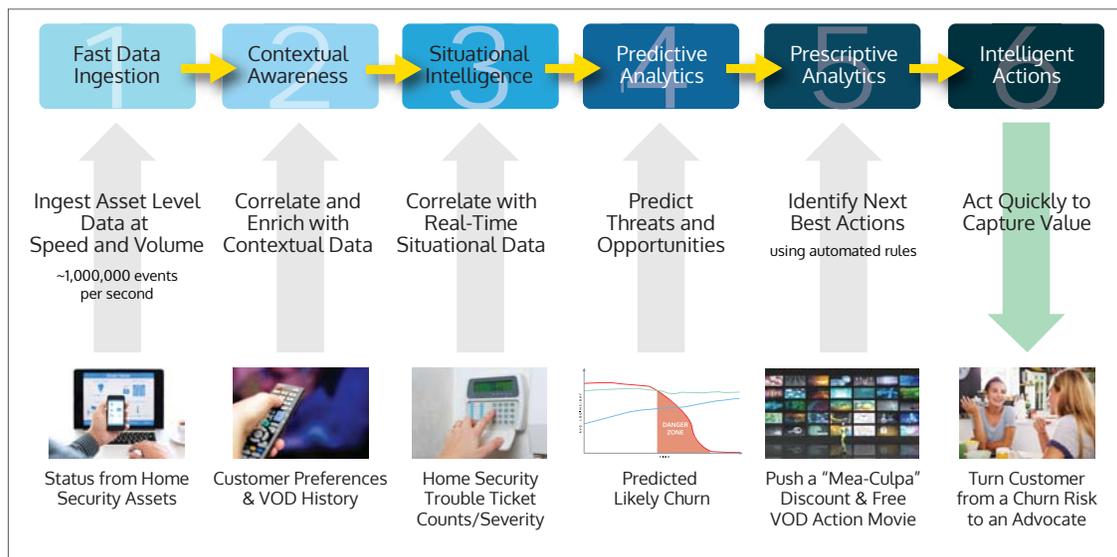


# Vitria Analytics Value Chain for Telecom Churn Prevention

**CHALLENGE:** In the age of IoT and always connected consumers, telecom companies face a major challenge in avoiding customer churn.

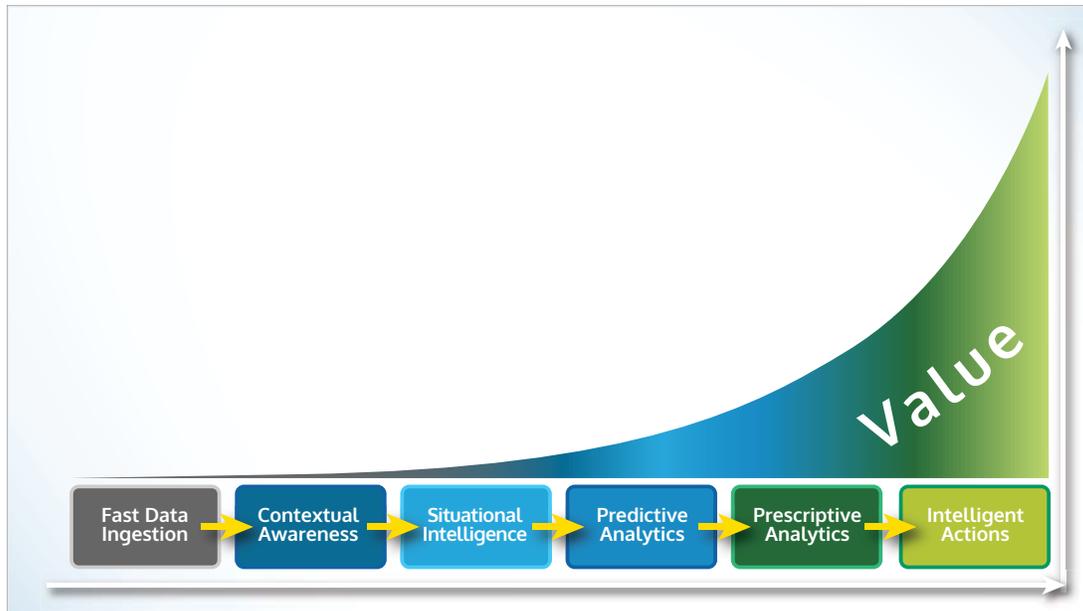
**SOLUTION:** Stepping through the analytics value chain used in Vitria's IoT Platform provides a path for the solution to this challenge.



- 1) Ingesting data on various aspects of home automation and security systems sites at speed and volume is the first step. Vitria's platform processes incoming streams of data from sensors and devices throughout the home.
- 2) This data is then correlated with contextual and historical data to provide a baseline for advanced analytics. Contextual data can include information like customer energy preferences or video on demand history.
- 3) The next step is to add real-time situational data to provide information that can inform decisions. This could include trouble tickets on the home security system, equipment maintenance plans, and service schedules.
- 4) The fourth step is to predict possible churn patterns or activity using predictive analytics that are based on machine learning. For telecom companies with large installed bases, this usually means predicting possible customer cancellations or defections.
- 5) The next step in the analytics value chain for telecom companies serving consumers is to apply prescriptive analytics to determine the next best action to take.
- 6) The sixth and final step is to take action to avoid churn. This could be a variety of actions – offering a "mea culpa" video discount, free services, or other special offers. The goal is to avoid customer churn and maintain customer satisfaction.

## Vitria's Analytics Value Chain – The Key to Timely Outcomes in IoT

Analytics on the tremendous volume of data in The Internet of Things (IoT) offers great potential to create new business value – but it requires a unified approach to analytics. Analytics must be executed in real-time across the Analytics Value Chain (streaming, historical, predictive, and prescriptive analytics) with relevant contextual and situational data. This capability paired with the next best action creates the greatest value - as shown in the figure below. Vitria's Advanced Analytics Platform for IoT is the fastest way to achieve these results.



- 1) Ingesting data at speed and volume from IoT sensors and devices sets the stage for additional processing.
- 2) This data is then correlated with contextual and historical data to provide a baseline for advanced analytics. Contextual data can include information like geographic data or historical sales information.
- 3) Situational data and intelligence is the next stage of refinement and increased value. This includes information such as weather or customer location.
- 4) The next step is to predict failures, anomalies, or patterns using predictive analytics based on machine learning over historical and situational data.
- 5) The next step in the analytics value chain are to apply prescriptive analytics to determine the next best action. This could be a wide variety of actions such as better customer service or avoiding equipment downtime.
- 6) The final critical step in the value chain is to execute the real-time action to capture value.

### About Vitria Technology

Vitria's advanced analytics solutions empower enterprises and industrial customers to achieve better outcomes faster in their business operations.

The company was founded in 1994 and has a long history of success in streaming analytics, business process management, enterprise application integration, and operational intelligence. Vitria is also a leading player in the rapidly growing IoT (Internet of Things) analytics market.