



# Atos Codex

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Better understand and serve customers with  
Smart Data

Trusted partner for your Digital Journey

**Atos**

# Atos Codex for Telecommunications

## – T-Mobile Austria

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What is the relation between your phone bill and big data?

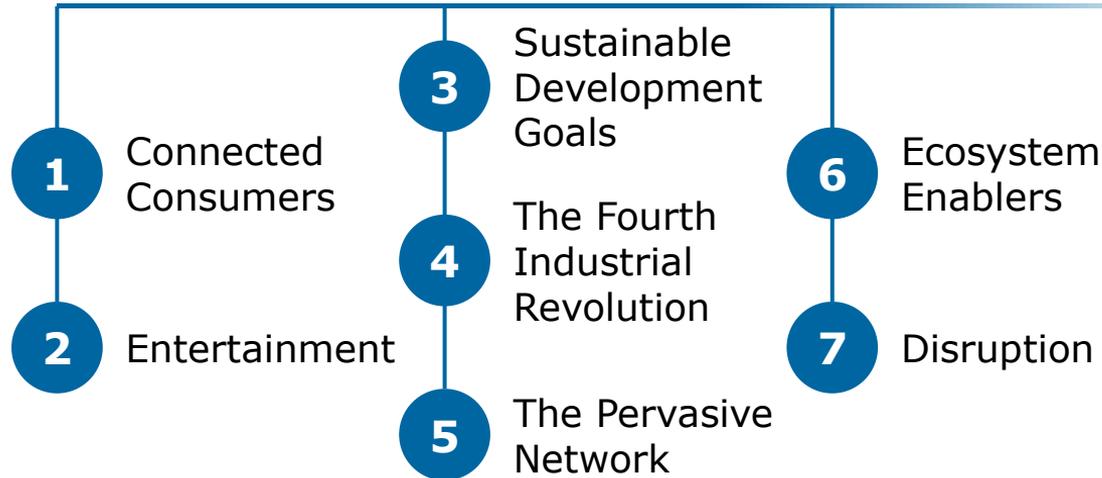
This is a success story about Atos Codex and T-Mobile Austria.

This helps to identify fraudulent customers early on, protecting T-Mobile Austria from potential revenue losses.

# Back from the Mobile World Congress?

*"Using Big & Fast Data  
to deliver more value to end customers  
by cutting across traditional information Silos"*

## Seven overarching themes:



**No technology!**



**Data-driven!**



# But telco tribes love technology!



**No surprise:** communications technology is central to the world's biggest social and business changes



**Tribes:** operational barriers impede progress

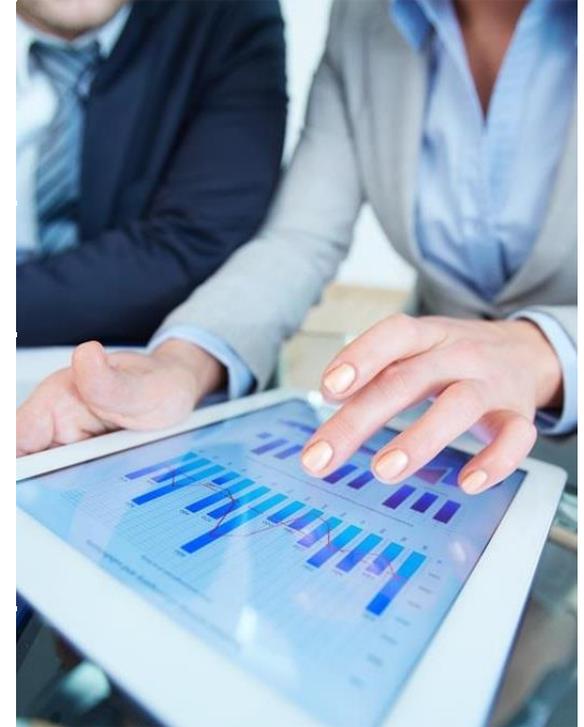


**Dialogue and focus:** accelerate progress:

- ▶ Customer intelligence
- ▶ Product and service development
- ▶ Competitive differentiation



