### Use cases fact sheet: Data Intelligence Platform

# Generating data intelligence for a safer online world

#### Meaningful data with deeper insights.

Our AI-powered technology with advanced data intelligence gives you a competitive edge and peace of mind for your subscribers, creating confidence in a connected world.

## Telecom operators have access to vast amounts of network data, yet using this data effectively is a challenge.

That's why understanding your network's cyber posture is crucial. As cyber threats grow more complex, you need more than just basic security. Our data intelligence platform gives you the tools to turn real-time subscriber and network insights into new growth opportunities. With a full view of your network's performance, you'll fix problems faster, counter threats before they happen, and better understand your subscribers to improve their quality of experience.

## Stay ahead of cyber threats and make smarter decisions with BlackDice's powerful data intelligence platform

BlackDice provides a comprehensive view of all network activities and delivers the insights needed to improve quality of experience (QoE) and enhance security, ensuring networks are secure and efficient.

#### Carrier-grade solution

Eliminates the need for multiple, disparate tools, streamlining big-data analysis

#### Augmented intelligence

Enriched with our global data lake, using machine and deep learning for robust and accurate analysis, predictive insights and data-driven decision-making

#### Self-learning network

Capable of handling billions of devices, our AI quickly processes increasing data volumes with real-time network insights

#### BlackDice Retina dashboard

A centralised data intelligence platform, that spans multiple telco teams; from product to operations, giving you real-time insights and business intelligence to optimise and monetise your network.

Our machine learning agorithms look for signals and patterns in network usage and data, helping you identify issues and trends across your network and subscriber base.

The user-friendly interface provides customisable visualisations for quick insights, improved decision-making, and efficient network monitoring.





## Data intelligence use cases for telecoms operators

#### **Enhance network security**

Deploy BlackDice's platform to monitor and secure network traffic at both the CPE and device levels, providing comprehensive protection against cyber threats.

#### Optimise service delivery

Use the platform's insights to identify and resolve network performance issues, ensuring consistent and high-quality service delivery to subscribers.

#### Boost QoE and reduce churn

Use the real-time analytics to proactively address network issues and improve QoE, leading to higher customer satisfaction and reduced churn.

#### **Develop new products**

Use data intelligence to identify emerging trends and customer needs, enabling the creation of innovative services that meet market demands and drive competitive advantage.

#### Drive revenue growth

Use subscriber data to develop targeted marketing campaigns and personalised service offerings, increasing ARPU through effective upselling and cross-selling strategies.

#### Ensure regulatory compliance

Support compliance with data privacy and security regulations such as the EU Cyber Resilience Act, using robust data protection measures and accurate reporting capabilities.

Ready for a more secure, efficient, and customer-centric operation?

With BlackDice's data intelligence platform, we're empowering telecoms operators to achieve their strategic objectives.

Contact us to learn more about the transformative benefits across all telecom operations, enhancing the efficacy of your commercial, customer experience, product and propositions management, security, and business analytics functions.