



Why Telecom Industry Should Consider Agile Modern Data Delivery Platform

TELECOM INDUSTRY AND LYFTRON

The telecom industry is one of the rapidly evolving industries. Cut throat competition, complex business and technological requirements, huge customer volumes, advanced analytical models are only a few parameters that define this industry. So, do data pipelines actually help the telecom industry meet their data and analytical needs?

With rapid advancements in data usage, 5G implementation, advent of IoT, the telecom industry is in the midst of a major digital transformation and the storage growing to petabyte scale capacities, the industry is increasingly leveraging data to stay relevant and to gather insights for future.

Three major areas where data pipelines are causing a major disruption in the telecom industry.

Data hubs

Enterprise data hubs are gaining popularity amongst the telecom operators across the globe. The ability to ingest from disparate data sources, humongous storage capacities, highly safe and secure environment for sharing enterprise data and the ability to generate valuable business insights in real-time are only a few reasons for the growing popularity of enterprise data hubs.

Data Protection and Risk Reduction

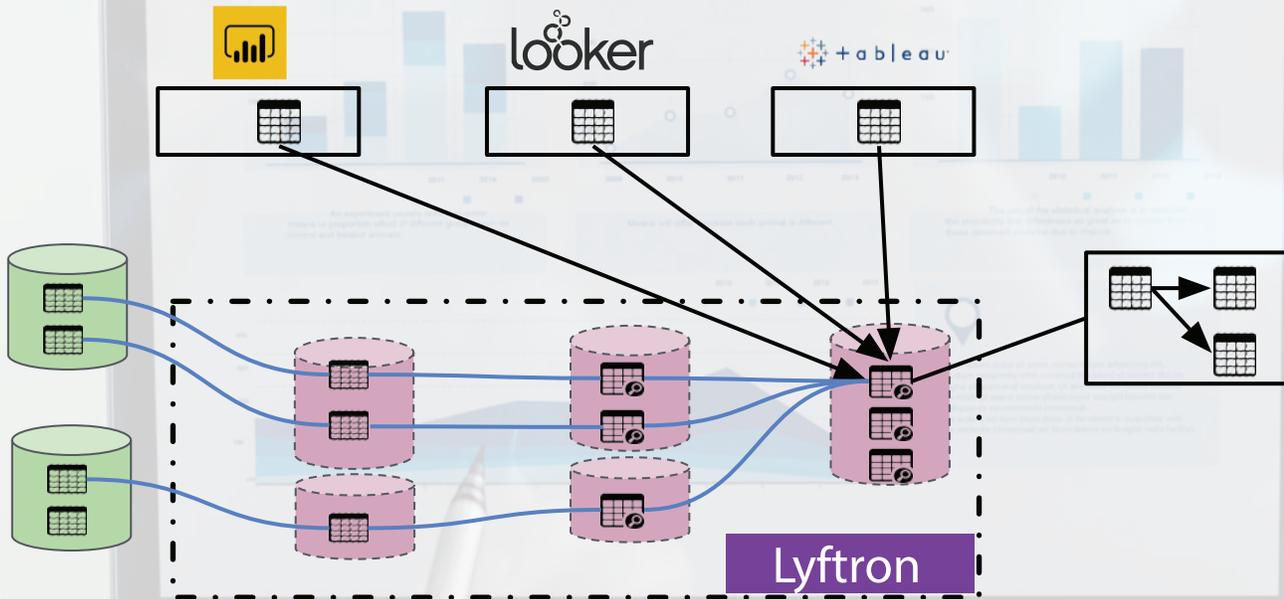
The growing scale and range of services makes the telecom industry highly prone to multiple forms of network, information and data risks. With the exceptional ability to work on-premise as well as the multiple levels of encryption and protection offered by data pipelines, the industry is now able to leverage the power of big data to bring in stringent compliance measures for areas like network security, customer information privacy, third party security, and financial security. Data pipelines also enable the telecom industry to access sensitive data, which was once hidden from analytics, in a safe & secure manner and gain a comprehensive view of their business.

Advanced analytics

An increasing number of telecom companies are now using advanced analytics to optimize their operations, visualize performance, build detailed marketing and growth strategies, enhance customer experience and improve profit margins.

