

Teradata Extreme Data Appliance for Call Detail Records

Integrate Your Business Intelligence

Not long ago, network managers relied heavily on network performance data to size and manage the network. Pegcount, attempts and completions, and minutes of use were the major sources of data to engineer the network. Today's always-on, fast paced, integrated networks require a deeper understanding of the customer's actions and usage. So, detailed data are essential to manage today's network.

These data enable the network manager to understand the customer experience and ensure that network performance delivers the highest quality of service across voice, data, text, and internet offerings.



Call detail records (CDRs) are the single richest source of information for both customer experience and network performance. This basic source of information, which is the lifeblood of the network, has existed for decades. However, access to and analysis of CDRs has been constrained by the high cost and low performance of previous solutions. The increased complex-

ity of new services and a growing focus on true customer-centric operations has driven communications companies to consolidate data onto a single CDR platform. Why?

Because to acquire an end-to-end picture of the network, they need a single location for all their relevant information – a platform that can be easily accessed and analyzed by a wide range of users.

That's why leading communications companies like yours are looking for new and better ways to take their business intelligence to even higher levels.

More Detail. Lower Cost.

So why haven't more communications companies exploited these vital CDR data? Often times, their CDRs are summarized so detail is lost. For others, there's no governance for controlling CDR use, no knowledge of who has the data or data currency. CDRs, often referred to as xDRs, are associated with voice, internet, IP, SMS, switch, and signaling data and can add up to billions of detail records per day.

That's why Teradata Corporation, the global leader in enterprise data warehousing (EDW), has developed the CDR appliance to let you store more detail at less cost per terabyte than ever before. This CDR appliance brings an array of benefits to telecommunications operations, including:

- > Lower handling costs of CDR data.
- > Increased speed in answering CDR-related questions.

- > The opportunity to consolidate CDR data currently held in varied files across your business.
- > Quicker accessibility to more relevant information.

Bring Business and Operations Together

With a CDR appliance, you can load literally billions of CDRs each day in a pre- or post-mediated format to our newest data appliance products, including the Teradata® Extreme Data Appliance and the Teradata Data Warehouse Appliance. That flexibility offers you and your business a cost-effective, scalable platform for CDR analytics. In addition, the new Teradata platform family supports revenue analysis and cost management solutions, as well as customer analytics on the business side of your operations.

And because the CDR appliance is based on our time-tested Communications industry Logical Data Model (CLDM), the solution not only provides a roadmap for integrating CDRs but lets you link quickly to other EDW solutions within your organization. In fact, it's easy to transfer data between the CDR appliance and your EDW for deeper analytics and smoother integration of your CDR data.

Across-the-Board Support

A CDR appliance offers you massive storage capability in a small architecture footprint. It also enables you to store more historical data online, putting empirical information right at your fingertips for deeper, more accurate analytics. And with

Teradata Extreme Data Appliance for Call Detail Records

Teradata.com

high compression rates up to 70% and easy query capability, a CDR appliance drives costs down while delivering superior access to additional data. In addition, Teradata Labs continues to develop even higher compression capabilities to provide you with even better ROI.

Teradata also partners with a variety of vendors to offer you additional CDR analytic solutions that run on our platform. Those solutions range from revenue and cost analytics to least cost routing and stranded asset solutions that identify ways to control Capex and Opex expenses. You can put your CDR appliance to work across your company, answering key business questions in:

- > **Network Operations and Management** – troubleshooting, traffic analysis, network routing optimization, and network capacity planning and forecasting.
- > **Revenue Management** – off-net roaming analytics, revenue assurance, fraud management, credit and risk management, and revenue forecasting.
- > **Compliance Management** – legal and regulatory requirement processing.

Hit the Ground Running

A CDR appliance lets you begin taking advantage of your CDR information from the day it's installed with:

- > Rapid loading of CDRs with our streamlined Teradata FastLoad utility.

A Total CDR Solution

The CDR appliance enables an end-to-end solution for communication organizations for the network issues that matter most.

- > **Network Optimization**
- > **Revenue Management**
- > **Handset Quality Assurance**
- > **Tariff Analysis**
- > **Capex and Opex Optimization**
- > **Fraud Management**
- > **Mobile Number Portability**

- > Customized analytics delivered by experienced industry consultants and solutions architects.
- > The ability to store both hot and cold data types in the same environment.
- > Patent-pending CDR indexing techniques that reduce the need for a secondary index, saving additional administration and system overhead costs.

Unmatched Experience and Expertise

But don't confuse speed with inexperience. Teradata provides you with deep expertise in developing CDR analytic solutions for both the business and operations sides of your company. From customer experience and financial management expertise to network optimization, Teradata Corporation has the background to deliver cost-effective solutions for complex issues.

Teradata Professional Services consultants offer the most innovative thought leadership available anywhere. And they've already developed and deployed solutions that have saved communications compa-

nies hundreds of millions of dollars – in just a single year – through their insight and problem analysis capabilities.

Why Teradata?

Teradata Corporation, the global leader in data warehousing and analytic technologies, provides solutions that help make smart companies smarter. Teradata gives companies the people, technology, innovation, and a world-class network of customers and partners enabling them to gain competitive advantage to master their markets. With Teradata, the smartest wins.

For More Information

To find out more about how a CDR appliance for extreme data volumes can help you raise and integrate enterprise intelligence while you grow your data warehousing capabilities – and your business – contact your local Teradata representative or visit Teradata.com.

Teradata and the Teradata logo are registered trademarks of Teradata Corporation and/or its affiliates in the U.S. and worldwide. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or Teradata.com for more information. Copyright © 2008 by Teradata Corporation All Rights Reserved. Produced in U.S.A.