

## INSYS GROUP CASE STUDY: Telco Hadoop Integration



### INSYS Specialized Skillsets

Data Analytics

Data Integration

Unix Systems Programming

Database Management

### Introduction

**Telecommunication providers process millions of phone calls per second**, as well as provide services for web browsing, videos, television, streaming music and movies, text messages and email.

Large telcos also support the needs of various specialized business functions such as marketing, product development, sales, human resources, information technology and R&D. All of these groups have an insatiable appetite for data.

The rapid growth of telecommunication datasets calls for more efficient, scalable storage. Many telcos are turning to Hadoop, a cloud-based, open source platform capable of mining big data on a vast scale by harnessing huge arrays of inexpensive computer processing power, turning burgeoning storage liabilities into strategic information assets.

Data architectures built on Hadoop allow telcos to store new types of data, retain that data longer, and join diverse datasets together to derive new insights.

### Business Challenges

**A multinational telecommunications company needed integration assistance for a big data initiative** aimed at developing new functionality in support of mobile traffic demand forecasting and network planning.

The goal was to analyze historical data to produce subscriber-based forecasts as well as network technology-switched forecasts. By better understanding historical data, the client would be able to look more accurately into the future.

### Solution

**INSYS Group was engaged to design and develop a data process** that could integrate mobile usage data in a Hadoop processing system.

The solution included the development of large-scale processes involving millions of records per month. It also required Unix system OS programming with scripting and tools, large scale database management and parallel processing.

### **Benefits**

**Analysis of mobile usage data enables the company to build better market-level demand forecasts** and enhance existing analytics for data on both subscribers and usage. It also provides the kind of deep insight into consumer behavior that can drive future network and product strategy.

This added functionality lets the company spot upcoming trends and intelligently market them to customers, keeping its customer touch points current. It lets the enterprise ensure that it supports all of the latest mobile phone technologies seen on its network, and be aware of any potential incompatibilities.

### **Why INSYS Group**

**At INSYS Group, we pioneered the approach of analyzing data in ways that create meaningful, actionable insights.** We do this with a team of experts whose skills span every aspect of data management: technology, infrastructure, analytics, interpretation, visualization and presentation.

We combine these skill sets with the kind of industry-specific expertise that allows us to put the customer's analysis in the right context.

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