



Using data analytics for better decision making

HP Vertica Analytics Platform provides communications service providers with quick, cost-effective analysis of call records



Bringing data analytics into the 21st century

As a service provider in the communications industry, you have been experiencing intense change and the need to provide a wide variety of services to more subscribers than ever before. As your offerings increase to include voice, wireless, video, and data services, so does your operational complexity. And the volume of data, including call detail records (CDRs) and other customer-related data, that you need to store and analyze is also increasing.

Retaining and analyzing your CDR data is dramatically limited by traditional database architectures and their associated costs. These database technologies can no longer manage today's explosively growing volume of CDR data, or handle the fast, complex queries you need to drive real-time business decisions.

HP Vertica Analytics Platform is a high-performance, yet affordable, solution. This family of high-performance data analytics products lets you store more CDR data, and access it more quickly, at a fraction of the cost. HP Vertica Analytics Platform features a fast SQL-compatible database for storing and querying very large volumes of telecommunications data, giving you unmatched affordability, scalability, and flexibility.

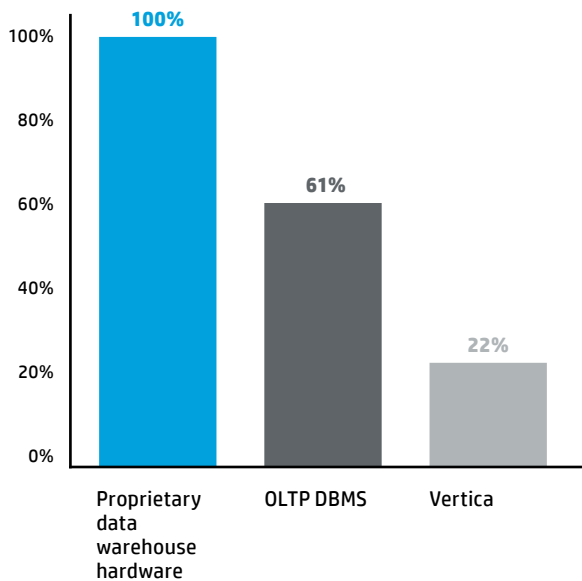
With HP Vertica Analytics Platform you can analyze tremendous volumes of CDRs significantly faster, using only a fraction of the hardware required by traditional relational database management systems (RDBMS) and proprietary hardware.

Achieving business goals through better performance

It's a simple equation. If your CDR analytics platform can help you answer questions about your customers and business within seconds instead of hours, and store a year's worth of CDRs less expensively than storing a few months' worth, then you can analyze more of your data in more ways and more quickly to help your business:

- Identify important customer behaviors
- Optimize pricing by spotting strengths and weaknesses in price plans
- Predict shifts in the market
- Create targeted marketing campaigns
- Save millions in lost revenue by eliminating sources of revenue leakage and fraud
- Manage loads during peak call times by fine tuning your network capacity
- Minimize unplanned outages to ensure network uptime and enhance customer satisfaction

Projected three-year cost of ownership for a 10 TB database



Making scalability painless while lowering cost of ownership

HP Vertica Analytics Platform delivers revolutionary performance, even when managing terabytes of CDR data, without requiring expensive server hardware or intensive database administrator (DBA) overhead. HP Vertica Analytics Platform automates time-consuming DBA tasks such as physical database design, tuning, indexing, recovery, and fault tolerance.

The combination of speed and simplicity, and the ability to run on inexpensive, off-the-shelf servers can provide you with significant savings, especially when compared to traditional “row-store” databases and proprietary data warehouse hardware. Factor in three-year ownership costs of system hardware, DBMS software, and maintenance, and you’ll see that HP Vertica Analytics Platform typically costs a fraction of the price of traditional systems.

Seven HP Vertica Analytics Platform innovations

1. Column-store architecture
2. Industry-leading compression
3. Automatic database design
4. Concurrent loading and querying
5. High availability without hardware redundancy
6. Ability to run on commodity hardware
7. Scaling through additional, inexpensive hardware

For more information

To learn more about how HP Vertica Analytics Platform can help your company perform CDR analysis more effectively, visit www.vertica.com.

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