NEW REVENUE STREAMS AND EFFICIENT NETWORK OPERATIONS FOR TELECOMS

DigitalRoute and Snowflake Transform Network Analytics and Analytics as a Service

HOLISTIC DATA MANAGEMENT

Leveraging Snowflake, DigitalRoute offers holistic data management that improves network operations and provides new revenue opportunities by eliminating data silos.

POINT TO POINT SHORTCOMINGS

Traditionally, OSS and BSS applications have used fragmented datasets due to point-to-point processes and isolated organizational structures. These silos have made it difficult for communication service providers (CSPs) to create new services based on data.

AN INTERNAL AND EXTERNAL MARKETPLACE IS THE ANSWER

DigitalRoute offers a carrier-grade data processing platform, combining strong integration capabilities with class-leading data processing to derive complete datasets intelligently (enriching, aggregating, correlating) and optimally (reducing pre-storage data volumes). Snowflake's Data Cloud and collaboration technology then allows CSPs to innovate seamlessly and securely, and scale data with lines of businesses and partners. The solution allows AI/ML applications to use a broader, enriched set of data to improve customer experience and network operations. This also drives innovation, leading to new revenue streams from services related to data exposure.

> " The 5G architecture opens up service options that developers and trusted partners have only dreamed about while, at the same time, insight from the NWDAF will add to the increased flexibility that is a defining attribute of 5G and network API service offerings. Through network APIs, bringing insight to the customer service layer provides a new world of advanced business opportunity. "

KARL WHITELOCK

Research Vice President, Communications Service Provider Operations and Monetization Solutions, IDC
(Source: IDC 5G Operational Readiness Market Perspective 2022)

INTEGRATE TO ANY DATA SOURCE
Data can be extracted quickly from any type of data source with interface and processing agents and can be configured, deployed, and maintained in a modular way

ELIMINATE DATA SILOS
Converged solution fits to any type of fixed or mobile network

COMPLY TO TELECOM STANDARDS
The solution is not tied to specific product releases or CR; it can adapt to any 3GPP release

OPEN TO ANY USE CASE
Through a flexible workflow engine, the solution easily adapts to any use case

POWERFUL PROCESSING FUNCTIONS
Decoding, normalization, aggregation/correlation and business logic adaptation are natively supported by the solution

CLOUD NATIVE
Run applications as micro-services and scale elastically to meet traffic requirements

## NEW REVENUE STREAMS FROM HOLISTIC DATA MANAGEMENT

B2B/wholesale business opportunities reside outside the traditional B2B services, such as voice and data. By combining network insights with industry specific data, CSPs could offer analytics tools such as decision support, forecasting, and workload management..

DigitalRoute, together with Snowflake, delivers a holistic data management layer to deliver Analytics as a Service. Enterprises can get valuable insights from an intelligent and effective data processing layer, centralized repository, and ML/AI analytics

CLOSED-LOOP AUTOMATION FOR NETWORK OPTIMIZATION

To achieve a high automation of lifecycle management, CSPs need to manage the performance of the network and analyze and remediate problems in real-time through closed-loop orchestration and artificial intelligence (AI). The Network Data Analytics Function, a standard core network function, is the layer solely responsible for data analytics and network learning.

DigitalRoute provides the fundamentals to enhance network performance, automate network operations, and improve customer experience by leveraging the holistic data management layer.
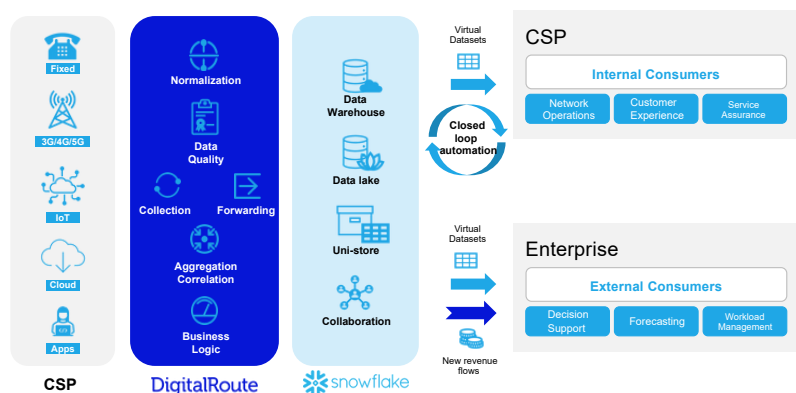
NETWORK DATA CAN BE USED BY INTERNAL AND EXTERNAL CONSUMERS

EXAMPLE: INTERNAL CUSTOMER, OPTIMIZED NETWORK SLICE COVERAGE - Network data analytics is used to derive optimal slice coverage without overprovisioning. UE mobility data, along with configuration data, provides coverage to fulfill a given slice SLA.

EXAMPLE: EXTERNAL CUSTOMER, DECISION SUPPORT BASED ON MOBILITY PATTERNS - UE mobility data and geospatial data are used to help a retail company select the location of a new store. Understanding movement in a target location enables a more reliable overview of its true sales potential.

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.

ABOUT DIGITAL ROUTE

DigitalRoute has the only portfolio that is purpose-built to convert raw usage data into billable items and analytics. The DigitalRoute Usage Engine™ enables companies to capitalize on the growing wave of data-based business models. More than 400 companies rely on our platform for data-based monetization, quote-to-cash automation, finance system consolidation, and telecom mediation and analytics. We deliver extreme precision in some of the most complex environments in the world. We unlock the value of data to optimize business performance. Learn more at www.digitalroute.com.