

You are here: [Home](#) > [Blog](#) > 7 tips for your telco big data analytics project



7 tips for your telco big data analytics project

19 September, 2016 at 12:28 PM Posted by: VanillaPlus

[f](#) [t](#) [in](#) [+](#) 12

The author is **Josep Maria Balaguer**, sales director at **Blue Telecom Consulting**.

Independently of its size and economic sector, most companies feel a certain pressure to embark on big data analytics projects. While we agree that data has become one of the most valuable assets of any organisation, from our perspective, having worked with operators and equipment vendors, we believe there are certain use cases that bring more value to telecom organisations than others.



Josep Maria Balaguer

Also, we believe certain considerations should be made before starting working and investing time and other resources in this area. Based on our experience from projects for network service operators and equipment manufacturers, we have gathered some advice that most organisations may employ with great benefit, and that we would like to share here.

So if your company handles big data sets in any form, keep on reading. Sooner or later you will need to extract your data's real value in order to gain

efficiencies in operations, optimise performance or improve customer service.

Pre-project considerations

Any successful project starts with precisely defining objectives and justifying it from a business point of view. Apart from having a fair understanding of advanced analytics techniques and what they might achieve, big data analytics projects in any organisation also require a realistic planning and resource definition. We therefore suggest analysing the following questions in the planning phase:

- What are the objective(s) with the project? If various, prioritize clearly.
- Who controls the data in the organisation?
- Where and in what formats are the data stored and for how long? Will they be easily accessible within a reasonable amount of time?
- Are the necessary skills and expertise already in place in the organization, or is internal training or external expertise needed?
- In what specific areas will an analysis of historical data be most relevant and in which ones will real-time analysis have to be executed? Real-time or near real-time analysis is not always indispensable, in some cases historical analysis will have a higher impact on objectives, as well as often being less complex.
- How will the results of the project be employed further in the organisation? For example, are the right teams trained and ready to work in a predictive manner? The right mind-set is as important as skills if new ways of working is to be implemented successfully.
- Is the project is justified from a business point of view? If not, refocus your objectives.

Minimum viable projects

In Blue Telecom Consulting we have developed a successful formula that includes measuring the grade of maturity of our customers when it comes to big data analytics before engaging in a project. We evaluate the state of their security and data access policies, the skills sets in place and human resources available for the project, among other variables.

If the right conditions are met we then define partial objectives for which we design smaller projects. And of these, only a couple of the most promising ones with manageable dimensions are initiated. In a way we follow the same logic that lean start-ups do when launching "minimum viable products", rather than delaying their launch until a more finished product is ready. We follow this approach since partial results may be achieved very rapidly and with limited initial resources, which gives a sound basis for continue working and refining. We believe this is better than starting out more broadly or ambitious. Our formula is also highly motivating for the teams involved and allows bringing quick, visible results to management.

Most common operator use cases

Our experience has shown that for network operators there are three use cases for which big data analytics projects are most often legitimised:

- Prediction of alarms of network events, root cause analysis and the automatic resolution of these
- Predictive network planning and optimisation
- End-to-end monitoring of network quality

These use cases, tailored to the operator's specific environment, enable monitoring the quality of service offered to customers, the anticipation of events and optimisation of networks. Thus, the operator enhances the value of its services, which in itself justifies investing in big data analytics.

And even if this step by step way of working might seem a little tedious, we consider this to be optimal for telco organisations given their technical complexity and other characteristics. The initial preparative phases are of crucial importance and decisive to whether introducing big data analytics will be a success on which to build or not.

The author is Josep Maria Balaguer, sales director at Blue Telecom Consulting.