**Empirical decision-making:**  
it's time for analytics



# Data analytics

## Compare your thinking with your peers ...



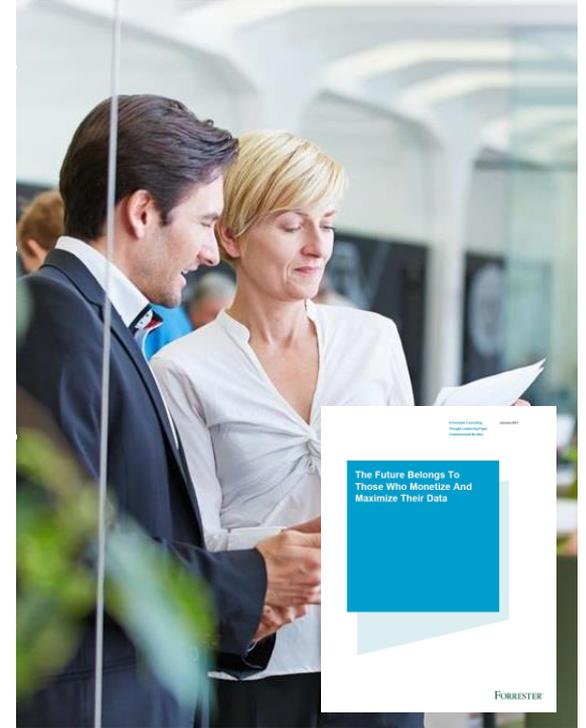
Over 580 business and IT decision-makers surveyed



Global scope – Europe, USA and Asia



Multiple business sectors – including special telco focus



# Key focus on customer behaviour and experience

Across all sectors

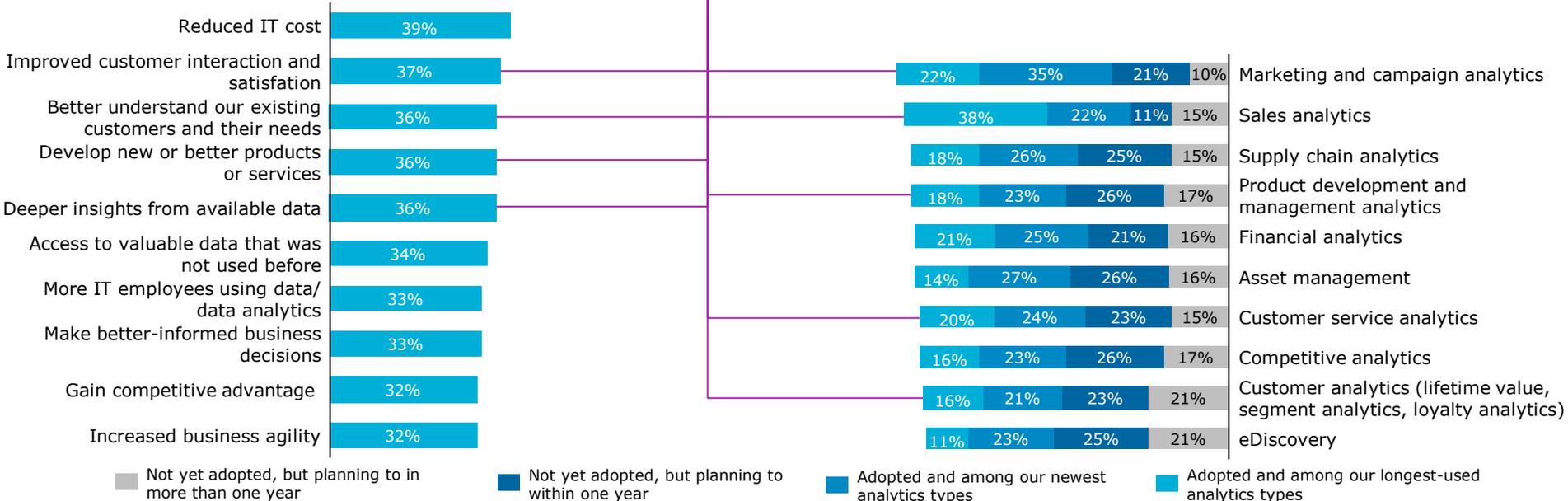
“Which of the following benefits are you experiencing or do you anticipate by using data and analytics to analyze your applications and services?”

