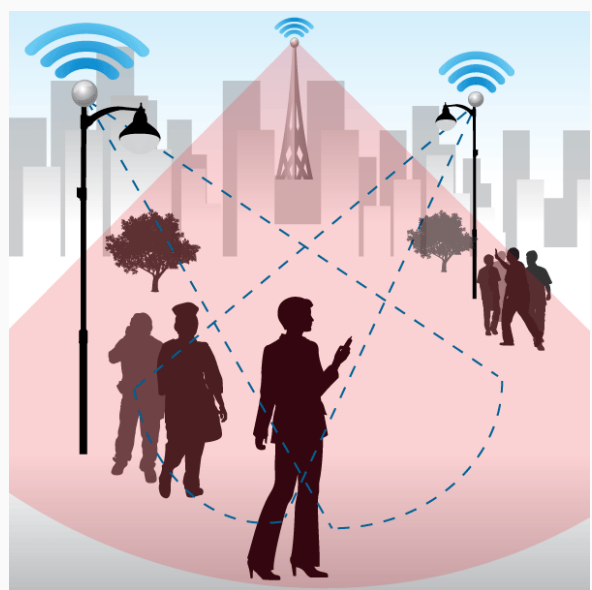
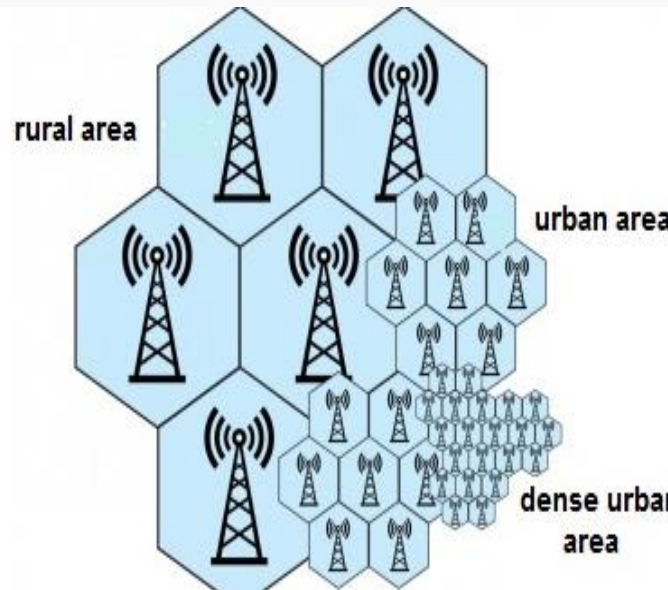
