

Three Simple Steps to Using Telecom Data in Business

One common approach to using telecom data is to first look at what data each system has collected and then attempt to understand and sort that information. This approach is costly, time-consuming, and often ineffective in answering specific questions. Mark Lesman, Software Development Manager and Billing Architect at Qwest, advocates instead following these three easy steps when using telecom data for business needs.

1. Before collecting a lot of data, ask how it would be used and use that information to determine what data is needed.
2. Reuse BSS functionality to enrich the data.
3. Use the relevant data set for targeted data mining.

Once the right data is there, business intelligence toolsets can be very instrumental in driving profit optimization by deriving appropriate price points, evaluating popularity of product features by different business and geographic segments, finding relationships between customers' spending and their profiles, and measuring the effectiveness and impact patterns of marketing campaigns.

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Telecom Embedded Solutions

As telecom products become increasingly intelligent and complex with the advent of next generation technologies such as 4G, WiMAX, LTE, SDR, UWB, IMS, and NGN, consumers are also becoming increasingly demanding of quality, reliability, and availability. TCS' telecom embedded solutions leverage strong domain expertise, IP portfolio, and solution accelerators to significantly reduce time-to-market for new products.

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TCS Upgrades Customer Support Systems for Motorola

Motorola's Connected Home Solutions Business Unit partnered with TCS to upgrade its Amdocs CRM system and migrate the application to a new data center. TCS maintained a high level of customer support throughout the project with 50% less downtime than expected, leaving Motorola with a flexible application in line with business processes and technology trends.

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Customer Care

Customer-facing activities have a tremendous impact on telecom enterprises' business. Despite the need to contain costs and the difficulty of maintaining consistently high levels of service, the quality of customer interactions must never waver. TCS' Customer Care Application, based on the Voice Interactivity for Better Experience (VIBE) framework, provides a voice-based interface to provide necessary information while reducing the cost of customer interactions.

[Learn more](#)

TCS wins Internet Telephony's IPTV Excellence Award

[Internet Telephony magazine](#) has named TCS' IPTV service as a recipient of the 2009 IPTV Excellence Award. TCS was chosen for this award based on its IPTV expertise and its significant role in the launch, support, and enhancement of IPTV services provided by British Telecommunications (BT), under the product name BT Vision.

"TCS' knowledge of BT's broadband business was key to the successful delivery of BT Vision with its growing number of customers. TCS' domain expertise in IPTV and VOD combined with its flexibility in responding to BT's resourcing requirements resulted in a very effective solution to BT Vision's technology partner needs," said Simon Peachey, Program Director, BT Vision Technology.

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Telecom Assurance — The TCS Way

There is a plethora of assurance products and solutions on the market, but any gaps in assessing the effectiveness of assurance solutions and process automation could prevent an organization from making accurate decisions. The TCS way of telecom assurance provides an end-to-end mechanism that incorporates not just specific modules, but also relationships between stakeholders and promises such as security and availability. This allows the service provider to predict and plan for future events and identify new revenue sources, thus fulfilling their promise to the customer.

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About TCS' Telecom Practice

TCS' telecommunications practice enables integrated operators and manufacturers to enter today's converging industry. Our comprehensive solutions range from end-to-end IT consulting to custom application development and maintenance for test and measurement equipment vendors and service providers. We help accelerate product innovation, increase go-to-market speeds and reduce the cost of product development while supporting your business models and your customers' needs. For more information on our telecom practice, visit www.tcs.com/telecom.