# PROTECTING AND ENHANCING COMMUNICATIONS SERVICE PROVIDERS.

With slowing revenue growth, an insatiable demand for bandwidth, and high customer expectations, it's no wonder that CSPs are feeling the pressure.

Applied Intelligence

**BAE SYSTEMS**
INSPIRED WORK

In this challenging environment, you need to really understand your customers and the services they want, so that you can differentiate yourself from your competition with great customer experience along with personalised services and offers, and prioritising the way in which you manage traffic and investment in your network to deliver all this while reducing cost in a secure and trusted way.

To help you plan and manage this, you need to bring together and analyse the multiple silos of data from across your business that will enable you to fully understand at a highly granular level what your customers are doing and how the network is supporting them. This knowledge will enable you to make truly customer-centric decisions: targeting attractive offers and tariffs and prioritising network investment around customer need.

Customers expect a higher level of convenience and engagement through multi-channel access, so providing an attractive, convenient self-service will build loyalty, encourage greater participation (with potential for additional revenues) and reduce operating costs. An essential element of building customer loyalty will be to earn trust by protecting their privacy in a world of increasing concerns about cyber security and loss of customer personal data.

Regulators are also driving cost through their requirements for law enforcement/lawful interception, data privacy and security; along with potential financial regulation. As the scale of your network grows and you introduce new communication technologies, meeting these requirements can be a serious cost to growth if not efficiently managed.

With our proven skills in customer experience and data analysis, and our heritage in designing and building secure services for CSPs and government, BAE Systems Applied Intelligence is your ideal global partner, helping you solve these key issues:

- Targeted personalised offers, tariffs and services
- Digital transformation
- Low cost compliance
- Provision of value added services

# PROVIDING VALUE ADDED SERVICES

As a CSP you are keen to maximise the revenue from your customers – both enterprise and consumer – and to position yourself as a value-adding partner rather than just a provider of commodity services. One way to achieve both objectives is to offer additional services and advice which build on your core products and provide direct benefit to your customers through high quality support, for issues that are of major concern to them.

## MOBILE DEVICE SECURITY

Cyber security is fast becoming a key topic for your enterprise customers, with an increasing awareness of the threat and the scale of penalties, including damage to their reputation, to which they might be liable if the risk is not addressed. This is especially prevalent for your enterprise customers that are adopting mobile and Bring Your Own Device (BYOD) supplied by your CSP network as you try to position yourself in the enterprise IT services supplier base.

## PARENTAL CONTROLS

Add to that the fact that governments (and consumers) are becoming increasingly concerned about abusive content on the web, and the effect that it is having on young people; they are now looking to providers such as you to help solve some of the issues. In the future this might also become a regulatory obligation, but already your competitors are trying to differentiate themselves in the market place by addressing this issue for their customers. The key success criteria here is how to get that differentiation but with a potential positive impact on revenue.

To create most value to your core business you probably don't want to spend time and money developing value added services yourself, ideally you would rather draw on 'white label' services provided by credible partners/suppliers who you can rely on to provide and maintain high quality products, and who can provide the marketing and sales support

to help you develop your customer relationships. If done correctly these value added services can be used as key marketing tools aimed at retaining your current customers and targeting new ones.

Providing 'white label' value added services such as data and mobile device security or consumer controlled parental control solutions for your high value customers can provide you with a key differentiator in the market place by solving their issues, helping build trust and ultimately making them want to invest in your long term future.

## HOW WE CAN HELP?

BAE Systems Applied Intelligence provides a range of 'white label' solutions that allow you to offer your customers something different. They are scalable and secure whilst remaining cost effective to implement as a service to your high value customers:

- Mobile device security
    - Cloud based security solution and secure android solution for mobile device security preventing cyber-attack for enterprise customers on a CSP's network

- Parental controls
    - In-network customer controlled parental controls offering your high value customers the option to control content as they see fit on the network with no latency

- Secure data sharing
    - Help your customers secure their data as it is shared with third-party service providers and data consumers in the ecosystem in a way that protects their reputation but doesn't make it difficult to work with the data

# TARGETED PERSONALISED OFFERS, TARIFFS AND SERVICES

CSPs are increasingly harnessing insights about their customers from data, to more accurately target offers, services and tariffs intended to improve customer experience and increase revenue.

Your customers are more than ever expecting tailored, relevant services and a highly quality network experience, and are switching off from providers who are unable to meet their expectations.

At the same time, your customers and regulators have concerns about the protection of personal data and privacy as more data is held in the cloud and on social networks, and you are considered to be the "holder" of that information.

You have a rich source of customer data from calls, web browsing and location data that you could mine to help you generate valuable insight about your customers; but in its current form bringing this together can be tricky.

In order to make this information useful, you not only need visibility into it but access to the tools and services that can help you analyse the data; the goal of which needs to be deriving insight and linking that insight back into your business processes.

