

BigMemory for Telecommunications

The in-memory solution for real-time big data

BigMemory stores hundreds of terabytes of data in memory for ultra-fast access to your customer data. It snaps into applications easily to deliver unmatched performance at any scale.

Dial Up Higher Profits

Increase retention and revenue with BigMemory.

Benefits

- Drive up satisfaction with improved support
- Boost revenue via personalized cross-marketing
- Increase retention by launching innovative real-time services
- Secure a competitive edge using big data analytics
- Reduce operating and technology costs

“I’ve had so many high fives walking through the building that my hand hurts. Thanks Terracotta!”

— Senior Systems Architect

Why BigMemory

Boost subscriber satisfaction—and your bottom line—with real-time big data access. Speed up support calls. Scale out e-services. Target ads and offers instantly. Plus, gain actionable insights from the massive amounts of data generated across your network. BigMemory delivers all these advantages and more.

BigMemory’s Impact

A \$26 billion telecommunications company scaled e-services to save millions:

Before BigMemory

- Poor performance stalled move to more cost-efficient e-service
- Customer and billing systems lacked speed and scale needed for online support
- Customer dissatisfaction raised the risk of higher churn

After BigMemory

- Data access times slashed from 30 seconds to 200 milliseconds
- 10,000s of subscribers use e-service channel daily, with capacity for at least 10x more
- Tens of millions of dollars saved by reducing reliance on call center

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terraccotta.org/telco

Why in-memory?

- Speed data access by 100x or more
- Boost throughput by 10x or more
- Support new real-time services
- Slash costs with cheap data storage

Why BigMemory?

- Scale to TBs of customer, network, or machine data
- Improve application performance at any scale
- Deliver great Web and mobile experiences
- Power real-time big data analytics

Telco industry uses Terracotta to:

- Increase call center efficiency
- Improve e-service performance
- Target product offers in real-time
- Capture new revenue streams
- Enhance network management
- Act on profitable business insights

Your Data in Real-Time

- Customer information
- Service account information
- Billing information
- Call Detail Records (CDRs)
- Transaction Records (XDRs)
- Social media data
- Clickstream data
- Network performance data
- Cell-site information
- Location data
- Device data
- Machine-to-Machine (M2M) data

Our Proven Track Record with BigMemory

1TB

Customer & billing data in-memory

150x

Faster data access via website

100,000s

Subscribers shifted to e-services

\$10 MILLION

Savings in support costs

Why BigMemory is a Big Deal

Game-Changing Innovation for Telecommunications

Deliver real-time services that boost subscriber satisfaction and sales by plugging BigMemory into your telecommunications applications. Outpace competitors by using real-time big data analytics to reduce churn, shave millions off operating costs by shifting to cost-efficient e-services, and increase revenue with real-time services and cross-sell offers.

Scale up, scale out—scale to the cloud—while turbocharging your telecommunications offerings with real-time access to all your high-value data—everything from customer and billing information, to location and device data.



Call Center

Improve subscriber satisfaction with prompt, high-quality customer service at any call volume. Speed access to account and billing information to shorten call times and increase agent productivity.



Network Management

Ensure a superior customer experience by improving the performance of your network management application. Accelerate issue resolution, deploy new services rapidly and increase operational efficiency.



E-Service

Shift customers to less costly, more convenient self-service channels. Deliver an e-service experience that exceeds subscriber expectations and business SLAs—while saving millions in support costs.



Big Data Analytics

Capitalize on the flood of data generated by your customers, network and operations. There are countless ways to exploit real-time big data insights, including churn reduction, pricing optimization, operational planning, to name just a few. More than half of all telco operators have made big data a strategic priority.



Personalization

Increase per-subscriber revenue with personalized offers presented instantly. Target subscribers on your website and transform your call center into a profit center. The right cross-marketing can boost telco profit margins by 12 percent.



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