

FLUX INSIGHTS PARTNERS | 2020



CASE STUDY

CELLCOM



**GPU SQL**

**COLUMN**

**ORIENTATED**


**DB**

**FOR MASSIVE DATA**

**ANALYTICS**

# LET'S

FLUXINSIGHTS PARTNERS



# TALK USE CASES

IMPLEMENTED

IN

just

6

MONTHS



# Generic Telco Scenario

On Average 20 Times Faster than AS-IS (HIVE)

Query	AS-IS (HIVE)		SQream 4.2	
	1 Day	1 Hour	1 Day	1 Hour
Q1 APP Service Group Analysis	2:03:00	0:11:46	0:04:06	0:00:14
Q2 eNB Service Analysis	1:48:00	0:12:28	0:24:46	0:01:13
Q3 Cell Service Analysis	0:52:00	0:06:49	0:05:24	0:00:15
Q4 Analysis of Payment Plan	1:10:00	0:07:29	0:19:06	0:00:53
Q5 Device Traffic Analysis	NA	0:03:59	NA	0:00:30
Q6 IOT & POS Analysis	0:22:00	0:03:43	0:06:01	0:00:20
Q7 IOT Platform Analysis	0:23:00	0:04:50	0:05:16	0:00:17
CALL Data - count(*)	NA	NA	0:00:21	0:00:10
CALL Data - AVG setup time	NA	NA	0:00:27	0:00:14
CALL Data - Max Call Time	NA	NA	0:00:25	0:00:13
Z. join S1_CALL and SIP_REGI	NA	NA	0:02:21	0:00:54

# DNS

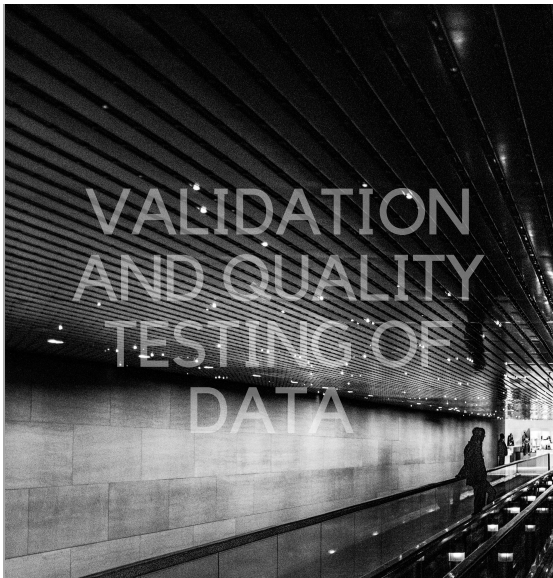
BACKDOOR PROTECTION



INDEPTH  
CUSTOMER  
USAGE  
ANALYSIS



VALIDATION  
AND QUALITY  
TESTING OF  
DATA



ANALYSING CALL DEFECTS  
AND HANGUPS





# CELLCOM

## CASE STUDY



## LARGEST ISRAELI TELECOM OPERATOR

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### The Challenge

- Cost of network probes at base stations for collecting local parameters and network information
- Troubleshooting more than just individual base stations
- Needed to complete picture of network nodes for troubleshooting

### Business Requirements

- Uncovering dropped calls and other network issues costing millions

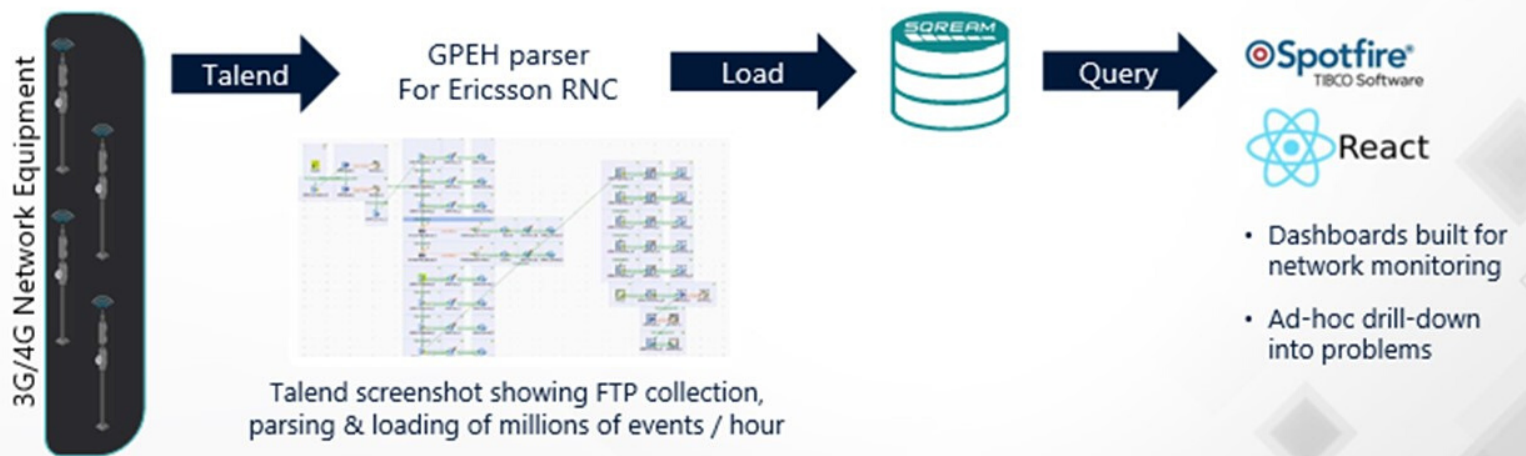
# CELLCOM

## CASE STUDY

  
REDUCES DROPPED CALLS BY 90%

TELECOM

Using one server to analyze RNC logs directly, avoiding expensive network probes





# CELLCOM

PARTNER PROFILE

## CORPORATE PROFILE FOUNDED IN 2010

 **90+**  
Employees

 **10**  
Patents

 **Strategic Partnership  
with Alibaba Cloud**

 **HQ in 7 WTC New York**

**EMEA HQ Canada Square, Canary Wharf London**  
**R&D in Tel Aviv**





Contact Us: [info@fluxblog.co.uk](mailto:info@fluxblog.co.uk)  
Select this [link](#) to schedule a meeting

In God we trust. All  
others must bring data

W. EDWARDS  
DEMING, STATISTICIAN,  
PROFESSOR, AUTHOR, LECTURER,  
AND CONSULTANT.

The goal is to turn data  
into information, and  
information into insight

Carly Fiorina.

ISSAC ASIMOV

*I don't fear computers. I  
fear the lack of them.*

It is a capital mistake to  
theorise before one has data.

SHERLOCK HOLMES

DATA IS A PRECIOUS THING AND  
WILL LAST LONGER THAN THE  
SYSTEMS THEMSELVES.

TIM BERNERS-LEE

Simplicity is about subtracting the  
obvious and adding the meaningful.

JOHN MAEDA

If I had to pick one word to describe  
what a chief data officer does. It would  
be neither data nor analytics. It would be  
strategy.

CDO- INDERPAL BHANDARI CAMBIA HEALTH

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