THE SNOWFLAKE
TELECOM DATA CLOUD

Turn your data into an innovation and revenue driver

DATA PLATFORM TO DRIVE INNOVATION WITH DATA, SECURELY AND EASILY

Communications service providers are in constant competition with new and incumbent players. To stay ahead, they must be able to deliver meaningful customer experiences, optimize the network, reduce costs, and increase revenues. Achieving this requires breaking down data silos to get insights from their data. But many are bogged down by complex legacy technology, making it challenging to derive value from their data while complying with evolving privacy and security regulations—costing time and money.

For telecoms, a simple, easy-to-use data platform is a powerful strategic asset, allowing them to easily and securely access data in near real-time, and then share, enrich, and analyze it to drive better business decisions and outcomes. It's also a powerful tool to unlock revenue streams through data and application monetization.

The Telecom Data Cloud supports collaboration between Snowflake customers, allowing all types of technology companies to seamlessly and securely innovate, collaborate, and scale their data with lines of business, partners, and organizations using Snowflake's data-sharing technology.

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> **From evaluating how our network is performing, from how we grow revenue—we become more cost effective [on Snowflake]. Most importantly, it's how we improve the customer experience. AT&T has data at our fingertips."**
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> **—KATE HOPKINS**
> VP Data Platforms, AT&T

ACCELERATE DATA CLOUD TRANFORMATION
Reduce costs and advance digital transformation with improved data integration, collaboration, and governance across every aspect of the business on a single, fully managed multi-cloud and cloud-agnostic platform.
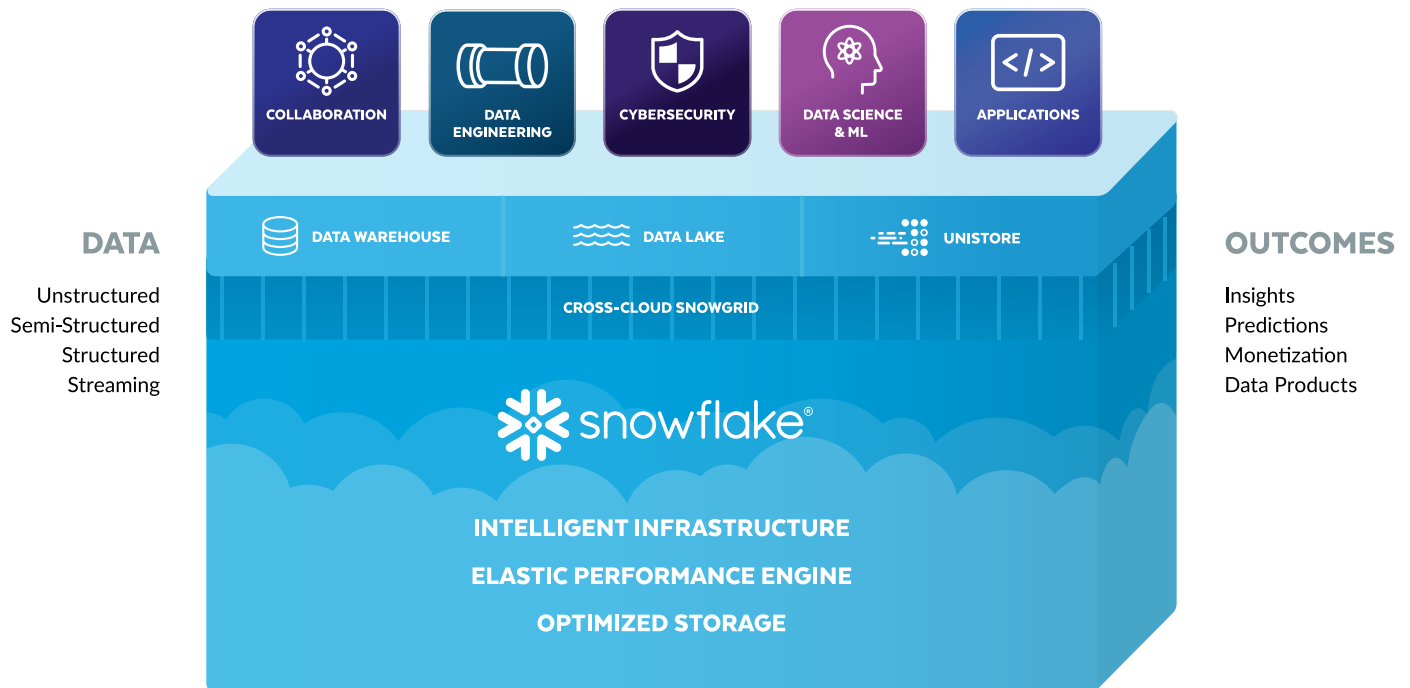
MONETIZE DATA & APPLICATIONS
Launch innovative data applications and products at scale and seamlessly access third-party data with the **Snowflake Marketplace**, driving improved marketing performance and advertising revenue. The Marketplace enables access to live, ready-to-query data, logic, and services with partners without having to rely on traditional methods of data copy and movement.

MAXIMIZE OPERATIONAL EFFICIENCY
Optimize the quality of service and reduce operational downtime by analyzing network traffic, managing capacity, scheduling maintenance ahead of time, planning infrastructure investments, and improving the core network.

DATA

Unstructured
Semi-Structured
Structured
Streaming

OUTCOMES

Insights
Predictions
Monetization
Data Products

By ingesting data, regardless of format, source or velocity, Snowflake serves as a centralized repository. It automatically scales up and down, so workloads have dedicated compute resources to ensure high performance and shorter query times. Because Snowflake is ANSI SQL-compliant, it works with any data loading or analytical product.

CASE STUDY: AT&T CONNECTS THE WORLD IN THE DATA CLOUD

AT&T, a multinational telecommunications company, provides industry-leading internet, phone, TV, and other services and products to consumers and businesses around the world. But like so many organizations, AT&T was experiencing a dramatic increase in data sources and faced the challenge of how best to leverage it to drive business value.

With the Snowflake Telecom Data Cloud, AT&T was able to:

- Improve the customer experience by leveraging insights from its disparate data sources

- Power business insights and innovation by unlocking internal data silos and allowing secure data sharing internally and with business partners

- Enhance network performance and infrastructure maintenance

To learn more, **view the video here**.