A TRANSFORMATIONAL STEP FOR BI ACCELERATION GUIDED BY THESE USE CASES

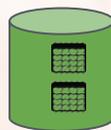
Agile Universal Data Model



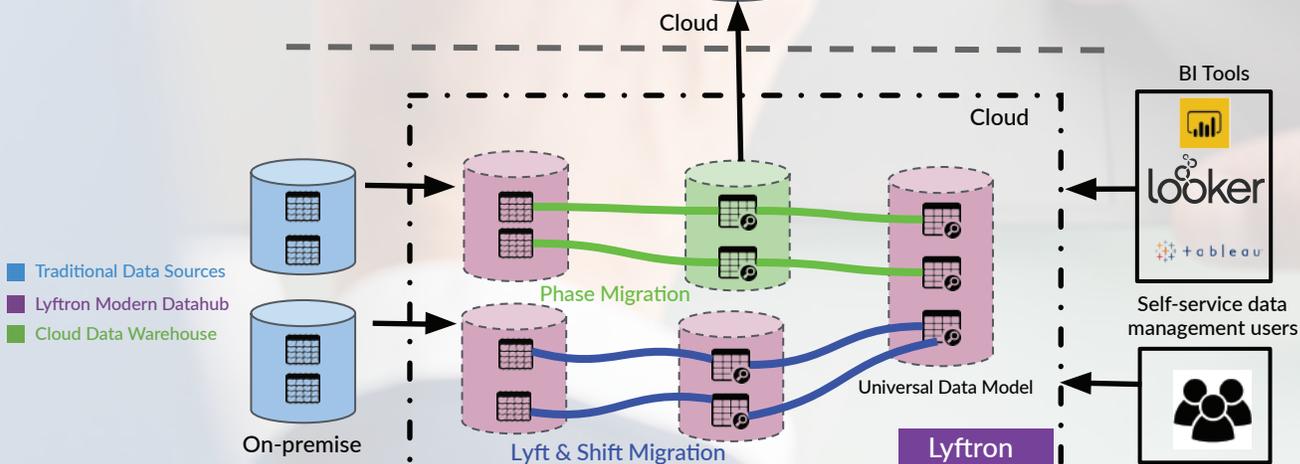
The same data models are defined in different BI tools. The data sources in reports are switched to the semantic data model in Lyftron

Cloud Migration

A cloud data warehouse is connected and data migrated step by step



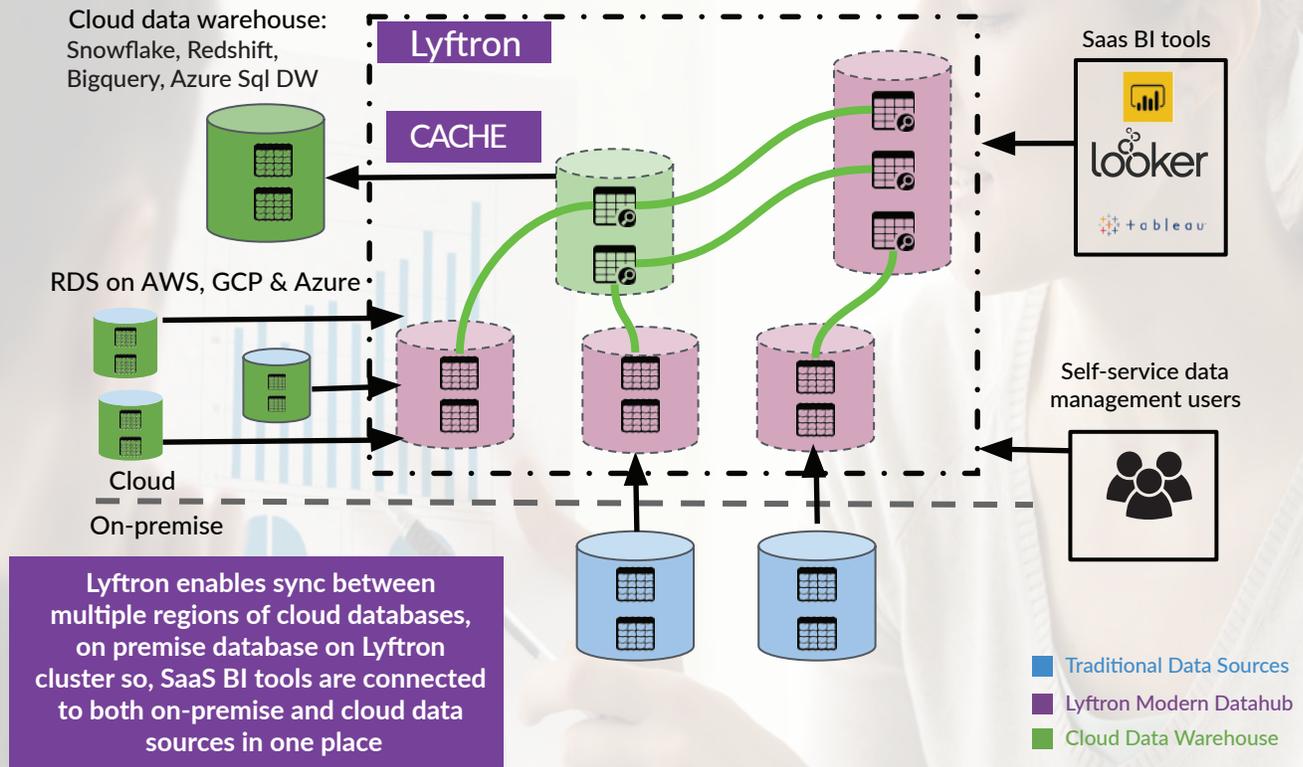
Cloud data warehouse:
Snowflake, Bigquery,
Redshift, Azure SQL DW