**Analytics Can Bring A Wide Variety of Benefits To An Organization**

**Primary focus: on customer**

“What are your firm’s plans to use the following types of analytics?”

**Organizations Leverage Analytics In Many Different Areas**



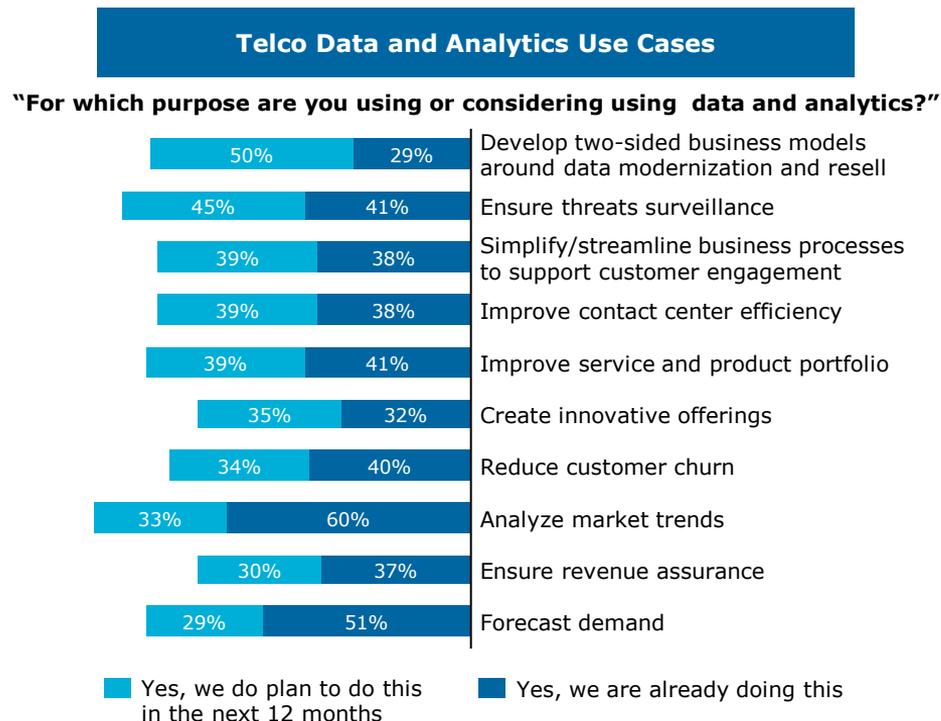
# And the telco-specific perspective

## Current focus:

- ▶ Market trend analysis
- ▶ Social network analysis
- ▶ Compliance

## Future effort:

- ▶ Customer retention
- ▶ Innovation
- ▶ Product and service development



# How can Atos and Atos Codex contribute?

**Full cognitive and analytics framework**



**Coupled with deep telco experience**



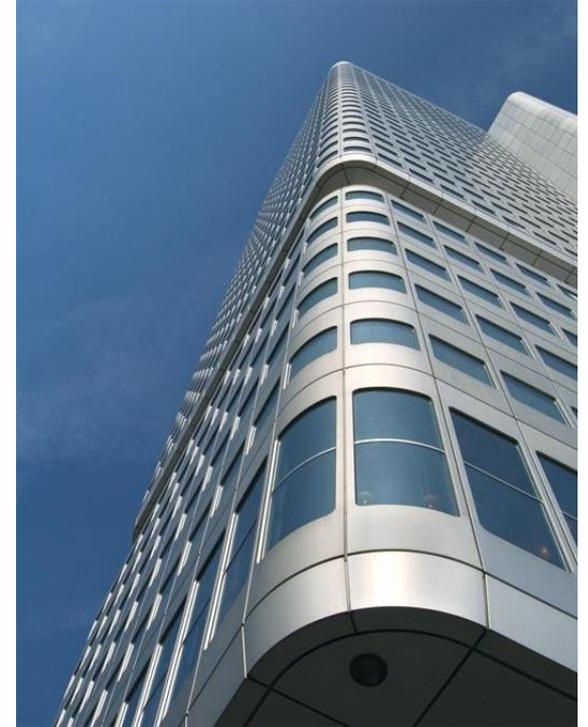
**Use-case driven**



**Rapid prototyping and algorithm development**



**High-performance computing – on demand**



# Your industrialized analytics platform

## From Proof of Value to massive scale

### The Atos Codex platform factory

#### Agility and time-to-value

- Reduces IT costs by **up to 30%**,
- Rollout costs by **up to 50%**,
- Rollout operation costs by **up to 70%**



#### Any source

Sensors  
 Logs  
