



“To stay ahead in a highly competitive landscape, it is critical for us to deploy a future-ready network infrastructure. Bharti Airtel and Intel worked closely together to deliver seamless customer experiences cost-effectively.”

Randeep Sekhon, Chief Technology Officer, Bharti Airtel

Bharti Airtel Delivers Enhanced Customer Experience Through Real-Time Network Analytics

Bharti Airtel is a leading global telecommunications company and one of the top three mobile service providers in terms of subscribers. With the increased competition and a constantly growing subscriber base, the need to deliver a consistent and a valuable customer experience is critical to its success. Bharti Airtel leveraged Intel architecture to optimize its network performance and provide its ever-increasing customer base with a seamless experience. By utilizing the full breadth and depth of available customer and network data, the solution powered by Intel Xeon Scalable processors and Intel Data Center SSDs, enables more cost-effective, efficient networks and user experiences are more intuitive and enriching. Using data analytics, Bharti Airtel employs business intelligence and analytics tools that help identify issues and fix them before they affect the customer experience.

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