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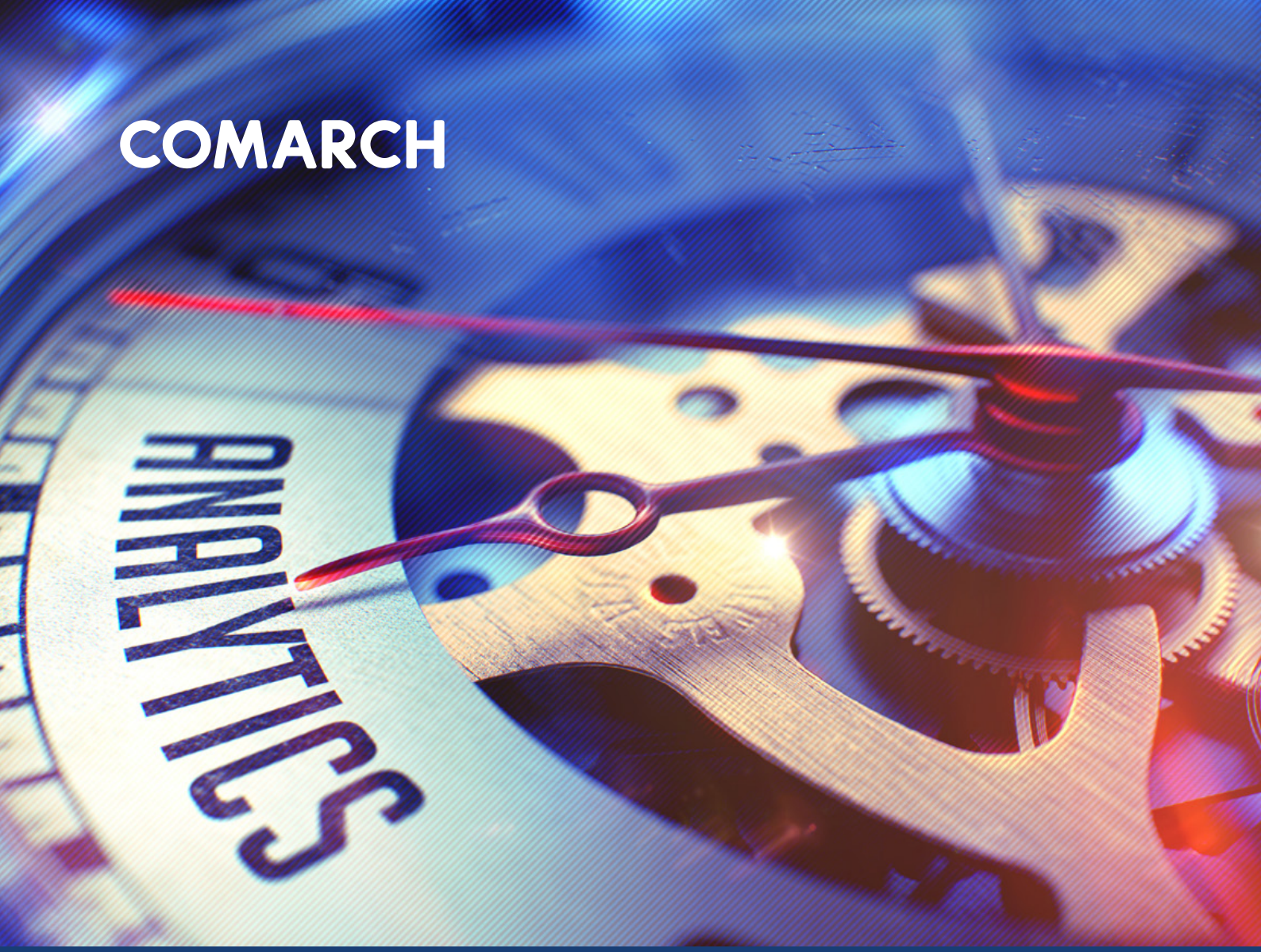


# COMARCH
# IOT ANALYTICS PLATFORM

Most executives say a lot of critical information needed for decision making is delivered to the telecom operators too late. Traditional solutions based on business intelligence/data warehouse platforms enable you to perform post-mortem, offline data mining and analysis, and provide actionable results no sooner than several days or even weeks after the event took place. This is no longer fast enough in a world where everything needs to happen in real time.

Operational excellence requires immediate action. Modern IT solutions should therefore focus on delivering results and building real business value in a much shorter timeframe – e.g. it is necessary that a data analytics platform ingests source data automatically in streaming mode, processes this information, and makes intelligent decisions in real time. It should also trigger actions automatically, based on analytical insights.

The IoT Analytics Platform module focuses on delivering measurable business value, using intelligent big data processing and real-time data analytics for M2M/IoT business purposes. It provides comprehensive information about the way in which customers are using your IoT products. Additionally, it handles some issues related to quality of service (QoS) within operations, by helping discover which device (or type of device) generates issues, revealing data patterns and trends, and providing reports and analysis of anomalies. Device/IMSI (International Mobile Subscriber Identity) and customer profile dashboards enable deep data drill down. You can also use the supporting functions such as alarms and notifications internally, to improve your business and operational results and enhance customer experience.

