

**Fifth SG13 Regional Workshop for Africa on
"ITU-T Standardization Work on Future Networks: Towards a Better Future for Africa"
(Cairo, Egypt, 2-3 April 2017)**

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Session 4: Standardization Hot Topics 4, Cloud Computing and Big Data
Title: "Improve Customer Experience and Drive new Revenue using Big Data Analytics"

Abstract:

Operator marketing, operations and customer care teams are under increasing pressure to deliver customer experiences that drive revenue growth and keep subscribers happy. Big data analytics tools have helped uncover valuable information. But fully leveraging insights exactly when they can be most impactful has proved a challenge. Operators have also had difficulty adapting generic big data solutions for their specific needs , Ericsson View on Big Data Solution eliminates the hurdles that operators face today , more on the session!