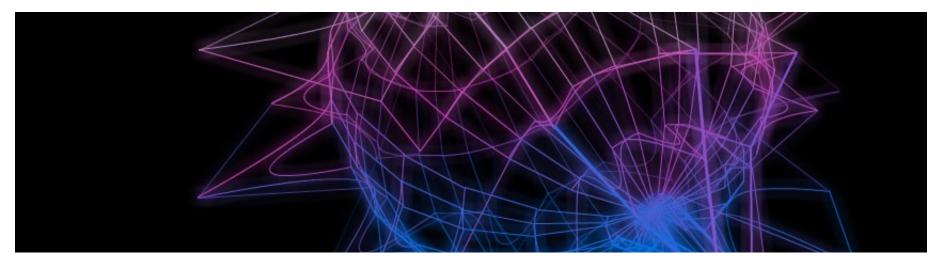Darren Silvester

Information Management Architect, 3 UK 11/09/2010

Bringing You An Even Better Network at 3 UK

IBMSmarterSystemsTour2010

Bringing You An Even Better Network

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Bringing You An Even Better Network at 3 UK

Darren Silvester
Information Management Architect, 3 UK

Company Background

- **Mobile network provider**
- **The 3 network is only 3G**
- **Launched 3 March 2003**
- **Major Network and infrastructure rollout**
- **Both voice and mobile broadband subscriber base**
- **Both a telco and a retail company**
- **Rated No. 1 network for iPhone in the YouGov iPhone iTrack report wave 2 (Sept 10).**
- **Bringing You An Even Better Network – advertising campaign**

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Smarter Analytics Journey

- The Challenge

- Requirements

- Our Journey to Smart Analytics

- Smarter Analytics Available

- Smarter Analytics Actions

- ROI and Benefits Delivered

- Next Steps

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The Challenge

- **Network intelligence solution required in 3 months**
- **Understanding of subscriber network experience**
- **Network performance**
- **Subscriber behaviour**
- **Churn**

- **Challenge was set in June 2009**

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Requirements

- **Smart analytics**

- **Scalable solution**

- **Solution to support Service Layer access from Operational systems**

- **Sustainable Total Cost of Ownership (TCO)**

- **Flexible solution**

- **Integration with the InfoSphere stack was a key requirement**

- **Market Evaluation started in June 2009**

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Our Journey to Smart Analytics

- **IBM Smart Analytics System was selected – end June**
- **From PO to Live in 3 months**
- **New environments (3 Non-production, 1 production)**
- **Multi-skilled team (3 UK and IBM Professional Services)**
- **Performance Certificate**
- **Immediate Business Benefit**

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Timeline

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Smarter Analytics Available

- **3 UK can now**
  - Understand the Dropped Call Rates (DCRs) by a number of dimensions
    - **By Subscriber**
    - **By Location**
    - **By Time of Day**
    - **By Device**
    - **By Service being used**
  - Optimisation of current network and rollout
  - Subscriber segmentation
  - In-life activity and Churn Analysis

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Smart Analytics - Actions

- **What actions have been taken from the outputs from the Smart Analytics System?**

- **Interconnect dropped call rates**

- **International destinations dropped call rates**

- **Location based dropped call rates**

- **Network perception**

- **3 UK now have a new capability**

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ROI and Benefits

- **Business benefit - delivered during testing**
- **TCO of new solution – far cheaper than upgrading current**
- **On-database analytics possible**
- **Many additional business benefits**
- **Churn Analysis a key driver**
- **Data is available at our fingertips**

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Next Steps

- **Service Layer to expose data to operational systems, with specific regard to**
  - Subscriber experience
  - Churn likelihood
  - Subscriber behaviour
- **Increase the leverage from the analytics capability of IBM Smart Analytics System**
- **3 UK are finding more ways to leverage the platform**
- **Advertising Campaign**

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Thank you.

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