



Alteryx for Wireline Service Providers

Identifying Profitable New Service Offerings

Alteryx's intuitive workflow for data blending and analytics leads to deeper network and customer insight in hours vs. weeks.

If you're like most wireline service providers, threats to your existing revenue streams surround you like a swarm of angry bees. Nearly every U.S. adult owns a wireless phone and the next generation of subscribers questions the need for traditional landline voice service, wired Internet access, and, in some cases, network programming and other video services. In fact, many long-standing wireline customers have already 'cut the cord' and gone completely wireless.

But your years of experience tell you that wireline service brings with it a certain security and speed that wireless technologies simply cannot match. Unfortunately, the business case doesn't support deploying fiber optics—and the advanced services that it enables—to every household and business in your network. Capital budget constraints force you to make difficult deployment decisions every day, especially in rural areas where it is hard to estimate the lifetime value of a network investment. As a result, many customers get lost in the "digital divide"—devoid of the many service offerings and motivated to find a compelling replacement.

With threats to your revenue stream no matter which direction you turn, customer retention is a top priority. Whether you are fighting off broadband wireless companies in metro areas or introducing new services in rural areas, you must quickly and easily access all the information across your organization to make lightning-fast business decisions that impact customer loyalty and retention.

Unfortunately, that's not an easy task because many inventory systems have evolved as a complex and incompatible mix of old and new technologies tied to different generations of network equipment. Each holds different types of data in different formats—and of questionable accuracy. While some analytical tools provide point solutions for specific problems, they don't allow you to integrate every piece of dynamic data needed to make the right decisions that impact your company's future.

With the right data and analytical tools, you could gain valuable insight into existing customer requirements and which investments will have the greatest impact on your customers' experience, so you can improve customer retention and grow revenue in this extremely competitive market.

“I had a wireless coverage analysis that I was trying to run with MapInfo. I had it running for over 14 days...and the file was now too large to save. I got the copy of Alteryx, read through some of the stuff, wrote a routine in about 20 minutes, and literally within minutes, had the same answer that took me 14 days to get.”

*Mark Ulrich, Sr. Strategic Planner
at CenturyLink*

Inspire deeper insights with data blending and advanced analytics

Alteryx brings together everything you need for your most important decisions, from internal business and technical data from your BSS, OSS, and CRM systems, to integrated third-party demographic, firmographic, and geographic data, in a common analytics environment to drive your business forward. No longer will disparate data remain within silos, disconnected from each other and from the bigger, strategic picture.

Alteryx allows you to bring critical data about your network, customers, prospects, and market conditions together from a virtually unlimited array of data sources:

- **Technical data**
Combine data from disparate third-party management systems, including TIRKS and NMA, with internally-developed inventory systems, regardless of database type and age
- **Customer data**
Easily extract customer information, including service history, billing records, and customer support details
- **Prospect data**
Include sales and marketing data from CRM and marketing automation systems such as Salesforce and Marketo to assess the proximity of prospects to your network
- **Household/business data**
Easily match household and business segmentation data for the United States to your internal data and get detailed projections on network spending, bandwidth consumption, and behavior/psychographic insight without the cost of additional services

Once access to the data has been established, drag-and-drop tools within Alteryx allow you to combine and manipulate data to get strategic insight about your network, customers, and prospects you never knew before. Armed with this insight, you can grow

business within your current markets, as well as discover new opportunities and seize them before your competition. What's more, this sophisticated analysis can be done by existing employees, rather than by expensive consultants or statistical data scientists.

Combat competitive threats

Ever-increasing competitive threats—from near-ubiquitous wireless voice coverage, to rapidly-expanding 4G/LTE availability, to easy-to-install satellite TV services—require you to quickly and accurately determine the most effective way to retain your current customers.

Existing GIS software can help you visualize a given threat, such as where former customers live or where a competitor's network overlaps with yours. Unfortunately, these tools focus on the presentation of past results and lack the analytical capabilities necessary to handle the multiple sources of Big Data that are so prevalent in the telecommunications industry.

With Alteryx, you can shift your decision-making focus from a review of past results to a prediction of future performance. Sophisticated location intelligence and advanced analytic capabilities allow you to immediately predict the most dangerous and credible threats to your revenue and plan your counter-attacks intelligently. For example, you can:

- Combine demographic information, social media data and third-party network spending projections to identify existing customers at risk of 'cutting the cord', so you can take immediate corrective action, such as price cuts, incentives, and more.
- Create highly segmented win-back/win-over campaigns using demographic information, facility availability, service experience scores, and existing contract details.

Once services are installed, the need for analytics doesn't stop. Integrated boundary files can help you keep abreast of service availability. By accurately correlating a customer's address with their serving Central Office, backhauling circuits from one CO to another, plus the resulting costs, delays, and customer dissatisfaction, can all be a thing of the past.

Prioritize service introduction

If the growing competitive threats on all fronts weren't enough, you must grapple with capital budget constraints that force you to prioritize service introduction. This is particularly true in rural areas where the "digital divide" has caused many consumers to miss out on the latest technologies. Alteryx helps you balance increasing customer demands with your budget limitations, so you can ensure these customers don't flee to the next wireless or satellite carrier to woo them.