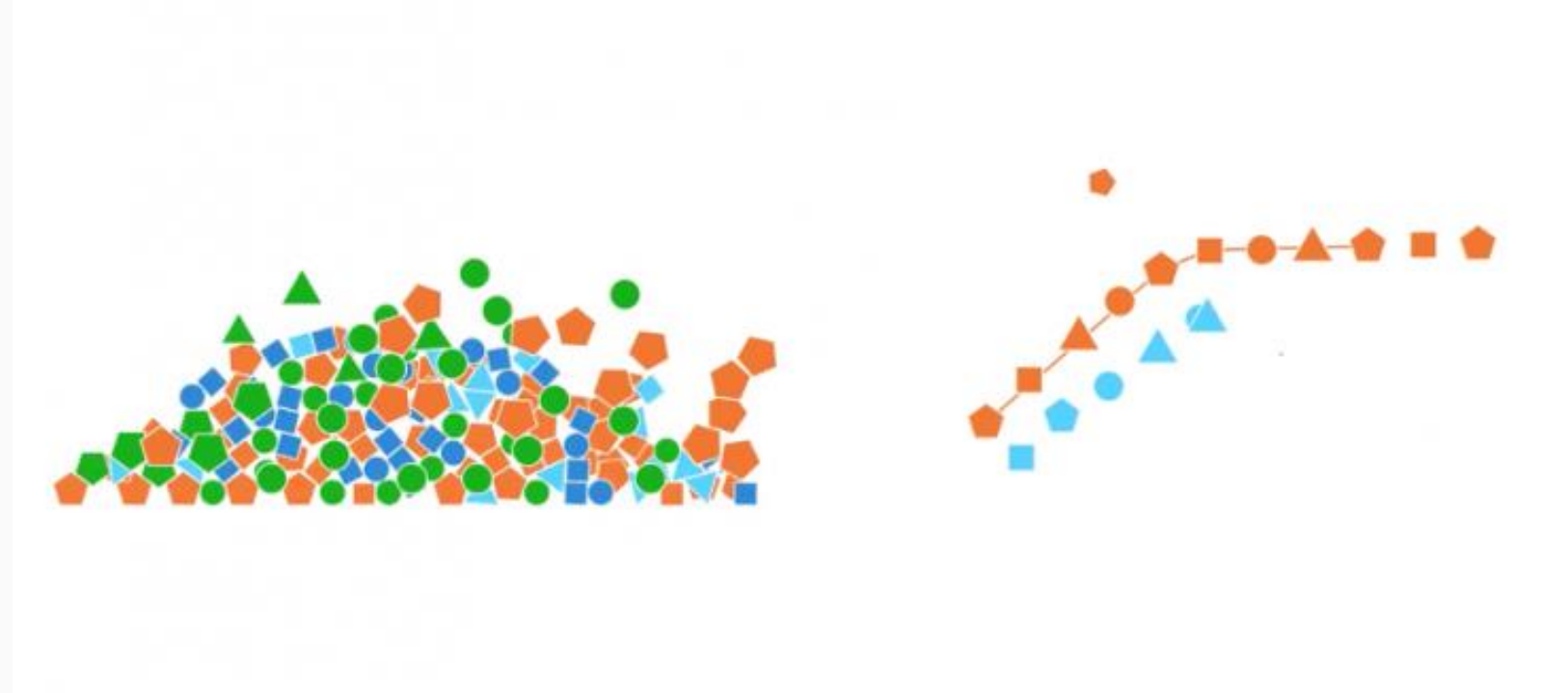