 Locations  
 Social  
 Video  
 Documents  
 Math.Models  
 Historical  
 Data  
 CRM  
 ERP  
 ...

### BIG DATA APPLICATIONS

Business use cases & models

#### BIG DATA ENABLEMENT PLATFORM

**Data Integration & management**

**Data Modeling & Analysis**

**Data Visualization & reporting**

**Workflow Management & BPM**

**Security & operations**

open source SIEMENS DELL Technologies Microsoft SAP



#### Any business scenario

BI,  
 CPM,  
 Dashboards  
 Exploration & discovery  
 Context-aware learning  
 Predictive analytics  
 ...

Instant deployment, anywhere

On-Premise

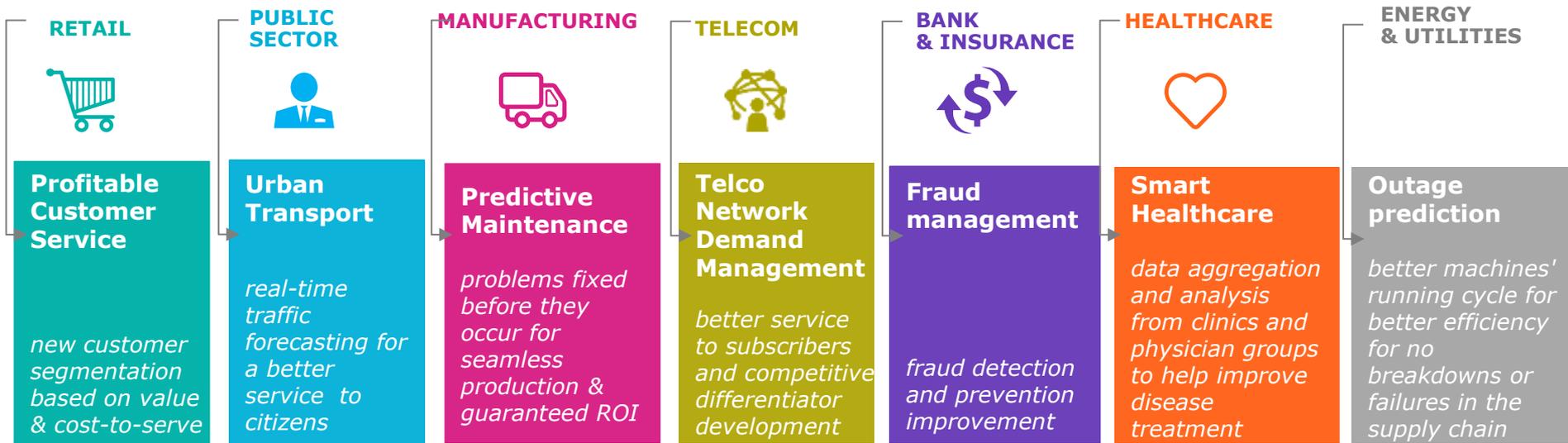
Private Cloud

Public Cloud

BPO

# Set Industry Best Practices using Atos Codex Use Case Accelerators

Solutions designed for your market, your business process and your customer



# Thanks

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The Atos logo is displayed in a white, bold, sans-serif font. The letters 'A', 't', and 'o' are lowercase, while 'S' is uppercase. The 't' and 'o' are connected, and the 'S' has a distinctive shape with a curved bottom.