Alteryx includes detailed demographic and firmographic information so you can prioritize network expansion options and in-market network coverage to maximize revenue and capital budget potential. With Alteryx, you can:

- Identify ways to grow business within your current footprint, plus discover and manage strategic growth opportunities in new markets before your competitors
- Optimize budget resources by pinpointing where equipment upgrades can provide the greatest benefit
- Identify residential and business prospects and determine the highly-targeted marketing messages they would be most receptive to
- Utilize location intelligence to assess the proximity of prospects to your existing network, plus what services they would be eligible to receive

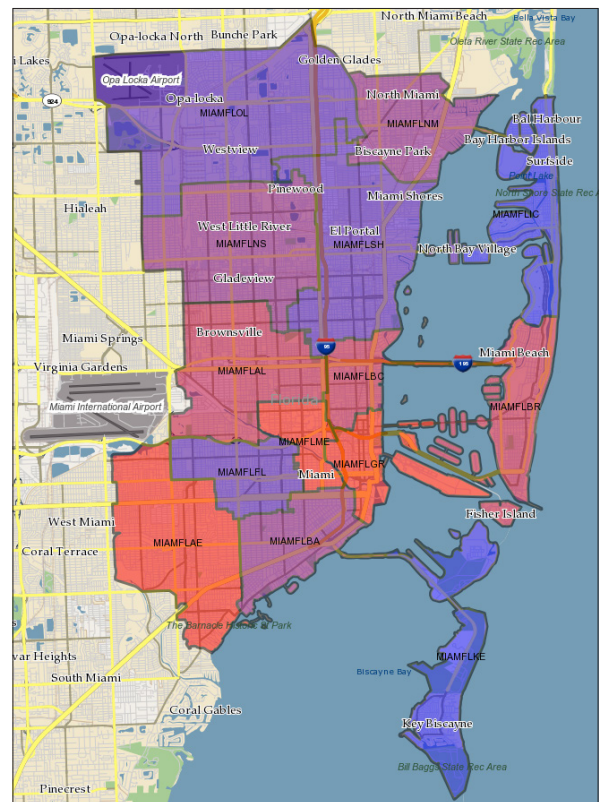
Get accurate network answers quickly

Wireline networks are a complex mix of technologies that are, in many cases, decades old, and the systems that support these networks run on a mix of mainframe-based technologies and modern server architectures.

Complicating matters, new services frequently travel across multiple technologies of different vintages, making it difficult to verify capacity, report on utilization, and troubleshoot and isolate network issues.

With Alteryx, you can bring together data from both legacy and modern systems regardless of data type or location, into a common analytical environment. By bridging the gap between inventory systems, Alteryx enables you to:

- Unify utilization reporting across all systems and services, so you can have a real-time view of service availability
- Immediately determine impacted customers during network outages or planned equipment or facility cutovers
- Correlate past construction costs with service routing and revenue generated to determine the ROI of each network component



Review demographic and firmographic data to predict the return on your network investment

About Alteryx

Alteryx is the leader in self-service data analytics. *Alteryx Analytics* provides analysts with the unique ability to easily prep, blend, and analyze all of their data using a repeatable workflow, then deploy and share analytics at scale for deeper insights in hours, not weeks. Analysts love the *Alteryx Analytics* platform because they can connect to and cleanse data from data warehouses, cloud applications, spreadsheets, and other sources, easily join this data together, then perform analytics—predictive, statistical, and spatial—using the same intuitive user interface, without writing any code. Thousands of companies and data analysts worldwide rely on Alteryx daily. Visit www.alteryx.com or call 1-888-836-4274.

Leverage our vast industry experience

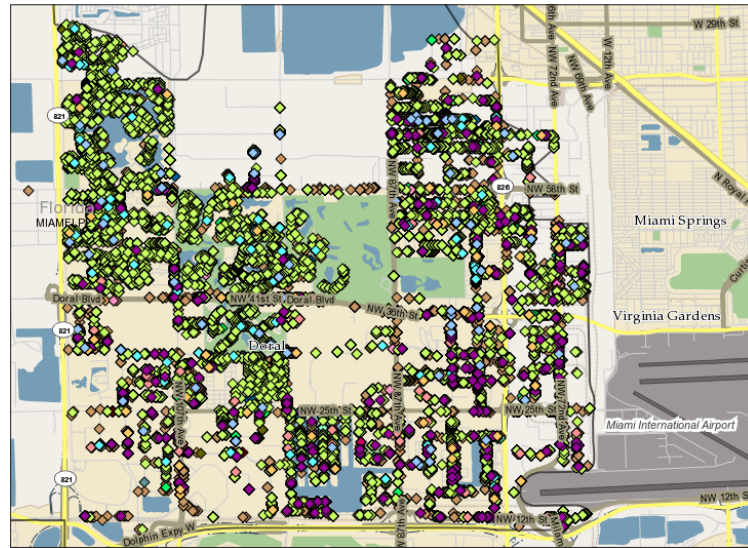
Alteryx Analytics leverages the experience of Alteryx as a trusted analytics supplier to many of the nation's most prominent service providers. *Alteryx Analytics* includes specific capabilities optimized for the unique analytic needs of communications service providers, including:

- Communications-specific analytic tools that combine massive volumes of disparate technical and business data, including geographically-oriented information, with unparalleled speed, accuracy, and support for the most common industry data types
- Comprehensive analytic apps that accelerate your productivity and address common applications, so you can quickly reap the benefits of your investment in strategic analytics

Make the right strategic decisions at the right time with Alteryx

With threats to your revenue stream coming from all directions, you need to quickly and accurately determine the most effective way to combat these threats and retain your current customers. What's more, you must balance service activations with your budget limitations, so you can deliver service to areas with the greatest ROI—and ensure that a promised service is delivered to customers when you say it will.

Alteryx Analytics enables existing staff to create, use, and publish analytic applications with no programming experience necessary. They can integrate your vast amount of disparate technical and business data, with detailed demographic, firmographic, and geographic data in a common analytics environment. With Alteryx, you can make the right strategic decisions, at the right time and with the right data, positively impacting customer behavior, profitability and your bottom-line.



Identify top prospects for targeted customer acquisition strikes

alteryx

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