If you could profile each customer, you could understand service usage and quality of experience at an individual customer level, and offer a range of services that were highly personalised. It would also give you the option to monetise these services and target network investment to generate the highest return.

You do have to be mindful of the customer privacy implications and regulatory requirements that arise when analysing data; including the requirement to have customer dialogue to obtain consent in order to exploit the data and provide value-added services.

This is more so becoming both an issue of compliance with updated EU data protection rules due to arrive in 2014 and one of customer trust and brand reputation. Increasingly you might want to exploit third-party services that can help you with the targeted marketing, as such you need to share your data with these organisations whilst also honouring your customer's privacy.

## HOW WE CAN HELP?

BAE Systems Applied Intelligence can help you build a single view of the customer experience using service usage data from across the organisation, including voice, data and over the top services. This single platform enables you to proactively manage the customer experience, anticipate any service issues, and tailor the customer proposition with targeted offers. In addition, it supports value added services such as Device Security or Parental Controls depending on your customers' requirements – all provided in the network by you.

As a CSP you need data-driven service innovation as part of business as usual interactions with customers and targeted marketing processes. BAE Systems Applied Intelligence can help with this transformation by providing you with big data analytics required to generate this insight into your customers as on-site tools or as a managed service.

We also provide business approaches and technical solutions to help you manage customers' consent for data exploitation whilst adhering to regulations and we can secure data as it is shared with third-party service providers and data consumers in the ecosystem in a way that protects your reputation.

# DIGITAL TRANSFORMATION

In this challenging environment, you need to differentiate yourself from the competition. The way you interact with your customers in sales and service is an ever more important part of that differentiation. That means really understanding your customers, and what they want, so that you can give them great customer experience but without breaking the bank to deliver it.

This is where digital channels as part of a joined-up multi-channel strategy can really help you. Digital (online and mobile in various formats) can provide access to your customer care and commerce services that meet customer expectations of convenience and availability.

Everyone also understands the move to digital as a potential cost saving but actually it's more than just this. By utilising the digital channel effectively and securely, cost savings made in operational efficiency by the simplification of customer facing and internal business processes, will really make a difference to your bottom line.

We find that the way organisations adopt and evolve their digital interaction is critical to their ability to achieve true differentiation and huge cost saving benefits.

## HOW WE CAN HELP?

We are one of the leading interactive agencies in the UK; we can help design and build market leading user experiences, supported by consulting and implementation services to help you transform your business.

Specifically we can:

- Define the high-level customer journeys across digital and other channels for consistent and compelling cross-channel experiences to meet these objectives

- Design the detailed responsive (to suit all digital formats) interaction flows and screens to deliver the digital customer experience. Tight control of the quality of this is key for user adoption to realise the loyalty and savings benefits

- Ensure pace, rigour and adherence to designs in their secure implementation

# LOW COST COMPLIANCE

As a CSP you have many legal obligations placed on you by your regulators.

The most pertinent of that is the need for you to retain communications metadata (Data Retention/DR) and to intercept communications (Lawful Interception/LI), under your regulatory obligations to telecom regulators and government.

Data usage is growing strongly on your network, which necessitates constant expansion of the DR and LI systems to maintain coverage, in order to fully meet regulatory obligations.

With this increased data usage the underlying network technology is also changing in order to increase speed and facilitate these new services and the knock on effect of this means that you need to modify and constantly expand the DR and LI systems to maintain coverage. Therefore it is critical that you must plan for the DR/LI systems when contemplating network build-out and new services.

DR and LI are not revenue earning activities; so taking an inefficient approach can generate unwanted extra costs for your business.

Law enforcement agencies expect timely, accurate, and reliable access to the relevant communications data, and you wish to protect your subscribers' confidentiality and disclose the minimum required by law. You therefore need a secure, auditable and flexible workflow which minimises disruption to your day-to-day operations.

## HOW CAN WE HELP YOU?

Automation of the disclosures process for DR and LI allows for maximum efficiency and low cost compliance. BAE Systems' Applied Intelligence DataRetain™ and DataBridge™ solutions offer the lowest cost compliance in their class compared to competitor solutions or bespoke in-house solutions.

Low cost compliance doesn't mean you have to compromise on features or performance:

- DataRetain™ scales way beyond the ~150TB limitation of relational databases, and queries up to 10x faster

- DataBridge™ has plug-ins for almost any switch and handover standard, both ETSI and CALEA for on switch connection

Our solutions are secure by design, with a full audit trail, flexible permissions, and tailorable workflow all of which meet legal obligations globally whilst causing minimal disruption to your day-to-day business; and all with a much lower total cost of ownership.

# WORK WITH A GLOBAL PARTNER

BAE Systems Applied Intelligence is your global partner helping you to protect and enhance your business.

Whether transacting with customers in new ways, finding new streams of revenue generation, evolving communications methods, optimising network performance or delivering new IT infrastructure, you have the potential to derive competitive advantage or enhance operating performance by exploiting your data and digital infrastructure – let us show you the way.

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