

# MAKE BETTER CONNECTIONS FOR TELECOM DATA

Connect Your Data with Your Workers to Drive Innovation Across the Business

## CONNECT THE DOTS FOR YOUR DATA

Telecommunications is about making great connections. But when it comes to data insights, it can be a challenge to find that connection.

When you use Snowflake and Alteryx together, you can make fast connections. Easily combine massive volumes of data like call records, customer support details, and demographic household data, then transform that data into new use cases for your business.

## DRIVE INSIGHTS ACROSS DEPARTMENTS

With its approachable drag-and-drop building blocks, Alteryx enables self-service analytics for anyone in the org who needs it—from marketing to finance, supply chain to HR. At the same time, Snowflake enables self-service access to data.

Using Snowflake and Alteryx together, everyone in a telecommunications company can access the full data value chain quickly and securely.

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**Alteryx technology allows you to take disparate bits of data and bring them together and create context. We take advantage of the fact that the technology really isn't tied to one thing. There are bits of data that we depend on that we didn't initially think we would want to have as a part of this resource.**

**Being able to open our minds to these possibilities, these opportunities, has been key, I think, to coming up with a custom solution that does the job better than we had imagined.**

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Vice President of Sales Research, Comcast



### UNIFIED STACK

Snowflake gives you access to a single source of truth for your data, and Alteryx gives you access to analytics. Together, they enable access across the full data stack.



### SELF SERVICE

With an approachable, user-friendly interface, Alteryx makes data insights from Snowflake accessible for any knowledge worker—technical or not.



### FAST INSIGHTS

Alteryx makes it easy to automate repeatable workflows, reducing the time to insights.



### SPEEDY, SCALABLE WORKFLOWS

Alteryx also enables pushdown processing with Snowflake, speeding up your workflows and scaling to thousands of users.

## OPEN THE DOOR FOR INNOVATION, ANYWHERE

The possibilities are nearly endless when you empower every business unit to take full advantage of data insights. Here are some real-life use cases from major telecommunications providers:

### PERSONALIZE MARKETING

Use location insights to capture customer consumption (voice and data traffic) in a defined location and target campaigns.

### REDUCE CUSTOMER CHURN

Automate customer data level analysis, proactively offer improved plans to avoid monthly data break fees, and analyze events from the network backend (CDRs) to detect switching signals, like receiving a call from competitors. One Alteryx customer drove a 25% increase in retention with this approach.

### IDENTIFY AREAS FOR 5G INVESTMENT

Combine signal data with demographic data to identify locations for expanding next-gen services.



Comcast used Alteryx to develop a new, easy-to-use market intelligence application that empowered its sales professionals to generate reports. Now, the advertising division can identify which targeted ad strategies work best for converting qualified prospects into closed sales.

- Combine thousands of data points, including Nielsen ratings, census information, national cable data, automotive data, and more
- Filter, analyze, report, and map a potential advertiser’s market opportunities in minutes using customized targeting and segmentation analytics
- Define micro-markets within any geography including cable zones, interconnects, radii, and drive times

### ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake’s Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 543 of the 2022 Forbes Global 2000 (G2K) as of October 31, 2022, use Snowflake Data Cloud to power their businesses. Learn more at [snowflake.com](https://snowflake.com).

### ABOUT ALTERYX

Alteryx powers analytics for all by providing our leading Analytics Automation Platform. Alteryx delivers easy end-to-end automation of data engineering, analytics, reporting, machine learning, and data science processes, enabling enterprises everywhere to democratize data analytics across their organizations for a broad range of use cases. More than 8,000 customers globally rely on Alteryx to deliver high-impact business outcomes. To learn more, visit [alteryx.com](https://alteryx.com).