5 KEY TAKEAWAYS FROM INDUSTRY DAY 2023 FOR TELECOM

Data-driven solutions powering business value for telecom leaders

Telecommunications companies are under tremendous pressure. Extremely high overhead expenses, tough competition and inflation are shrinking profit margins and revenues are growing at a glacial pace. In his telecom keynote for Snowflake's Industry Day event, Snowflake's Global Industry GTM Lead for Telecom Phil Kippen said that in response to market challenges, service providers are coming to see the volume and variety of data in their networks as powerful business assets.

Telecom data is incredibly valuable. Not only across telecoms' lines of business, but also for partners, agencies and customers. Now that modern, global data cloud platforms enable widespread data collaboration and accelerate data insights, it's faster and easier to put data to work. And when telecoms can mobilize, share and collaborate with data, efficiency, productivity and revenue opportunities increase.

At Snowflake's Data Cloud Industry Day, the first annual Snowflake event dedicated to industries, telecom and technology leaders shared how they leverage secure data collaboration and the latest industry solutions so their organizations can improve customer experience and business outcomes in today's highly regulated and complex business environment.

In case you missed it (or want to refresh your memory), we've compiled five key Industry Day takeaways for telecom:

1. **Gain sustainable competitive advantages by leveraging data**
2. **Solve telecom's business-critical use cases with data collaboration**
3. **Enhance customer experience and marketing ROI with third-party data**
4. **Improve customer experience and increase marketing ROI with AI/ML**
5. **Power personalized customer experience and data-driven decision-making with the Telecom Data Cloud**

WATCH TELECOM INDUSTRY DAY ON DEMAND
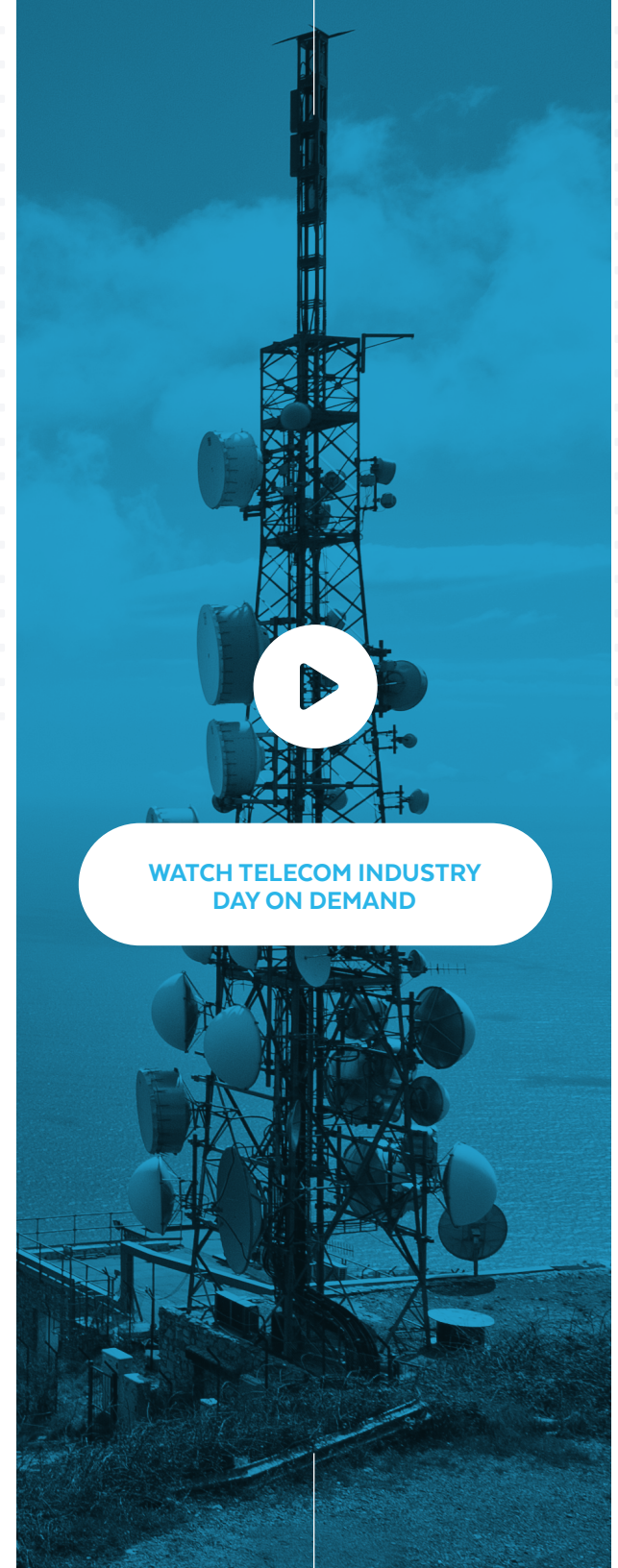
GAIN SUSTAINABLE COMPETITIVE ADVANTAGES BY LEVERAGING DATA

