



ROUNDUP REPORT

Sanjay Bhatt

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TELCO ANALYTICS SUMMIT

Revenue Maximization through
Data Driven Decisions



200+
Attendees

50+
Unique
Companies

6+
Speakers

Theme

Telco Analytics Summit: Revenue Enhancement through Data-Driven Decisions

Areas Covered

- Role of Analytics in the age of digital transformation
- Effective decision making through clean and trusted data
- Data strategy in the post pandemic era
- Evolving customer behavior and meeting their needs through Analytics
- Changing role of a CIO in the telco ecosystem
- How telco data can support new use cases



Navdeep Kapur

Chief Commercial Officer



Accelerating towards Digital Transformation with Data-Driven Decision Making

Session Snapshot:

The world is moving towards digital transformation at a brisk pace as there are fundamental changes in the way businesses are being operated. Having the right analytics tools, practices and mindset will be crucial for success.

Navdeep Kapur's keynote delves into the importance of the right mindset and mature analytics practices to ensure a higher success rate for digital transformation. He also focuses on the availability of unlimited data, massive processing power to improve operational efficiency, meet customer expectations, and introduce new revenue streams. Navdeep also highlighted some of the Econet's efforts towards becoming a data-driven organization.

Key Highlights:

- Market Trends:** Pressure on digital transformation timelines due to pandemic
- Analytics role in business transformation:** Becoming a Data-Driven organization and creating new revenue sources
- Case Study:** Sales Assist- helping the CCO with real time insights to make data-driven decisions

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Sanjay Batham

VP, Bill and Pay Delivery

Reliance



Shifting Mindset towards Revenue Enhancement by Leveraging Analytics

Session Snapshot:

Revenue enhancement is one of the top priorities for telecom operators as they move into the digital era. Sanjay Batham, VP, Jio sharing his experience on leveraging Analytics to transform the organization. He also spoke about the reasons for the trust gap and how Analytics can bridge this gap through packaged insights, providing profit maximization, enabling risk mitigation, and adding more value for both customers and the organization.

He also spoke about the importance of RA data and how different departments can leverage the clean data to make the right business decisions.

Key Highlights:

- **Need to shift mindset:** Moving towards Revenue Enhancement from assurance
- **Bridging the trust gap:** RA data combining with domain driven analytics ensure accurate decision making
- **Case Study:** How RA data supported the customer acquisition strategy for the organization

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Panel Discussion

Creating Smart Organizations: Unlocking the Potential of Data Driven Decisions



Haythem Bennaceur
Sr. Director Digital Transformation



Sithembubuhle Nyathi
GM, Digital Business & Analytics



Bharat Pandit
SVP Strategy & BI

The Telecom landscape is going through unprecedented times. The rising complexity of digital business and dropping revenue from traditional services pose big challenges in the digital economy.

The versatile panel deep dived into the changing landscape and shared their thoughts on-

- The panellist shared their thoughts on the importance of data-driven decision-making.
- How Analytics is helping in driving business in the digital economy.
- How to deal with uncertainty with the help of analytics.
- How Analytics is helping meet the needs of evolving customers while keeping revenue maximization at the core

[Watch the Panel Discussion](#)



Arun Dubey

Chief Information Officer



Fireside Chat

Demystifying CIO's Role in the Age of Data Driven Organizations

Session Snapshot:

CIO's role in the digital organization is much more than earlier. Arun Dubey, CIO at Vietnamobile share his thoughts on how he is changing the perception about the CIO's scope of work.

CIOs are required to gain a better understanding of not just new digital technologies and how to cost-effectively operate them, but also to better understand the specific business their enterprise is in and how IT can drive new revenue opportunities and accelerate company growth. They play a key role in the organizational people strategy and building an insights-first culture that rewards data-driven decision-making and continuous transformation.

Key Highlights:

- **Market Trends:** Evolution of a CIO's role beyond 2020
- **Analytics role in business transformation:**
 - Need for a holistic organization level data strategy
 - Establishing Data literacy and analytics driven culture within the organization
 - How CIO organization is helping the business verticals

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Panel Discussion

Creating Smart Organizations: Unlocking the Potential of Data Driven Decisions



Harish Kushwaha
Director ROC Insights



Anil Wadhvani
Principal Consultant



Ranganath Acharya
Sr. Principal Consultant



Mayur Shah
Principal Consultant

The expert team from the Subex Data Science vertical share their thoughts on the digital transformation buzz: what it means and the correct approach. There are many challenges involved in transforming into a truly data-driven organization. This session is highlighting those challenges and how to overcome them.

- Enhancing customer experience with Next Best Actions
- What are the different elements essential for digital transformation
- Covering different use cases on use of telecom data to support cross industry use cases

[Watch the Session](#)



THANK YOU

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