Current Challenges for Network Operators



Data Management and Network Planning

Our Solution to the challenges



Data Cleaning and Transformation using Advanced Analytics



Disaggregating Personal Identifiable Information

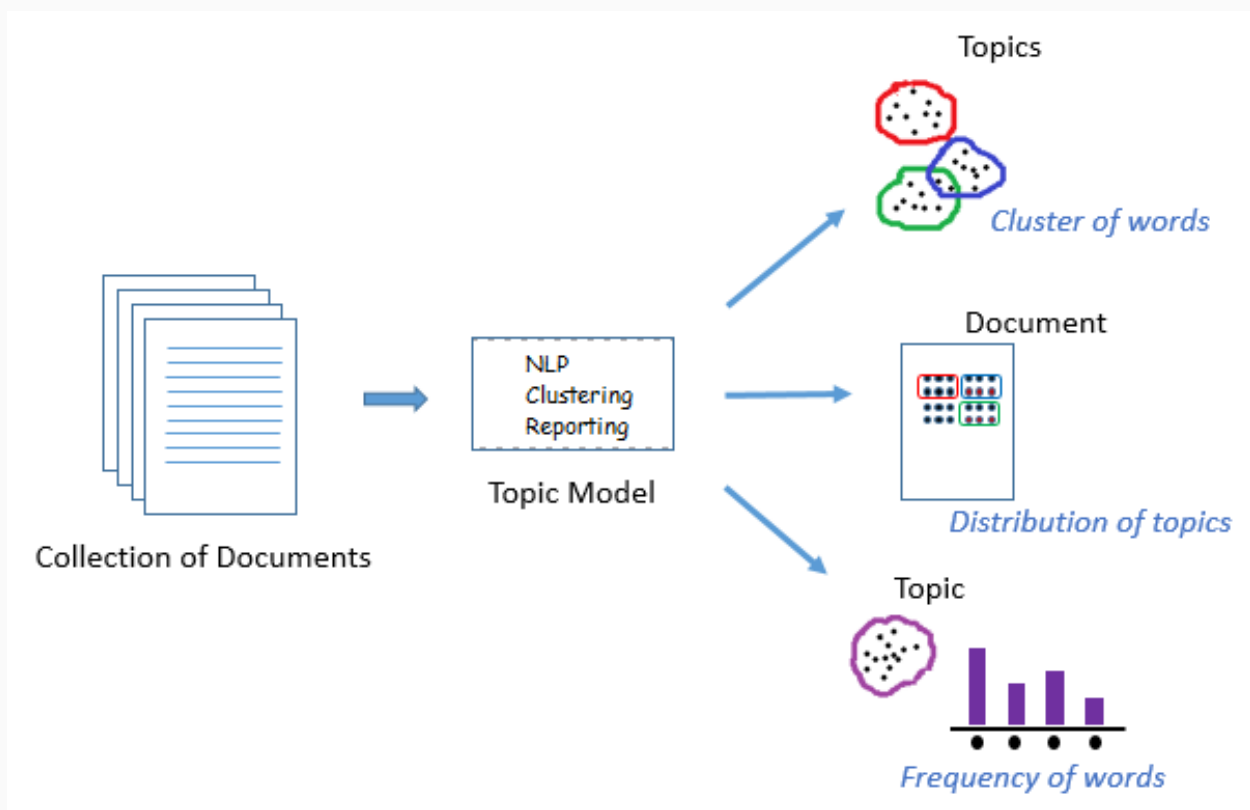
Maintaining Data Anonymity and Privacy

Disaggregating Personal Identifiable Information



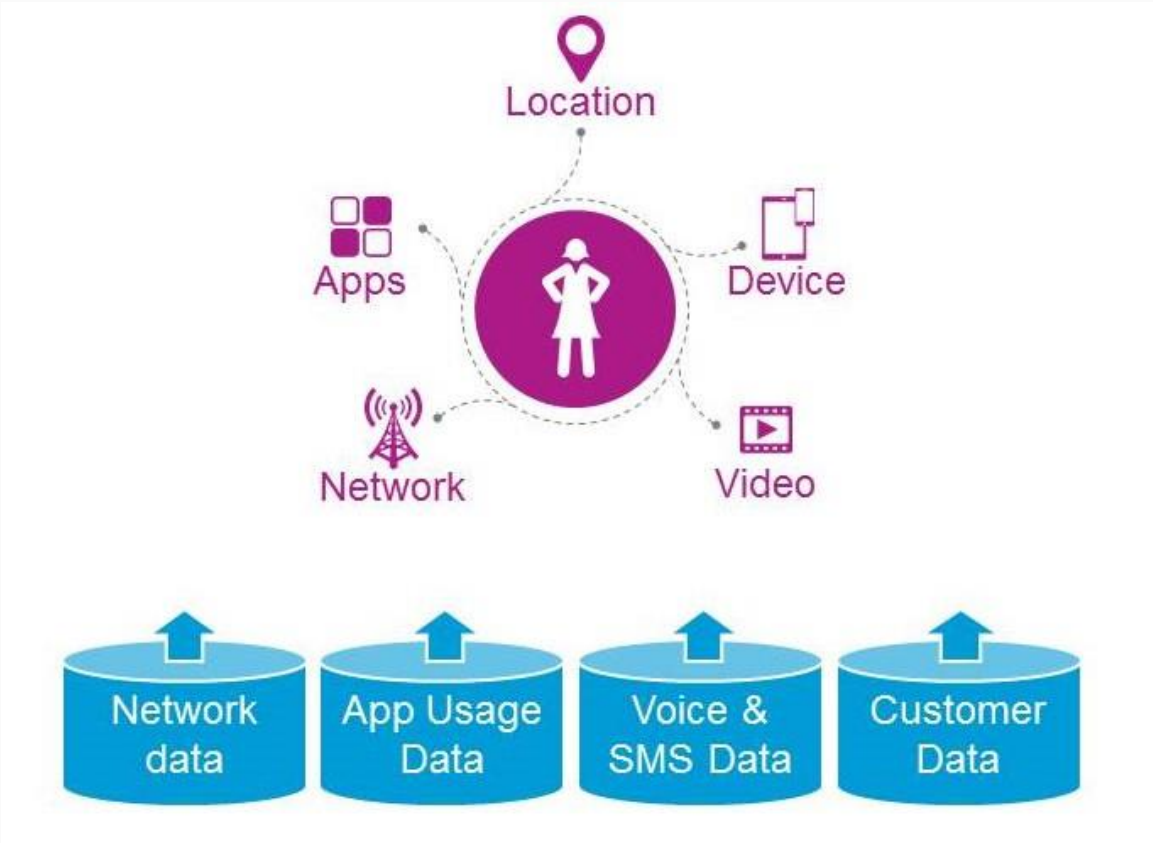
Regulatory and Legal Compliance

Disaggregating Personal Identifiable Information



Applying Machine Learning techniques to get actionable insights

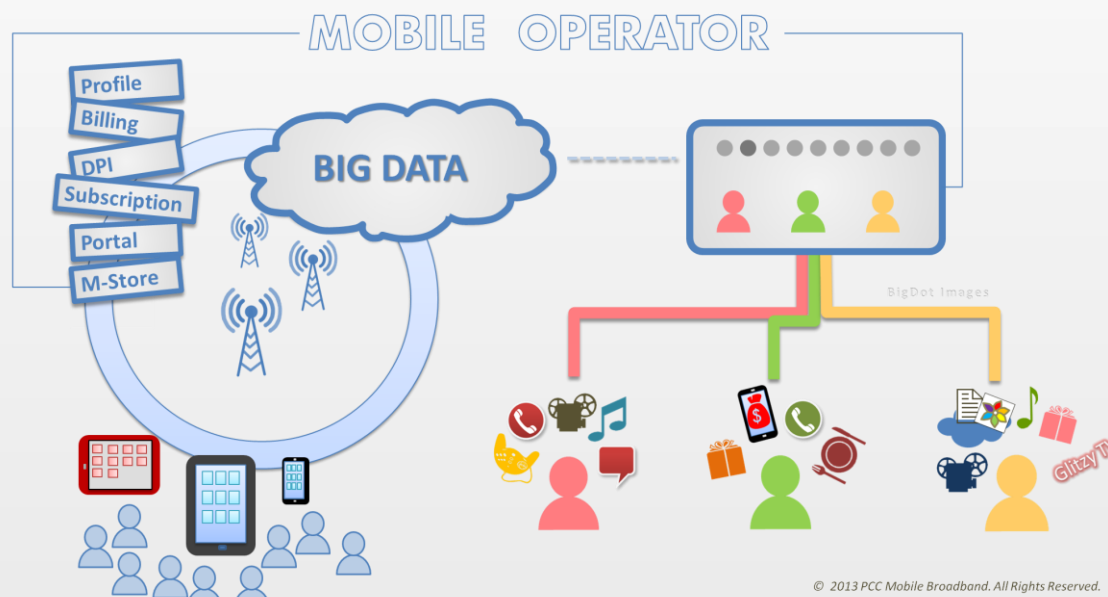
Impact of our solution on Telecom Operators and Users



- ✓ Seamless Integration of disparate data sources
- ✓ Improved Customer Management
- ✓ Improved Decision Making

- ✓ Recommendation based on user opt-in & segmentation status
- ✓ Network security enhancement based on user history

The Bigger Picture



- ✓ Improved Network Performance
- ✓ Better foundation for Telecom planning

- ✓ Design data model that strips out PII
- ✓ Easy to conform to any future regulation

- ✓ Reduction in Time & Cost enabling Innovation
- ✓ Service platform customized to individual user needs