The adage "technology waits for no one" couldn't be more true than for the telecom industry. The evolution of 5G, the continued explosion of IoT devices and the expansion of fixed wireless access and satellite services are giving consumers more internet options—and intensifying demands on the network.

ACCORDING TO STATISTA, BY 2025, PEOPLE WILL GENERATE 463 EXABYTES OF DATA EACH DAY.

Telecom providers must leverage a wide range of data to optimize the network, but legacy systems and data silos make the process expensive, slow and difficult to maintain data governance.

At the same time, customers are demanding nothing less than an effortless personalized experience.

An **Ericsson telecom survey** representing 700 million people globally found that a one-day delay in responding to a customer need translates to a 30% decrease in customer satisfaction. Additionally, nearly 50% of survey respondents think their service provider is hiding behind "bad" technology.

Snowflake telecom customers are rising to meet market and technology demands. With **Telecom Data Cloud**, they are becoming more competitive, innovative and resilient. They are transforming their businesses through seamless, secure data sharing and collaboration, both across lines of business and with partners, customers and agencies. Easily accessible data helps telecoms address critical business challenges of today and tomorrow, such as improving customer experience, optimizing the network, increasing operational efficiency and driving new revenue streams. And now, with **Snowpark**, customers are streamlining data processing and accelerating end-to-end ML development to power business outcomes faster.

Customer Executive Roundtable

Hear from Snowflake customers across industries in an exclusive panel discussion about why Snowflake is a business-critical technology and how the Data Cloud powers their business goals.

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CUSTOMER SUCCESS STORIES

AT&T

Modernizing telecom operations and improving customer service with Snowflake

▶ Want to see how they did it? **Watch their sessions.**

COMCAST

Optimizing Data Security, Compliance and Governance Controls

▶ Want to see how they did it? **Watch their sessions.**

SOLVE TELECOM'S BUSINESS-CRITICAL USE CASES WITH
DATA COLLABORATION

Legacy systems, data silos and industry regulations in telecom can make data collaboration seem intimidating, costly and risky. Using a modern data cloud platform, telecom industry leaders are empowering data collaboration across their organization to improve customer service, reduce operational costs and optimize business processes.

Snowflake customers around the globe are collaborating on data easily and securely to solve the business challenges of today and tomorrow by addressing critical use cases, including the following:

- Improving customer experience
- Moderning telecom operations
- Optimizing business processes
- Democratizing data across the business
- Decreasing time-to-market for product and services
- Accelerating data science productivity and more

Use Case Demos

Telecom Network Cell Planning
Using Snowflake Geospatial

WATCH IT HERE

Creating Retail Data Products
Using Telecom Data

WATCH IT HERE

ENHANCE CUSTOMER EXPERIENCE AND MARKETING ROI WITH THIRD-PARTY DATA

Even though telecom companies have their own rich trove of data insights from first-party data on customers and across their networks and systems, they are increasingly leveraging third-party data to obtain additional business insights to enable better and faster decision-making.