## BENEFITS

- **Measure Business Value Using Intelligent Big Data Processing**
  Gather and process data collected from a network, M2M/IoT devices, applications and other data sources in real time, and combine this information with historical data to see which services your customers are using, and how, in one consistent view. Use this knowledge to measure the value of your IoT business.

- **Learn More About Your IoT Services to Improve them**
  Deliver valuable information from the analytics tool to your business, sales and operational departments. Combine the M2M/IoT analytics data with information from BSS/OSS and vertical applications, to build a complete view of the service and understand how to better tailor it to your customers' needs.

- **Reach Highest Operational Excellence**
  Analyze how your M2M services are being used by connected devices, track the performance of those devices, and visualize the movement of your equipment. Use that input to improve performance of your services, react to reduce inefficient use of devices, and propose service changes according to customer needs.

- **Offer the Highest Quality of Service, Using Various-level SLAs**
  Provide your customers with the highest quality of service (QoS), by offering and easily managing different SLA levels in your IoT operations. Discover which devices generate issues, reveal patterns and trends, report and analyze anomalies, drill down into the information within the user dashboards to see all details of a given service, raise alarms and notify customers to improve business and operational results, and enhance customer experience.

- **Analyze Data in Real Time for Immediate Action**
  Switch from post-mortem, offline data mining and analysis to a real-time report and analysis tool that can trigger actions as soon as an issue arises. This is mandatory in a world where everything needs to happen in real time.

- **Generate Revenues in New Vertical Markets**
  Use IoT Analytics Platform for Device Movement Control in various use cases, such as asset tracking, fleet management, supporting cities in planning street and transport networks, improving the use of energy by providing data to smart utilities/ monitoring systems, and more.

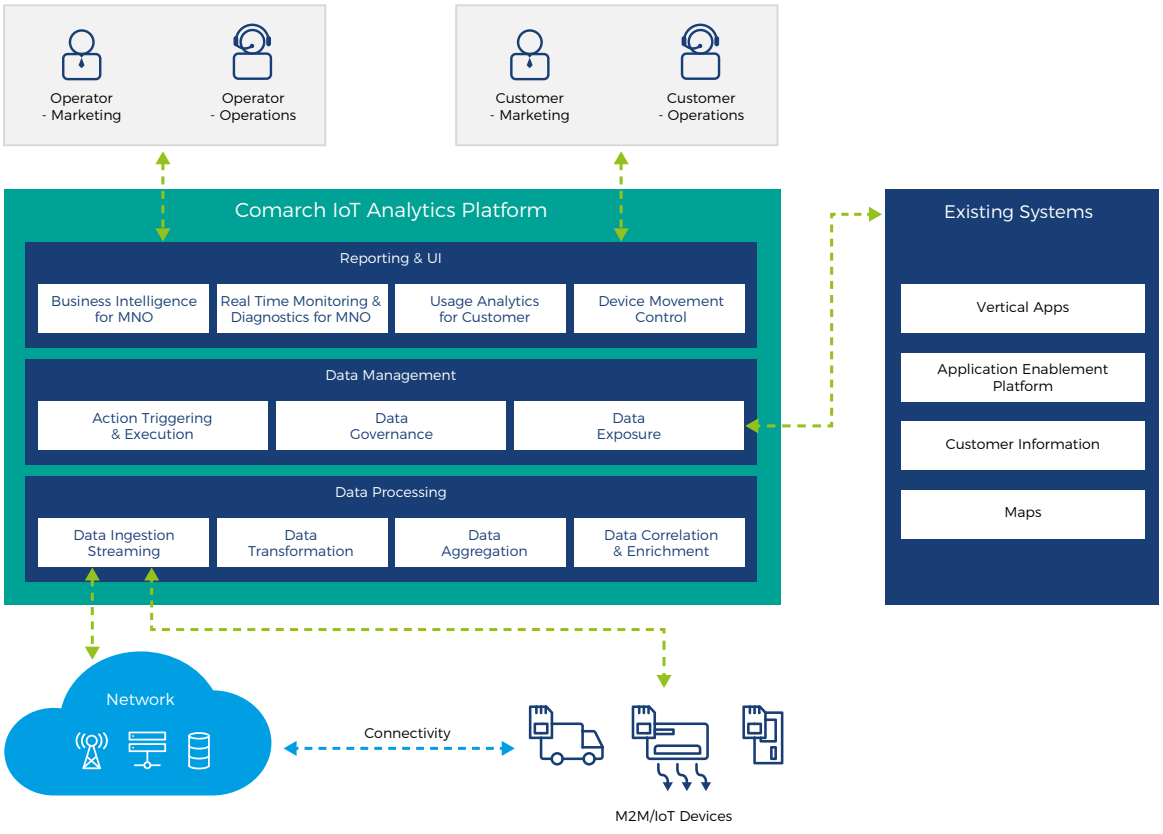


Figure 1: Comarch IoT Analytics Platform architecture

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## CONTACT US

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## ABOUT COMARCH

Since 1993, Comarch's specialist telco solutions business unit has worked with some of the biggest telecoms companies in the world to transform their business operations. Our industry-recognised telco OSS and BSS solutions help telecoms companies streamline their business processes and simplify their systems to increase business efficiency and revenue, as well as to improve the customer experience and help telcos bring innovative services to market. Comarch's telco solutions customers include Telefónica, Deutsche Telekom, Vodafone, KPN and Orange.

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