About Blue Telecom Consulting

Blue Telecom Consulting (BlueTC®) provides innovative solutions and services aimed at evolving and optimising telecom networks for operators, system integrators and network equipment manufacturers. It divides its offerings into the following main areas: network and performance analytics, service monitoring and assurance, network security and conformance audits, and system and operational automation and optimisation. The company works with top tier companies in the telecommunications sector in various countries and takes on projects globally. Blue Telecom Consulting was established in Madrid, Spain in 2005, opened an office in Sweden in 2012 to serve the Nordic countries, and began commercial activities

[f](#) [t](#) [in](#) [+](#) SUBSCRIBE



COMARCH
THE MILESTONES OF DIGITAL TRANSFORMATION
Episode 4: SDN/NFV-READY FULFILLMENT
How Adopting NFV/SDN Technology Enables Telecoms to Experiment with New Customer Services
[Explore >](#)

Re-invent your customer relationships
Amdocs Digital

[Read the white paper >>>](#)

KEYNOTE SPEAKER
Alexander Lutz
Senior Vice President M2M

[REGISTER NOW >](#)
November 29-30, London
IoT WORLD FORUM 2016

CASE STUDY
See how Vodafone Ireland enhances its operational intelligence with Zen
[Download Now >](#)

Deliver Services Faster
With Aria's Cloud Billing Platform

[Learn More >](#)

Vanilla+
Check out the latest exclusive analyst **VanillaPlus** reports
CEM CUSTOMER CARE POLICY
REVENUE & FRAUD
BILL & CHARGE BIG DATA ANALYTICS
Free for VanillaPlus readers
[READ MORE](#)

in the United Kingdom in 2013.

[Like](#) 7 [Tweet](#) [Share](#) 27 [G+](#) 0 [Share](#) 12



Can CSPs use intelligence from multiple sources to win the customer experience battle?
Our VanillaPlus CEM Insight report explores how CEM is changing to take account of intelligence gathered from multiple sources of data.

The Insight contains a VanillaPlus-commissioned report from analyst firm Stratecast | Frost & Sullivan and includes features and interviews to help you gain a greater understanding of the role of CEM as the portfolio of services offered by CSPs grows

[DOWNLOAD PDF](#)

CATEGORY: BLOG, COMPANIES, NEWS

0 Comments [VanillaPlus](#) [Login](#)

[Recommend](#) [Share](#) [Sort by Best](#)

[Start the discussion...](#)

Be the first to comment.

ALSO ON VANILLAPLUS

CSPs focus on making omni-channel aspirations a reality

1 comment • 8 years ago

[Aarti Mehta](#) — Some great advantages shared by Dr. Andy Tiller. Although I would like to share my views on the same. With the omni channel ...

Poland's mobile operator Play completes implementation of CALLUP's Remote ...

1 comment • 8 months ago

[Percy Harisson](#) — <https://dm.comodo.com/solution...>

Robotisation is the answer to order fulfilment woes

1 comment • 9 months ago

[saikrishna satyavada](#) — Good Article Amit...One thing that may also need to be looked or added to the overall premise is the Data Security Aspect...


Digital transformation: What's the new 'new'?

1 comment • 6 months ago

[Scott](#) — Great write up VP and thanks for the insights Sean!

[Subscribe](#) [Add Disqus to your site](#) [Privacy](#)

DISQUS



The Global Voice for B/OSS

Why are we called VanillaPlus?
Telecoms engineers used to call the era of voice communications, Vanilla-Only. There was just one flavour on offer. This is the era of multiple communication systems. This is the era of VanillaPlus

NEWS
[Recent B/OSS news](#)

DIGITAL EDITION
[Latest Editions](#)

OTHER
[Newsletters \(Archive\)](#)

KNOWLEDGE CENTRE
[Webinars](#)
[Special Reports](#)
[Talking Heads](#)
[Editorial Advisory Board](#)

COMPANY
[About](#)
[Contact Us](#)
[Terms & Conditions](#)
[Privacy Policy](#)

PARTNERS
[Machine-to-Machine News](#)
[MQM mHealth event](#)

CONNECT
[Facebook](#)
[Twitter](#)
[YouTube](#)
[LinkedIn](#)

© 2014-2016 VanillaPlus - The global voice for B/OSS. All rights reserved.

COMARCH
THE MILESTONES
OF DIGITAL TRANSFORMATION

Whitepaper
SD-WAN READY
FULFILLMENT

How adopting SD-WAN
Technology Enables Enterprise
to Experiment with
New Customer Services

[Read More](#)

