

UNLEASH THE POWER OF ROAMING ANALYTICS IN A SINGLE DATA PRODUCT

An Effective Solution Powered by Snowflake To Monitor Roamer Behavior and Make Roaming Business More Profitable

A BETTER UNDERSTANDING OF YOUR ROAMING NETWORK

SDG Roaming Analytics centralizes all the relevant and most modern data assets to monitor, analyze, plan, and predict your roaming network.

Leveraging Snowflake enables an easy, fast, detailed, and reliable understanding of the behavior of roamers for both inbound and outbound traffic.

Massive daily traffic and billing data are ingested in a secure and cost-effective manner. Business logics, advanced analytics, and alerts are automatically applied to provide reporting and actionable insights about permanent roaming, roamer statistics, financial control, business tracking, and many others.

DATA-DRIVEN DECISIONS MAKES BUSINESS IMPACT

A deep understanding of the roaming network gives a clearer view of the cost/revenue balance of the company, generates increased negotiation capabilities with partners, and helps define a data-driven business roadmap.

The capacity to predict what is coming allows companies to identify business opportunities and refine the current business to adapt it to future needs of the market.

Boost data democratization by enabling self-service with granular roaming data (IMSI level)

75% reduction in effort of manual data preparation

2x times faster go to market for new roaming services



EXTREME DATA

More than 1 TB of daily traffic data from the DCH is continuously ingested and processed in Snowflake and made available to business users at different levels of aggregation.



SINGLE POINT OF TRUTH

Corporate data sets and analytics are available to all users through a modern, integrated BI platform that provides self-service capabilities, thus eliminating information silos and providing a single truth of the data.



MODULAR DATA PRODUCT

The solution is provided in a modular and customizable cloud data product that can be offered as a service by SDG or hosted and managed directly on your cloud.



FORECASTING WITH ADVANCED ANALYTICS

The Advanced Analytics engines enable an understanding of the future of roaming by generating powerful insights that help to predict the most relevant roaming trends such as 5G adoption or IoT impact.



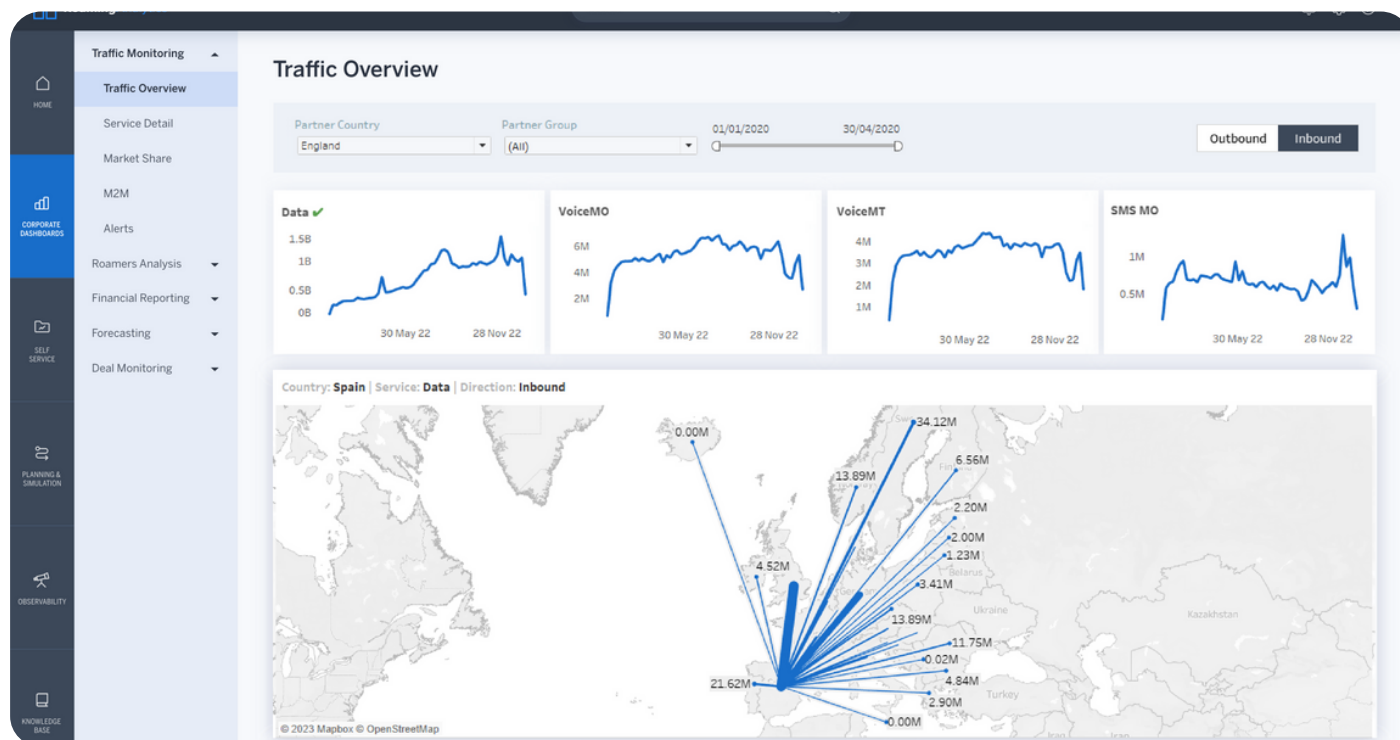
EFFICIENT CLOUD COST MANAGEMENT

Full cloud auto-scale solution designed following the FinOps principles to bring together finance, technology, and business to optimize the unit economics of the cloud.



SECURITY BY DESIGN

SDG Roaming Analytics implements robust protection and retention policies in a 100% automated and configurable way, enabling compliance with GDPR and other regulatory requirements.



PERMANENT ROAMING MONITORING

Supported by Snowflake's high autoscaling and data processing capabilities, SDG helped an international telecom to analyze the permanent roaming traffic (consecutive and non-consecutive) in its network. These analytics enable the identification of anomalous roaming behaviors that directly impact the company's balance.

DEAL MANAGEMENT

SDG leveraged the global roaming solution to help an international telecom to centralize its process for the deals definition with partners. The solution provides a framework to flexibly manage deals and monitor their compliance across the roaming network.

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 SDG GROUP

SDG Group is a pioneer global management consulting firm specialized in data and analytics. SDG Group helps companies become data-driven and unlock hidden potential by co-creating optimal solutions with its customers, leveraging data and analytics services through a unique combination of business domain expertise and state-of-the-art technologies delivered by industry-leading talent. Learn more at sdgroup.com.