By combining third-party data sets with their own, telecom companies can increase marketing ROI, deliver personalized customer experiences and accelerate profitability of new products and services.

Generated by businesses, individuals, IoT and more, third-party data comes from a wide variety of sources and spans many categories, including but not limited to the following:

- **Consumers:** demographics, consumer sentiment, psychographics
- **Point of sale:** online, in-store
- **Mobility:** location, in-store foot traffic
- **Online behavior:** searches, social media, app usage, web traffic
- **Media/advertising:** consumption, measurement, viewership
- **Events:** satellite, weather, event detection

In **Snowflake Marketplace**, telecom companies can access over 2,100 live, up-to-date, and ready-to-query third-party data, data services and Snowflake Native Apps in one place. Marketplace makes it easy to discover, evaluate and buy live external data that is secure, enabling compliance with regulatory requirements.

At Industry Day, Snowflake Marketplace partners Accenture, TransUnion and Carto gave in-depth demos on their latest data offerings to help telecom companies improve operational and business outcomes:

- **Third-party data to optimize customer experience**
- **Transfer-less identity resolution**
- **Location intelligence data for site selection**

▶ Want to learn more? **Watch their demos.**

TAKEAWAY #4:

# IMPROVE CUSTOMER EXPERIENCE AND INCREASE MARKETING ROI WITH AI/ML

Advertising and marketing technologies are rapidly converging, and generative AI and large language models have the potential to transform marketing across industries. At the same time, there are rising concerns and regulations around data privacy, and marketers are under pressure to get more value from data, and show results overnight.

Making sure that any short-term optimization also fits into the long-term roadmap isn't easy, but a unified approach to data and a robust technology stack are the only ways forward.

On Industry Day, we learned about Snowflake's new Modern Marketing Data Stack report on the capabilities marketers need to be successful and how Snowflake's customers across industries are harnessing data to deliver superior customer experiences and increase marketing ROI.

Snowflake has a unique front row seat to the transformation that occurs when our customers boost marketing performance and efficiency by unifying their data, leverage advanced AI and ML use cases directly where their data sits, and collaborate with that data within their organization and across their ecosystem through modern data sharing. And with Snowflake Marketplace, telecom marketers are also able to enrich their data and use apps from the marketplace without any friction or having to copy data.

Read the Modern Marketing Data Stack 2023 report to learn more.

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MODERN MARKETING DATA STACK

2023
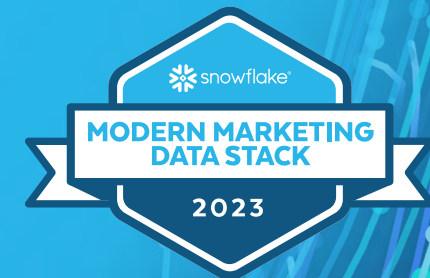
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TAKEAWAY #5:

POWER PERSONALIZED CUSTOMER EXPERIENCE AND DATA-DRIVEN DECISION-MAKING WITH SNOWFLAKE'S TELECOM DATA CLOUD

Telecoms are searching for new ways to adapt to changing market conditions in a highly competitive and regulated landscape. More than ever, industry leaders recognize the value of data-driven decision-making powered by a robust data strategy. Snowflake's Telecom Data Cloud is integral to their data strategy, enabling them to unlock the value of their sensitive data and collaborate with partners, lines of business and other external sources in a secure and scalable way.

The Data Cloud provides the depth of insight, analytical power and collaborative tools organizations need for agility while delivering the best results for customers and the business. Snowflake's powerful core platform capabilities allow telecoms to focus on advancing product and service innovation and delivering personalized customer experience while maintaining strict data security, governance and compliance. The platform is also fully managed and continuously optimized for price performance; customers only pay for what they use.

WATCH SNOWFLAKE INDUSTRY DAY 2023 ON DEMAND

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, power data applications and execute diverse AI/ML and 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 639 of the 2023 Forbes Global 2000 as of July 31, 2023, use Snowflake Data Cloud to power their businesses.

Learn more at **snowflake.com**