

Data Management Platform Architecture to Productize Telecom Data

Client Large national telecommunications operator

Period 2017-07 — 2019-07

CONTEXT

Large national telecommunications operator generated data of rare scale and granularity through its core services and saw the opportunity to turn it into internal decision-support tools and commercial products — but that required a coherent infrastructure and operating model beyond ad-hoc analytics.

APPROACH

Chose a platform approach over isolated per-use-case solutions, structuring the future platform across business architecture, information concepts, and a data layer — explicitly connecting data suppliers, processing responsibilities, and consumption patterns, with a practical standardize-early roadmap.

OUTCOME

Delivered the architecture for a Data Management Platform that turns telecom data into governed products, giving the organization a repeatable way to onboard data and pursue multiple data-based revenue streams.

- Architectural package for a DMP designed and handed over for implementation.
- Foundation established for several data products: targeted advertising, audience analytics, B2B data services.
- Long-term basis created for monetizing telecom-data insights.

KEY RESULT

Designed a three-layer DMP architecture that gives the organization a repeatable way to onboard data and turn it into governed products without re-inventing definitions for each use case.