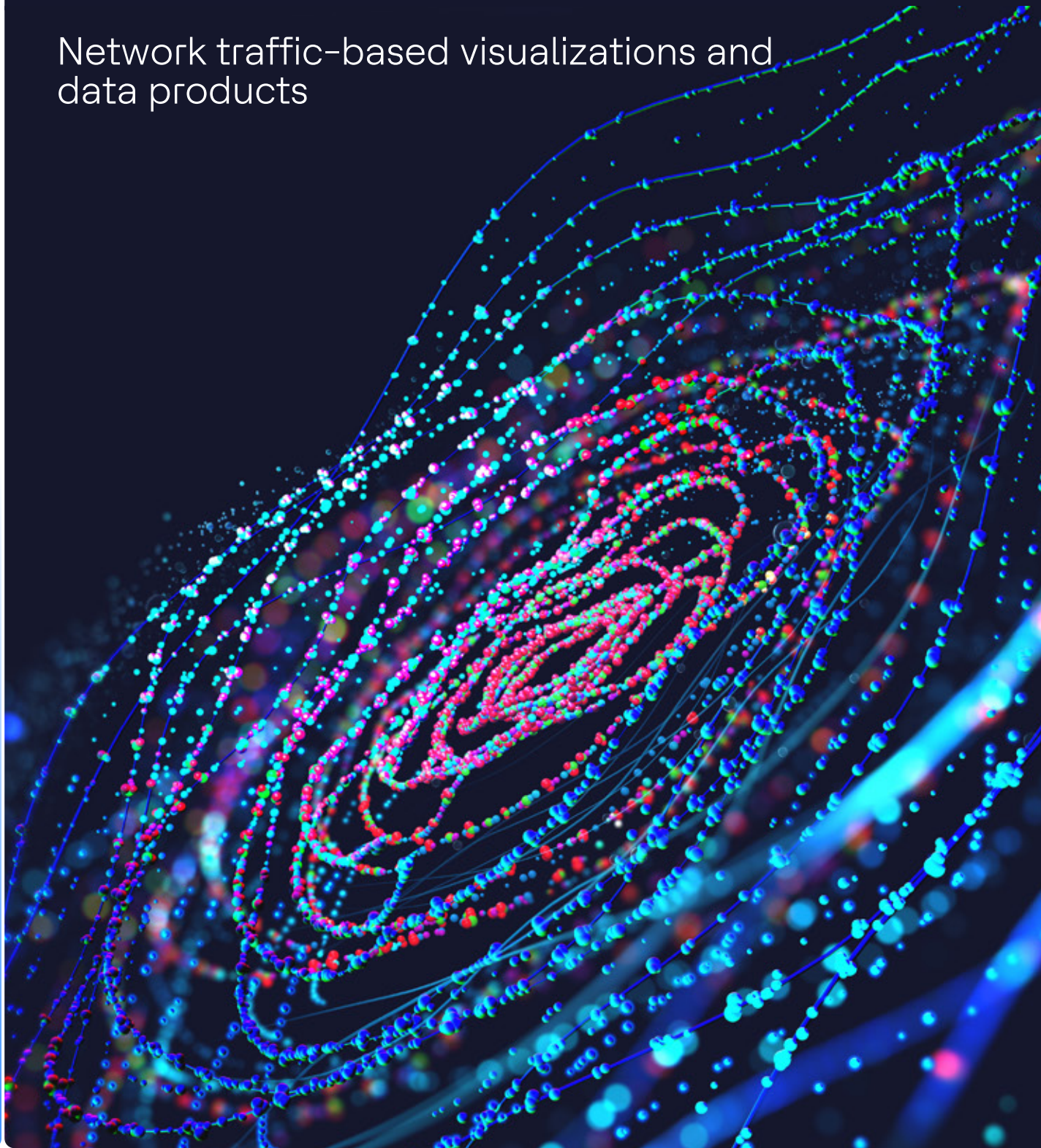


Geospatial Intelligence and Data Monetization

Network traffic-based visualizations and
data products



Business resilience rests on continually improving services in response to usage trends and discovering innovative methods to leverage existing capabilities for increased revenue generation.

HCLTech's Geospatial Intelligence and Data Monetization solution offers a dynamic platform for engaging with telecommunications service usage data for easy analysis in diverse use cases. This empowers data owners to enhance the speed and quality of decision-making while optimizing their network and services, as well as sustaining revenue growth through provision of high-value monetized data products to buyers spanning various industries.

Benefits



Improve decision-making

Make insights pop with industry-leading visualizations tailored to your needs to drive engagement with your data and facilitate easy drill-down and analysis.



Drive revenue

Generate ROI on 5G network investments beyond the wireless pipeline with monetization use cases and differentiate your data products with exceptional value.



Optimize operations

Leverage your data to easily measure network load and optimize network coverage, service quality and marketing campaigns – all based on real-world user habits.



Lower TCO

Optimize costs by using both open-source and cloud-native pay-as-you-go solutions to increase cloud cost efficiency and reduce run-the-engine cost.



Use Cases

Telecom network optimization

Understand where and when demand peaks occur to improve decisions about infrastructure investments.

Transportation analysis

Visualize travel patterns and scenarios based on geofence filters like airports and shopping malls to help public transport companies or ride-sharing services understand peak travel times and popular routes.

Ad targeting

Understand the movement patterns of potential customers and help advertisers design targeted ad campaigns using audience segments, zones of interest and hotspots based on user behavior.

Logistics optimization

Help delivery companies optimize their routes and delivery times based on where and when people are most likely to be at certain locations.

Public utilities management

Anticipate peak usage times and locations to help utility companies optimize resource management and prevent outages.

Tourism analysis

Analyze the movement of tourists in an area to help tourism agencies and companies develop and promote attractions.

Features

Unlocks actionable insights and monetization opportunities from telecom service usage data

Enables real-time analysis of 5G network information with interactive visualizations

Combines cloud-native, managed and serverless services for horizontal and vertical scalability

Provides a unified data platform to integrate 5G network and subscriber data with external data like maps

Optimizes infrastructure and application deployment with powerful automation using IaC

Natively streamlines data sharing and monetization via Delta Lake architecture

Ensures privacy and compliance via cloud-native security frameworks

Leverages proven track record of telecom data monetization for 'path to ROI' guarantee

Risk-free delivery via 'early visibility and feedback' execution model

Success Story

We facilitated a global leader in telecommunication services to implement dynamic, in-depth visual analysis of geospatial data, resulting in the creation of new revenue stream through monetized data products. Within two years this initiative became profitable fueled by a constantly expanding buyer roster involving a wide range of industries.



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HCLTech is a global technology company, home to more than 224,000 people across 60 countries, delivering industry-leading capabilities centered around digital, engineering, cloud and AI, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, Technology and Services, Telecom and Media, Retail and CPG, and Public Services. Consolidated revenues as of 12 months ending December 2023 totaled \$13.1 billion. To learn how we can supercharge progress for you, visit hcltech.com.

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