

Estuate Helps US Telecom Major Fight Fraud and Deliver Better Service With Big Data And Analytics



Background

The client is a US-based communications services major that creates more and better ways to connect its customers to the things they care about most. It serves more than 54 million customers and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States.

The American Customer Satisfaction Index rated the client as the most improved U.S. company in customer satisfaction, across all 43 industries, over the last six years.

Business Challenge

The client was under the increased pressure to analyze enormous data streams from their networks to improve service, detect fraud and reduce customer churn. Growing text and data usage was creating a deluge of context and time-sensitive data. They needed a solution to analyze billions of call data records per day to detect fraud, ensure high asset utilization, and create accurate profiles for heightened customer service and retention. In the quest to improve performance and detecting fraudulent data, the client was faced with a number of challenges:

- ◉ Process large data volumes--80 million records--in memory while conserving network bandwidth.
- ◉ Process the incoming data and voice feeds in near-real-time.
- ◉ Enable configuration of business rules against existing data models by fraud analysts.
- ◉ Analyze incoming data/voice and enable detection of potential fraud in near real time based on the specific alarm types.

The Estuate Solution

One of the primary challenges the Estuate team faced was to deal with the network bandwidth to support the huge volume of data, approximately 80 million records stored using a memory toolkit. Another challenge was to deal with on-time availability of data feeds into IBM Big Streams. Estuate's solution:

- ⦿ Used IBM Infosphere Streams to capture, parse and ingest incoming data feeds into the application within 15 mins (near-real-time).
- ⦿ Integrated Streams with the client's Fraud Case Management Systems using Message Queues (MQs).
- ⦿ Enabled alarms and automated actions based on the approved business rules.

Business Impact

Using IBM Infosphere Streams, the client managed and analyzed network data 90 percent faster than before. The client can now customize new products and services in real-time and respond instantly to changing market dynamics. The insights they gain from big data analytics allows them to create and deliver new mobile applications in minutes, instead of hours, giving the client the ability to stay well ahead of their competitors.

"We had a classic big data problem - large data volumes that needed to be processed in near real-time to detect fraud and market trends. We also had a classic big data opportunity - to draw insights from this data that enabled us to react rapidly to changing market dynamics and deliver a better customer experience. Estuate delivered on both counts. Their subject matter expertise, professionalism and commitment to customer satisfaction put them in a class of their own. "

Project Manager

Get Started Today

Feel free to contact us for more info at

sales@estuate.com

call us at

408.400.0680

visit us at:

