

# Telecom

# Present & Future



As of 2013, there are almost as many mobile-cellular subscriptions as people in the world

Telecom organizations to leverage business agility measures to remain competitive

2012

Wireless traffic to increase by 50 times in 2016 from what it was in 2012

2016

There will be around 1.2 billion mobile enterprise workers by 2015

## Focus Areas

How can telecom companies minimize **customer churn?**



Complex Event Processing (CEP) systems can ensure that the churn propensity of a customer is tracked in real-time and timely corrective action is initiated before the customer decides to switch the provider.

How can telecom companies increase the **wallet share** from customers?



Complex Event Processing (CEP) solutions will help to provide personalized offers in scenarios like international travel, recharge threshold, handset upgrade, loyalty campaigns etc.

- Opening APIs is a prerequisite for operators to exploit many new business opportunities
- Revenues can be increased by making APIs available online, which helps drive new partnerships and build value added services.

How can telecom companies improve **customer experience?**



Complex Event Processing (CEP) solutions enable real-time tracking of customers' issues and providing proactive service with high quality within a few hours instead of a few days.

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