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GET REAL-TIME INSIGHT WITH FAST DATA ANALYSIS

Unify your data sources for rapid, accurate visibility into your business

SOLUTION BRIEF

According to a survey of more than 300 communications service provider and network operator organizations,

63%

plan to have a big data strategy in place by 2016.[1]

Red Hat and Intersec deliver a telecommunications-specific, NFV-ready, big data solution that unifies all of your new and legacy data sources. This solution gives you real-time insight so you can make better-informed business decisions and take action immediately to protect and grow revenue.

BIG DATA CHALLENGES FOR COMMUNICATIONS SERVICE PROVIDERS

Big data platforms let communications service providers analyze everything from customer trends to network performance. For example, they allow service providers to offer new, revenue-generating contextual services and operate customer value management programs, which have been shown to improve earnings by up to 5%.[2] As a result, 63% of service providers plan to have a big data strategy in place by 2016.[1]

Most service providers operate heterogenous networks with multiple, diverse data sources that must be brought together and organized to get accurate business insights. In fact, 42% of service providers consider fragmentation of data sources to be one of the biggest obstacles to implementing an effective big data strategy.[1] Network functions virtualization (NFV) can help service providers build a more manageable and connected network, but legacy infrastructure still remains in place during the transition, making it challenging to deploy a comprehensive big data platform today.

Now you can gain real-time, accurate business insight from all of your data. Red Hat and Intersec offer a complete, NFV-ready, big data platform that lets you unify new and legacy data sources, drastically speed data analysis, and make better-informed business decisions faster.

SPEED INSIGHT WITH UNIFIED, REAL-TIME DATA ANALYSIS

Based on Red Hat® Enterprise Linux® OpenStack® Platform and Intersec Insighted and compatible with NFV environments, the Red Hat and Intersec big data solution is focused on the unique needs of the telecommunications industry. This solution consolidates massive streams of data from a variety of new and legacy sources—including customer relationship management (CRM), data warehousing, and billing systems, localization events, charging data records, deep packet inspection, and more—so you can get the most accurate insight.

Integration with your business and operations support systems (BSS/OSS) lets you use familiar tools to query data and automate decisions. Flexible deployment options let you create a new data store or use your existing Hadoop-based one as the basis for your system. And, with proven, fast data analysis that delivers up to 150 times faster performance than other leading offerings, the Red Hat and Intersec solution lets you take action immediately, not hours or days later.[3]

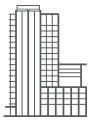
RED HAT ENTERPRISE LINUX OPENSTACK PLATFORM

Red Hat is the expert in making open technologies safe, secure, and consumable for commercial use. Red Hat Enterprise Linux OpenStack Platform combines the innovation of OpenStack with the stability, security, and support needed for production use. Enterprise features, outstanding performance, simplified deployment, and high reliability make Red Hat Enterprise Linux OpenStack Platform an ideal foundation for your big data system and NFV environment. As the virtualized infrastructure manager (VIM), Red Hat Enterprise Linux OpenStack Platform works with other elements of Red Hat's open software stack to deliver a high-performance framework for NFV.

1 *Telecoms.com Intelligence, "Industry Survey 2014," 2014.*

2 *Booz and Company, "Customer Value Management: The Path to Profitable Growth in Telecom," 2012.*

3 *Intersec, "Intersec Benchmark–High performance for Fast Data and Real-Time Analytics," August 2015.*



ABOUT RED HAT

Red Hat is the world's leading provider of open source solutions, using a community-powered approach to provide reliable and high-performing cloud, virtualization, storage, Linux, and middleware technologies. Red Hat also offers award-winning support, training, and consulting services. Red Hat is an S&P company with more than 80 offices spanning the globe, empowering its customers' businesses.

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INTERSEC INSIGHTED

Drawing on more than a decade of experience working with service providers, Intersec developed Insighted, a high-performance big data platform designed for streaming analytics and optimized for telecommunications. Insighted's plug-and-play design quickly and seamlessly integrates into your existing legacy or Red Hat-based NFV environment, lowering implementation costs and risks. A library of built-in reports and data targets, including location, network coverage, and customer activity, gets you up and running faster and more efficiently. An intuitive web interface lets business users easily interrogate data. Advanced user management secures access to the system. Finally, you can expand the capabilities of your big data system with Intersec's Customer Base Management and Location Based solutions.

The Red Hat and Intersec big data solution can be adapted for any use case that requires real-time insights and fast decision making. The following are two common use cases with benchmark results.

PREVENT FRAUD WITH REAL-TIME CUSTOMER ANALYTICS

Fraud management is a high concern for service providers and 39% of service providers expect big data analytics to help prevent access fraud.[4] Through real-time customer analytics, the Red Hat and Intersec big data solution lets you detect fraud patterns and act immediately to avoid revenue leakage from unauthorized access. By comparing current actions with historical access patterns like frequently-called locations, you can determine if the action is valid for a given customer and allow, block, or further investigate the activity. And, according to recent benchmark testing, the Red Hat and Intersec big data solution improves fraud detection data processing performance by up to 250%.[5] All of this adds up to faster fraud detection and better revenue protection.

EXPAND REVENUE OPPORTUNITIES THROUGH GEOMARKETING

Geomarketing insight allows companies in a variety of markets like transportation, retail, and tourism to optimize business operations and services. The Red Hat and Intersec big data solution lets you offer geomarketing services to these organizations for new revenue opportunities. Network activities produce a massive amount of geolocation data. Through collection and analysis of this data, you can generate geomarketing reports for your enterprise customers, giving them deeper insight into their own business. Plus, with 150 times faster results than other big data platforms, the Red Hat and Intersec big data solution lets you deliver insights to your customers more rapidly.[5] Consequently, your customers become more competitive and you gain new market opportunities and increased revenue.

CONCLUSION

Communications service providers need to analyze data quickly to stay competitive in a saturated market. Red Hat and Intersec provide a complete, NFV-ready, big data solution that lets you get actionable insight from your data up to 150 times faster while protecting existing network investments and reducing implementation risks. With accurate, real-time insight based on all of your data, you can make better business decisions and take advantage of market opportunities while they're at their greatest. Contact your Red Hat or Intersec sales representative to find out how your business can benefit from a big data solution designed specifically for telecommunications.

Learn more at redhat.com/en/technologies/industries/telecommunications.

4 Telecoms.com Intelligence, "Industry Survey 2014," 2014.

5 Intersec, "Intersec Benchmark–High performance for Fast Data and Real-Time Analytics," August 2015.

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