

TIBCO Spotfire for Telecommunications



By enabling business professionals throughout the organization to visualize and interact with information with unprecedented ease, The TIBCO Spotfire Enterprise Analytics platform equips every telecommunications employee to rapidly discover new insights in the information s/he works with every day. Spotfire software shifts the power to ask and answer virtually unconstrained questions of any business data to front-line users, eliminating countless new reports or custom queries from IT. Unlike tradition business intelligence, Spotfire software is radically faster and far more adaptable to business process and organization-specific analytic challenges.

Broad Applicability Telecommunications industry:

- **Market analysis** - Leverage internal or external data to quickly discover insights in key markets and shifting consumer patterns.
- **Customer segmentation & profiling** - Quickly and dynamically segment subscriber base to better devise new service offerings and promotional plans. Create and use context specific and one-time segments and clusters.
- **Customer retention** - Better understand your customers' experiences and determine how to positively affect them. Quickly analyze multivariate factors such a billing, subscriber and service incidents, provisioning, and more.
- **Promotional effectiveness** - Compress campaign analytics and planning into a single integrated process by transforming analytics from a backroom operation to a high speed front office activity.
- **Switch center operational effectiveness** - Quickly analyze usage and switch-to-bill path data to determine potential sources of revenue leakage due to inaccurate or missed inter-carrier billing.



Industry Challenges

Telecommunications companies around the globe are challenged by unpredictable competitive forces, continued consolidation and licensing deals, elusive regulatory and compliance issues, changing customer demands, and growing pressure to maximize shareholder value. All this translates into increased pressure to satisfy customers and improve service levels, launch well-conceived new services quickly and effectively, and protect shrinking profit margins.

However, in most telecommunications organizations there is a mismatch between what business users require to address these challenges and typical information systems deliver. Typical systems are architected to manage data that is already institutionalized, and to answer questions that have been anticipated and pre-formatted in the data warehouse. They do not provide the flexibility to ask new questions of data, quickly react to a change in the marketplace or look at information in new ways to uncover opportunities or risks. As a result, business users try to fill this gap by extracting data into personal spreadsheets, requesting volumes of new reports or seeking custom business applications. This creates new problems of reliability, data consistency and security.

To remain competitive in today's dynamic landscape, telecommunications companies need to find new insights in information that can be used to develop more innovative services that better meet customer demands, to better manage network operations, to decrease customer churn, and to learn more about market trends. They need analytic capabilities that will give users access to key data when they need it, that will apply to generate forward-looking business insights and that can ask unanticipated questions.



TIBCO Spotfire for Telecommunications

TIBCO Spotfire® Professional

Makes comprehensive analytics fast and easy for a variety of business analysts and users, allowing them to:

- Perform compelling ad hoc analyses, accessing multiple back end and local data sources
- Easily publish analytic applications and reports instantly to colleagues, partners or customers using TIBCO Spotfire Web Player or TIBCO Spotfire Enterprise Player

TIBCO Spotfire® Web Player

The zero-footprint web interface makes it easy and instantaneous to share content and insights with broadly dispersed colleagues, customers and business partners.

- View and navigate configured analysis workflows, with no software or plug-ins installed
- Answer new questions with remarkable interactivity and visual clarity, way beyond today's static reports
- Embed analyses in a corporate portal or integrate with other web applications to create business mashups

TIBCO Spotfire Enterprise Player

Easily deploy rich, interactive analysis applications and workflows throughout the enterprise.

- Follow analytic applications and interactive reports using a simplified user interface
- Interactively answer new questions using filtering, visualizations, custom-developed tools, and more.
- Work with applications offline or online

TIBCO Spotfire® Analytics Server

Provides the enterprise with a centralized platform for integration, deployment, and administration.

- Control over configuration, deployment, and security, leveraging existing security infrastructure
- Provide secure, streamlined end user access to existing corporate data sources
- Secure publishing and distribution of analytic applications

TIBCO Spotfire® Developer

A complete set of application programming interfaces (APIs) that allow developers to:

- Integrate and automate the platform, as well as extend it with entirely new custom tools and visualizations and more
- Develop code using Microsoft Visual Studio .NET then deploy to end users in a seamless way

TIBCO Spotfire Analytics Solutions

Get a rapid return on investment and increase productivity

- Using preconfigured analytic workflows, tools and predefined data integration models
- Leveraging best practices for a variety of business processes and industries, such as portfolio and asset management, high-tech manufacturing, and more

TIBCO Spotfire Professional Services and Support

Take advantage of over 10 years experience in analytic best practices and custom solution development, plus world-class support.

- Enable everyone with IT workshops, advanced analytics and end user training
- Learn with web-based, regional, or on-site training
- Depend on phone support personnel in Europe, USA and Japan for fast response times.

TIBCO Software Inc. (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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<http://spotfire.tibco.com>

TIBCO Spotfire,
TIBCO Software Inc.
212 Elm Street
Somerville, MA 02144

Tel: +1 617 702 1600
+1 800 245 4211

Fax: +1 617 702 1700