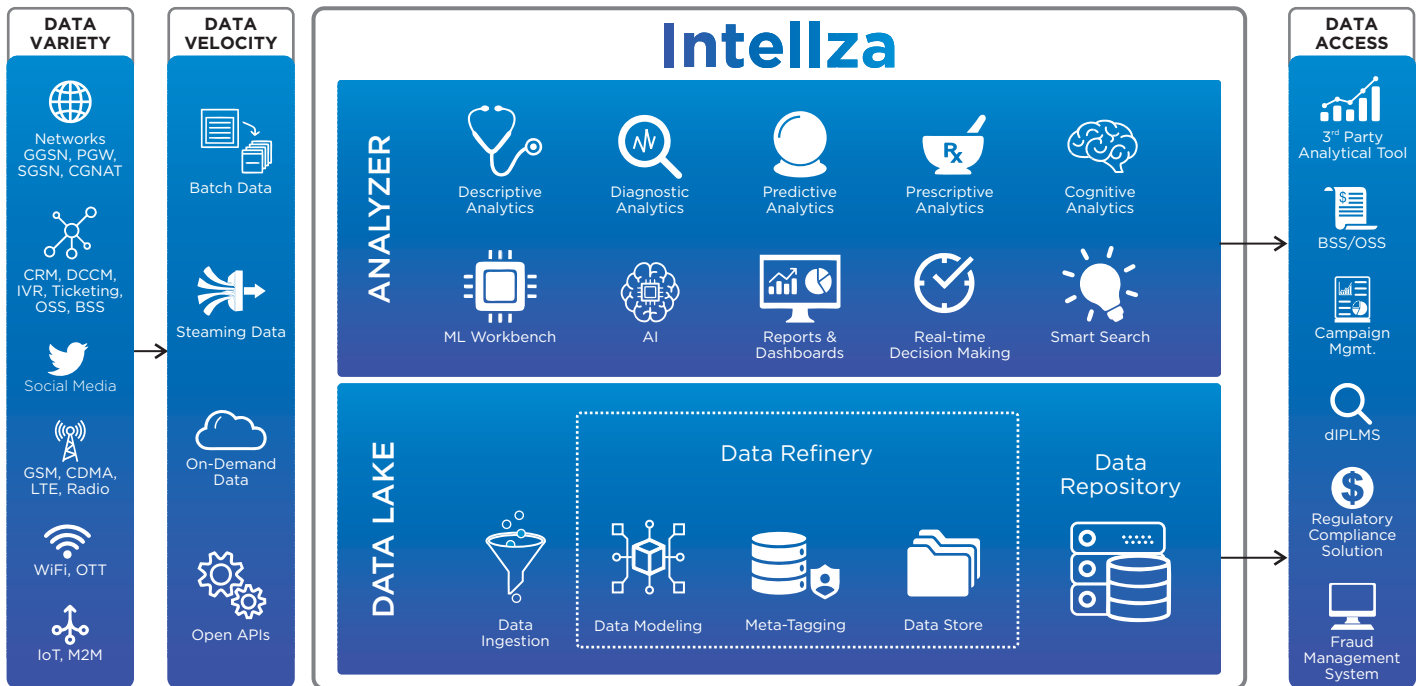
GDPR Compliant & Data Governance



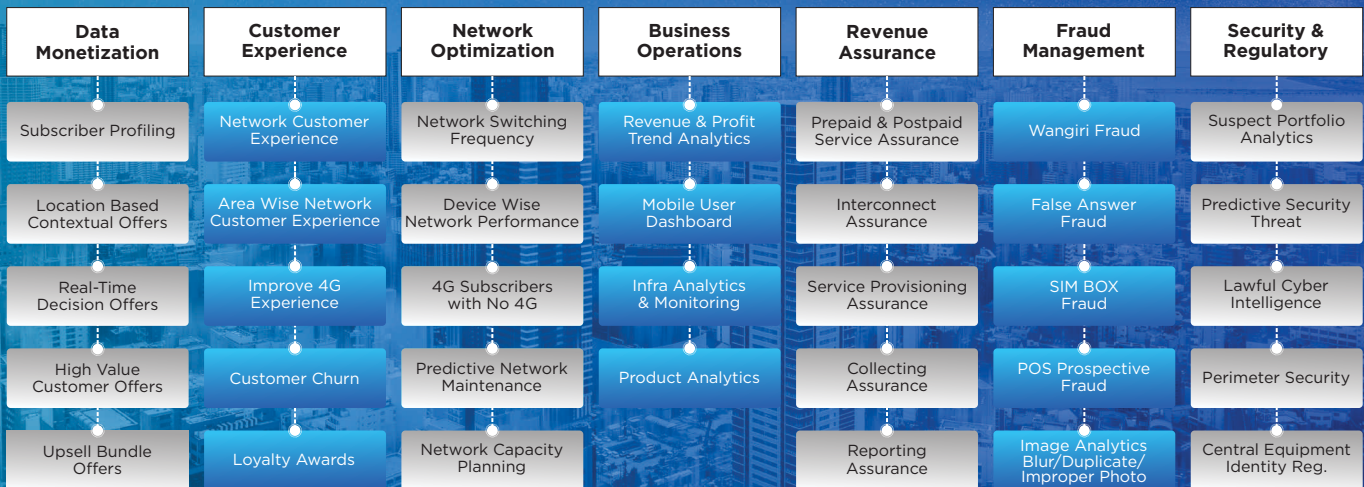
Data Ingestion

**Intelza**  
Key Features

# Functional Architecture



## Use Case Synopsis



Sterlite Technologies Limited (STL) is a global leader in end-to-end data network solutions.



[www.stl.tech](http://www.stl.tech)

We design and deploy high-capacity converged fibre and wireless networks. With expertise ranging from optical fibre and cables, hyper-scale network design, and deployment and network software, we are the industry's leading integrated solutions provider for global data networks. We partner with global telecom companies, cloud companies, citizen networks and large enterprises to design, build and manage such cloud-native software-defined networks.

STL has innovation at its core. With intense focus on end-to-end network solutions development, we conduct fundamental research in next-generation network applications at our Centres of Excellence. STL has strong global presence with next-gen optical preform, fibre and cable manufacturing facilities in India, Italy, China and Brazil and two software-development centres.

### Sterlite Technologies Limited

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