

TELECOMMUNICATIONS LEADER DIALS UP PROFITS WITH BIGMEMORY

\$26 billion telecom company

Customer

\$26 billion telecom company

Industry

Telecommunications

Opportunity

Need to support more than 10,000 customer interactions daily, ready to scale to 10x

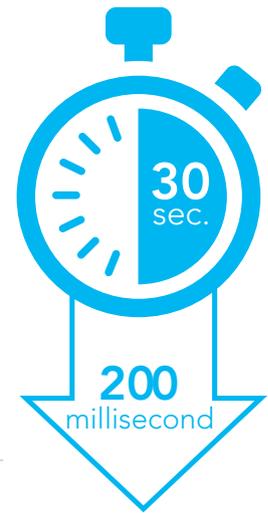
Solution Set

BigMemory Max

Key Benefits

- Scaled online customer service to shift millions of customers away from expensive call centers
- Slashed access times from 30 seconds down to 200 milliseconds with 100 percent data availability
- Saved tens of millions of dollars in support costs
- Eliminated latency and capacity constraints
- Supported innovative strategies and launched new online applications

END-TO-END
TRANSACTION TIME
SLASHED
from 30 seconds
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200 MILLISECONDS



with 100% data availability

The Big Challenge:

Back-end customer and billing systems, already struggling to keep up with call center demands, must scale for millions of online customers

A leading telecommunications company needed to drastically update its customer service model. While the rest of the world was moving more and more customer services online, over 90 percent of customer interactions still came through traditional call centers.

The company initially figured its e-service applications could tap the same back-end customer and billing systems that supported its call centers. Unfortunately, these systems buckled under the load: retrieving, aggregating and normalizing customer data from disparate databases took as long as 30 seconds, which would never scale for millions of online customers. Poor performance limited e-service uptake and frustrated customers, raising the risk of increased churn and failure to reduce support costs.

"I've had so many high fives walking through the building that my hand hurts."

— Program Lead

Why BigMemory:

Low-latency access to multiple-terabyte datasets, simple architecture and reduced hardware and software costs

The telecom company looked carefully at a variety of options in head-to-head tests, ultimately rejecting Oracle® Coherence as too expensive and ruling out IBM® webSphere® eXtreme Scale over concerns about performance at terabyte scale. Instead, the company built an innovative in-memory data management solution for customer support with Terracotta BigMemory. Rigorous testing proved that BigMemory could consistently deliver extremely low latency to multiple-terabyte datasets. Because BigMemory works on low-cost, commodity servers, the company could simplify its architecture, reducing hardware and software costs. Terracotta partnered with Accenture® on a successful deployment.

The Big Results:

10,000+ customers use e-services each day, enjoying 100 percent data availability and lightning-fast access times; support costs slashed

The new architecture went live with 1TB of customer information in BigMemory's in-memory stores. BigMemory slashed data access times from 30 seconds to a mere 200 milliseconds while delivering 100 percent data availability. E-service performance improved so dramatically that the company's program lead said, "I've had so many high fives walking through the building that my hand hurts."

With more than 10,000 people using e-services daily, the telecom provider is ready to roll out the program more broadly and is already saving tens of millions of dollars in support costs. The company also plans to take advantage of new opportunities to increase revenue with targeted online and mobile product offers. Better yet, because BigMemory has eliminated latency and capacity constraints, the company now has the flexibility to launch new online applications that advance its business strategy.

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