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# DATA ANALYTICS IN TELECOM

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In our March newsletter, we discuss the importance of applying data analytics to efficiently manage CSP processes, such as infrastructure and network lifecycle management, as well as product and service lifecycle management.

In addition, we talk about the importance of planning, designing and maintaining networks that can support effective communication during crisis. First responders rely on mobile phones to communicate and use data to share information, images and videos.

## Use of machine learning applications in network lifecycle process automation

Large quantities of network and customer data are readily available for CSPs (Communications Service Provider) to use for planning and improving their operations. Data analytics is applied to this big data to efficiently manage CSP processes, such as infrastructure and network lifecycle management, as well as product and service lifecycle management. Data analytics also helps the CSP to facilitate business processes such as marketing, offer management, and customer relationship management.

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# NETWORK COMMUNICATIONS IN TIMES OF CRISIS

Mobile communication networks are one of the major pillars for disaster management. Major events require planning and design to ensure that the right priorities can be established along with the right equipment and training needs. Sometimes, for operators, following national requirements established by regulators might not be enough.

Making the right technology investments requires careful consideration of factors including population density in cities and other regions, geographic and environmental considerations, and historical trend data.

Omnitele's approach in planning transformation to new communications technologies is to evaluate both the costs and benefits of different alternatives.



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