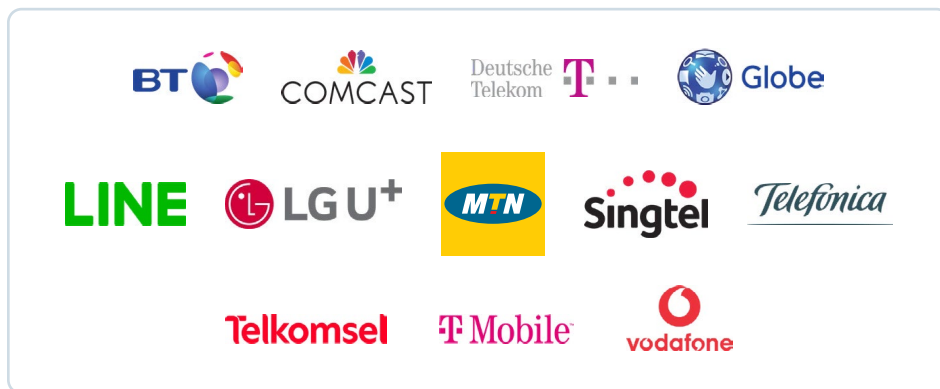


Telecommunications Unlock the Promise of Data-Driven Transformation

Faced with increasing competition and commoditization of traditional services, organizations in the telecommunications sector are embracing data-driven transformation. As such, they rely on data and analytics to enhance the end-to-end customer experience, optimize their networks and operations, and drive new revenue streams.

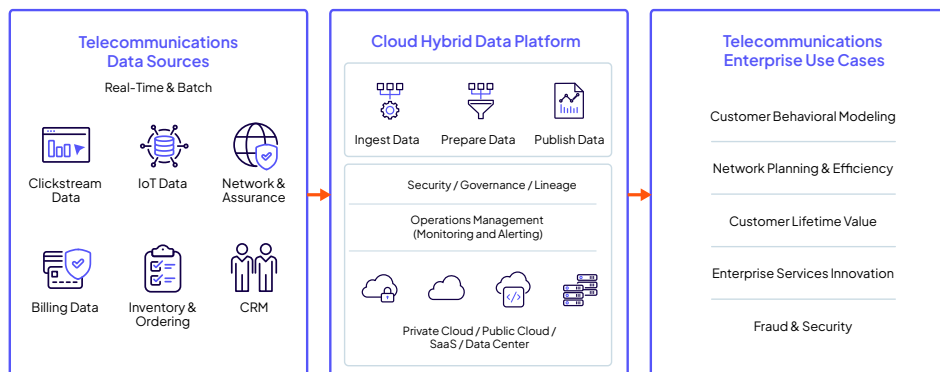
Cloudera's data management, analytics, and AI platform helps telecommunications service providers drive insights and action from any data, anywhere, in real-time. Cloudera helps enterprises capitalize on the value of all their data with a hybrid platform that provides faster and easier management of enterprise analytics for data wherever it resides - without compromising performance, scalability, or security.

Cloudera Customers in Telecommunications



Why Cloudera for Telecommunications Service Providers

Cloudera enables enterprises to utilize the power of data, analytics, and AI to transform their businesses. As such, leading telecommunications service providers worldwide are adopting an enterprise data cloud strategy using Cloudera to manage the end-to-end data lifecycle from collecting data from multiple sources to storing, processing, analyzing, serving, and predicting to drive actionable insights.



Telecommunications Use Cases

Leading telecommunications companies worldwide are adopting an enterprise data cloud strategy using Cloudera to manage the end-to-end data lifecycle.

Cloudera helps telcos manage and analyze their data for:

Customer Analytics

Cloudera enables telcos to curate the right data sets and create a true 360-degree view of their customers.

Service Assurance

In addition to enabling telcos to identify and prioritize problems, Cloudera leverages advanced analytics, AI, and ML to detect and anticipate anomalies, empowering telcos to anticipate and respond to network issues autonomously.

Total Experience Management

With Cloudera, telecommunications service providers can model their customer and employee experiences and measure key indicators, including sentiment, advocacy, and loyalty.

Security and Privacy Analytics

Cloudera provides a single data governance solution so telcos can manage multiple workloads — each of which requires strong governance with holistic security and privacy management capabilities — in a multi-cloud setting.

Digital Ecosystems and Service Innovation

As the connectivity layer for IoT and the edge, telcos are an integral piece of today's AI ecosystems. Cloudera enables telcos to contribute data, analytics, monetization solutions, and infrastructure — all with comprehensive governance.

Innovating Telcos Powered By Cloudera



Telefónica Spain

increases customer usage by more than 20%.



Globe Telecom

improves customers' mobile experiences and delivers a single source of truth.



Deutsche Telekom AG

reduces revenue loss from fraud by up to 20%.

Business Impact of Cloudera

Modernize Your Data Stack

Cloudera's open data lakehouse powered by Apache Iceberg drives results with an open and scalable architecture designed for speed, efficiency, and security.

Optimize Your Cloud Investments

Work across multi-cloud and on-premises environments with ultimate flexibility using the world's first hybrid data platform built for interoperability and cost-effectiveness.

Manage Data Movement with Ultimate Flexibility

Need to move data or projects from cloud to cloud or from on premises to any cloud and vice-versa? Cloudera provides secure and automated portability of data and workloads.

Protect Your Business

Enable a comprehensive data fabric with unified security and governance on open and cloud-native storage formats with Cloudera Shared Data Experience (SDX).

Learn more about how Cloudera is powering future-ready telecommunications service providers.

[Cloudera.com/telco](https://cloudera.com/telco)

CLouDERA

Cloudera, Inc. | 5470 Great America Pkwy, Santa Clara, CA 95054 USA | cloudera.com

Cloudera is the only true hybrid platform for data, analytics, and AI. With 100x more data under management than other cloud-only vendors, Cloudera empowers global enterprises to transform data of all types, on any public or private cloud, into valuable, trusted insights. Our open data lakehouse delivers scalable and secure data management with portable cloud-native analytics, enabling customers to bring GenAI models to their data while maintaining privacy and ensuring responsible, reliable AI deployments. The world's largest brands in financial services, insurance, media, manufacturing, and government rely on Cloudera to be able to use their data to solve the impossible—today and in the future.

To learn more, visit [Cloudera.com](https://cloudera.com) and follow us on [LinkedIn](#) and [X](#).