Vitria's Chris Menier Weighs in on The Role of AI and Analytics in Enabling Successful Digital Transformation of the Cable/Telco Sector

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An integrated approach to Artificial Intelligence (AI), Big Data and the Internet of Things (IoT) will play a critical role in Cable/Telco strategies for delivering better customer experiences and overcoming the challenges presented by cord-cutting, says Chris Menier, Vice President and Transformation Strategist at Internet of Things (IoT) analytics platform provider Vitria, in a new podcast interview for journalists.

"Great companies need to understand that digital operations solutions need to be agile and to easily adapt to a variety of structured and unstructured data sources," Menier says.

Even as traditional pay TV providers form partnerships with former over-the-top (OTT) rivals to retain customers, cord-cutting continues to outpace projections, according to eMarketer's latest US pay TV/OTT forecast.

The number of so-called "cord-cutters" (adults who've ever cancelled pay TV service and continue without it) will climb 32.8 percent this year to reach a total of 33 million subscribers. This is forcing NSPs to re-evaluate the focus and intent of how to deploy a new generation of technologies. Instead of focusing on process and performance optimization, the focus needs to be squarely placed on the user experience.

In other words, NSPs must consider how technologies interact with and enhance three key factors:

- People - actual experience
- Devices - how people access experiences
- Behavior - enabling applications that allow people to navigate their desired experiences.

"Monitoring, measuring and managing this combination of factors in an integrated manner provides operators with a wealth of information to offer a better experience," Menier says.

There is another layer of intelligence in the process as well. Although people, devices and apps provide information, that information is derived from data, which Menier points out can be divided into three boxes: structured, unstructured and situational.

- Structured data - such as error logs or inventory markers -- is most familiar to the community because it has been a staple of technology management by NSPs for the better part of a century.
- Unstructured data - which includes managing video feeds, audio files and free form text such as social media feeds -- represent a newer category of information that needs to be understood and managed by NSPs.
- Situational data - which tracks the telemetry of how people, applications and devices interact -- represents the latest, and perhaps most critical category of information that is being driven by the rapid rise of IoT technology. It describes the actual behavior of elements throughout the value chain -- often in real-time, Menier says.

"The most successful companies will be the ones that build a transformation strategy that leverages the interplay of people, devices and applications along with the data that they generate," Menier explains. "That's why at Vitria, we developed our VIA platform to ingest, model and analyze structured, unstructured and situational data in real time." **Click here to listen now.**