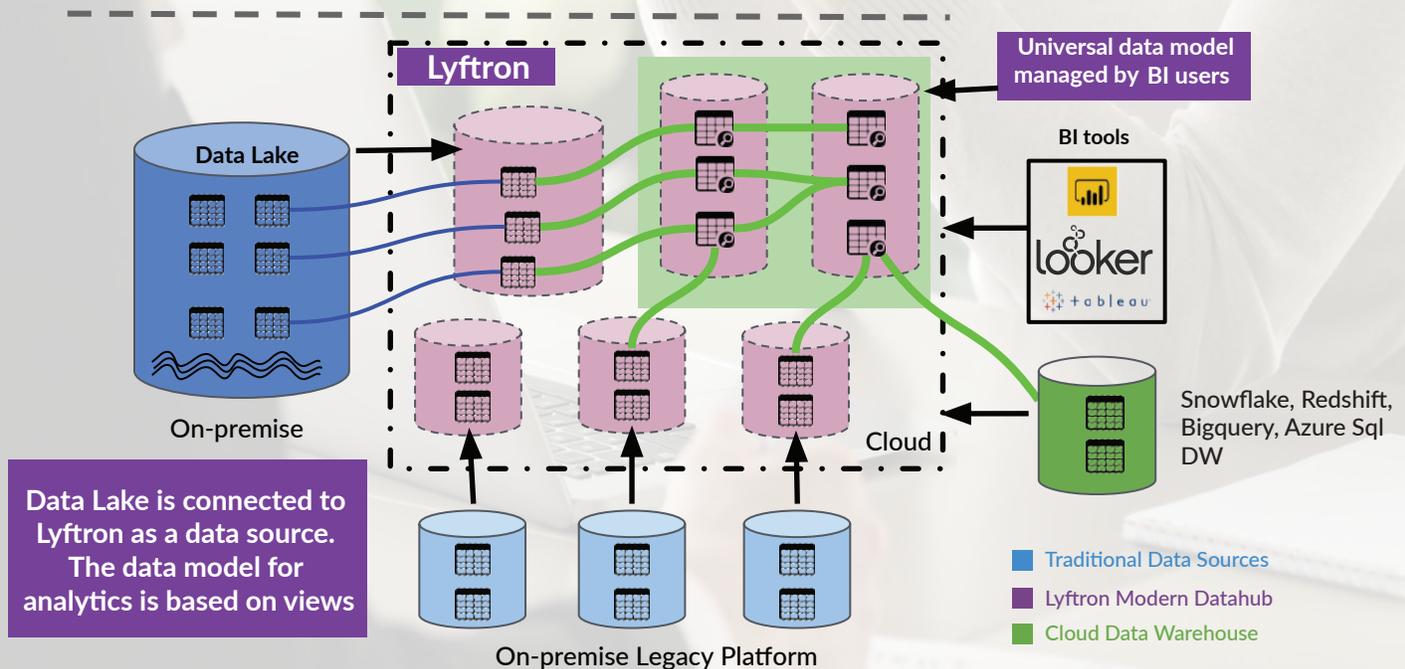
INSTANT BI WITH ZERO ETL/ELT

HEADACHES UTILIZING THESE USE CASES

Hybrid Cloud Management



Governed Data Lake Analytics



TOSS THE COMPLEXITY

EMBRACE SIMPLICITY



Democratize data with ANSI SQL

ANSI SQL, Lyftron's data modeling layer, allows customers to define business logic so everyone in the organization can get reliable and consistent results no matter how SQL-savvy they are. This makes it possible for customers to avoid arguing over conflicting results and how data was pulled in the first place, and focus more on taking concrete actions based on results.



Hybrid cloud management

Build a hybrid cloud data warehouse that acts as a data bridge between leading cloud platforms, on-premise data warehouses, and data sources. With Lyftron, users can instantly access all data from different regions in a data hub, and migrate from legacy databases to a modern data warehouse without worrying about coding data pipelines manually.



Enterprise wide data catalog & data lineage

Enable full database object search guided by the principles of tagging, alias, and data set definition. Lyftron's platform empowers data analysts to collaborate with ease. The data lineage process is also simplified, enabling teams to monitor data sets usage to maintain a healthy warehouse.



Shorten time to insights

Empower data savvy users to find and prepare the data they need for analytics. Enable real-time access to any data source from any BI tool.



BI acceleration

Lyftron is a data layer for Business Intelligence that both simplifies data loading to a target Data Warehouse and also modernizes the traditional Data Warehouse architecture, adding true real-time query capabilities.



Enhance security of data

Register over 140+ types of data sources in one place. Choose the most valuable data sources and replicate them to the cloud.



DELIVERING ON THE PROMISE OF TRUE SCALABILITY AT THE LOWEST COST

Out of the

85%

of companies who are trying to be data-driven, only

37%

have been successful in their initiatives.

DON'T BE ONE OF THEM.



DATA IS THE FUEL OF SUCCESSFUL BUSINESS

Embrace data innovation and schedule your demo today!

Lyftron enables instant access to data and effortless data replication in days not months with the compute power of Snowflake & Spark.