

Subscriber Data Management solution



Turning subscriber data into customer intelligence

Having a coherent, real-time view of subscriber data vastly improves Communications Service Providers' (CSPs) ability to engage with customers and partners. At present, valuable customer data is often spread across different systems and different departments within the organization. This is costly, and also a waste of a potentially lucrative resource. An efficient subscriber data management solution that provides a single, unified view of all subscriber-related data can turn information into customer intelligence - one of the most important business tools for any company. Our Subscriber Data Management solution puts CSPs in complete control, and clearly shows how customers are using the services they subscribe to.

Lower operational costs, loyal customers

Key drivers

- **Gaining insight** - recent research shows that improving customer insight is a priority for 87% of mobile operators
- **Efficiency** - reduced data complexity increases efficiency and brings down operational costs
- **Customer experience and loyalty** - offering the right services to the right group of subscribers, at the right moment, creates satisfied and loyal end-users
- **Partnerships** - customer intelligence can be shared with partners, increasing the value of the partner relationship
- **Business development** - with relevant insight into their subscribers' behavior, CSPs become attractive business partners

The Nokia Siemens Networks' Subscriber Data Management solution has provided us with what is - in effect - both a brain and a memory to deliver centralized intelligence across the network and the applications that run on it. At AIS, we've been able to create a highly robust and streamlined service creation environment that cuts time to market, gives us more options to play with and provides important differentiators in an increasingly crowded marketplace.

Arakin Rakchittapoka
Telecom and IT Application
Development Manager
AIS Thailand

Nokia Siemens
Networks



Reliable technology from the world leader in Subscriber Data Management

Our industry-leading solution is based on platforms from recently acquired Apertio, and further enhanced with Nokia Siemens Networks applications and service suite. The open, standards-based architecture ensures great flexibility and complete reliability.

The One-NDS (Network Directory Server) is an open, real-time directory server that provides a unified, real-time view of subscriber data, which can be shared with ecosystem partners.

Unified real-time data access, shorter time-to-market

Key benefits

- Transform unstructured information into valuable knowledge
- Real-time access to unified subscriber data
- Up to 55% OPEX reduction for Subscriber Data Management
- Reduced time-to-market for new applications, from 12 months to 12 weeks
- Control of all subscriber data
- Superior end-user experience
- New business possibilities
- With 70 live deployments worldwide, Nokia Siemens Networks is the leader in Subscriber Data Management

Achieving real results in close collaboration

Choose the most experienced solutions partner to help you manage subscriber data

Nokia Siemens Networks consultants work closely with customers to ensure the most effective implementation of Subscriber Data Management solutions, from initial vision, through scoping, design, implementation, commissioning and testing. Business cases are developed in partnership with customers, showing the tangible savings and true value this solution can bring. We are the undisputed leader in the field, with a complete application suite and over 70 live deployments of Subscriber Data Management solutions, serving around one billion subscribers worldwide.

To find out more visit www.nokiasiemensnetworks.com