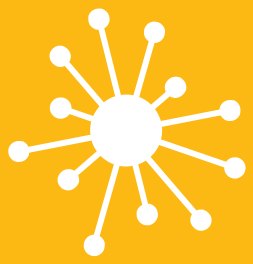
Use Case — Telecommunications – Telkomsel
Intel Big Data Solutions — Enterprise Operations
Enhanced Storage & Analytics

Leading Indonesian Telecom Implements Discovery and Analytics Tools



Key Selection Criteria

- Ability to execute -- determined by references, successful and POC delivery, and quality of solutions, training, support, and professional services
- Strategic partnership opportunity -- based on ecosystem leadership, global presence, and willingness to collaborate
- Technology approach and ecosystem integration -- seeking an open, flexible, and customizable platform with a suite of built-in data ingest and analytics tools plus integrations with third party tools already in use
- Enterprise management and security -- providing an efficient, secure way to scale the big data environment to support numerous lines of business in a centralized analytics environment

Summary

Telkomsel Selects Cloudera to Speed Customer Adoption of Broadband Services

Results

Telkomsel selected Cloudera to support its evolution from a voice- and SMS-based business to one that offers higher value broadband services to customers. Recognized as the biggest mobile operator in Indonesia with over 140 million subscribers, Telkomsel has seen increasing data volumes in its legacy data warehouse, particularly as a result of industry convergence that is driving consumers to perform a wider range of tasks using their mobile devices. This data deluge promises valuable customer and network insights if it can effectively be captured and managed.

Telkomsel turned to Hadoop to deliver on this promise, initially implementing Cloudera Enterprise to offload extract, transform, and load (ETL) operations from the data warehouse for more cost-effective data processing and faster time to realize insights across its business. The company is now implementing data discovery and analytics use cases on the Cloudera platform to, for example, gain deeper customer insights that will support many users' adoption of smartphones and broadband services.

When Telkomsel began searching for a strategic big data partner, the company recognized the flexibility of running an open source Hadoop distribution on industry standard servers, which could drive a dramatic change in the character and the quantity of data available to analyze.

"One of the first use cases we looked at was storing xDR data for longer data retention. With 100 percent data growth annually, Hadoop is the best option to offload the data from the EDW," said Metra C. Utama, vice president of IT Planning at Telkomsel. "We're looking forward to the next phase of adoption of our Cloudera environment, which will drive new analytical insights. The level of ongoing support and day-to-day interaction we have with the Cloudera team will expedite the advancement of our platform, and we look forward to the additional benefits this will offer our business."

The company is running Cloudera in an on-premise environment, and is exploring the use of Hadoop components including Apache Hive, Apache Spark, and Impala. Telkomsel performs data ingestion using Apache Sqoop, Apache Flume, and Apache Kafka to move data from its sources to the EDW.

"The ability to improve overall business strategy or revenue through advanced analytics is paramount for any business to maintain a competitive edge," said Amy O'Connor, big data evangelist and telecommunications subject matter expert at Cloudera. "Like so many other leading mobile operators around the globe, the data volumes that Telkomsel seeks to gather and process for better, faster decision-making are growing exponentially. We are pleased to provide Telkomsel with a platform that meets their needs for increased analytic visibility."

Big Data Solution offerings

SAMPLE ASSISTANCE	BENEFITS
Big Data Business Analysis	Improve operations, reduce costs, and uncover new revenue streams. Leverage new data assets to derive business insight.
Big Data Architecture Design	Design a reference and technical architecture that incorporates required data sources to ensure appropriate scalability, access, reporting, and security.
Big Data Pilot Deployment	Pilot data storage and processing. Deploy predictive analytic capabilities to realize your data's true potential.
Big Data Production Deployment	Quickly move your pilot deployment into production. Have a project that is in "POC Purgatory"? We will get it into production and help you develop the processes to operationalize Big Data.
Advanced Analytics and Data Sciences Services	Perform complex, high-volume, analytics. Intel data scientists can help you model, code, visualize, and deliver results for your use cases.
Big Data Security Assessment	Intel owns the world's largest security company, McAfee. Experts from the McAfee/Foundstone security practice can help secure your Big Data assets.
Graph Analytics	Use graph techniques to discover hidden patterns and relationships in Big Data. We deliver a framework that brings fully scalable data preparation, graph analytics capabilities, and algorithms together in an easier-to-program environment to reduce complexity and speed time to insight for data scientists and developers.
ETL and MPP Optimization	Leverage Hadoop data ingestion and transformation capabilities to handle complex data, optimize your ELT process, drive MPP scale—and dramatically reduce costs.
Big Data Planning Workshop	Rapidly prioritize your business needs, identify your highest ROI use cases, and design an advanced analytics architecture. We will define your end-to-end solution and provide a customized Big Data roadmap.

Meeting your needs

We look forward to meeting with you to define your requirements and meet your objectives.

- **Accelerate time to value:** Achieve real-time cost savings, respond to market trends, and drive innovation.
- **Secure Big Data:** Deploy a sustainable Big Data program that doesn't put your organization, or you, at risk.
- **Maintain control:** Work with a partner who educates your team so you become self-sufficient.
- **Increase business potential**: Create and execute a plan that helps you adapt now, and in the future.

Contact us

Contact your sales rep, or email us at Hadoop-services@Intel.com

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