



# SYNCHRONOSS ADVANCED ANALYTICS

## Why Advanced Analytics Matters

Communication service providers are looking to analytics to drive strategic business initiatives:

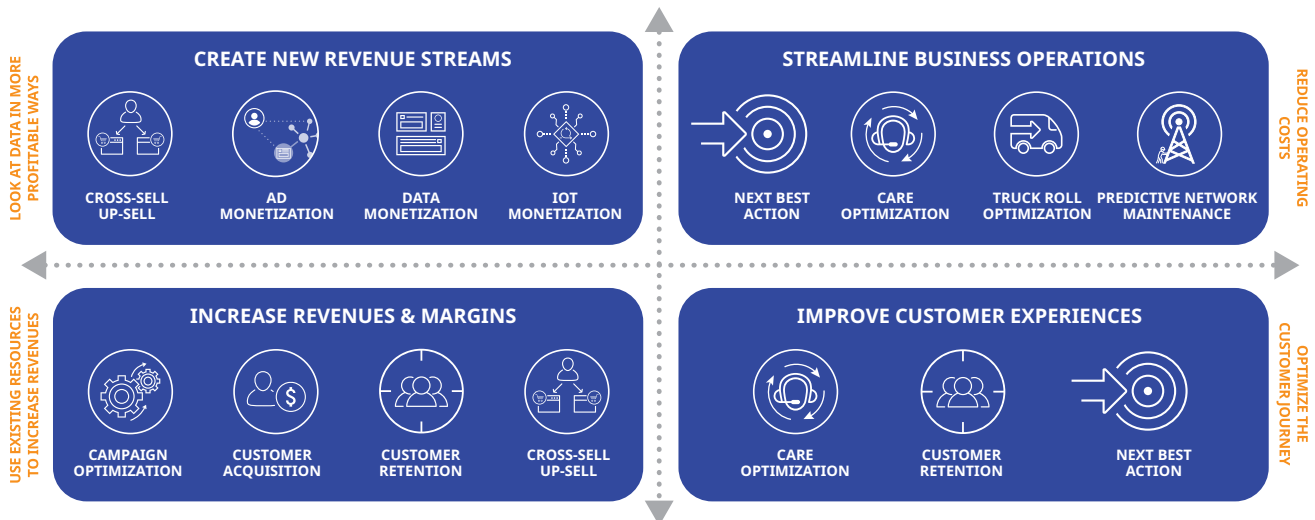
- Create new revenue streams and enable the monetization of data assets
- Optimize network investments while maximizing margin and customer value
- Accurately measure campaign and program effectiveness across channels such as mobile, digital, care, and retail
- Target prospects for acquisition more effectively and efficiently, and proactively improve customer retention

**Only 28%** of companies think they are generating strategic value from their data

On average, enterprises utilize **500 DIFFERENT APPLICATIONS** with data stranded and siloed

## Synchronoss Advanced Analytics Can Help

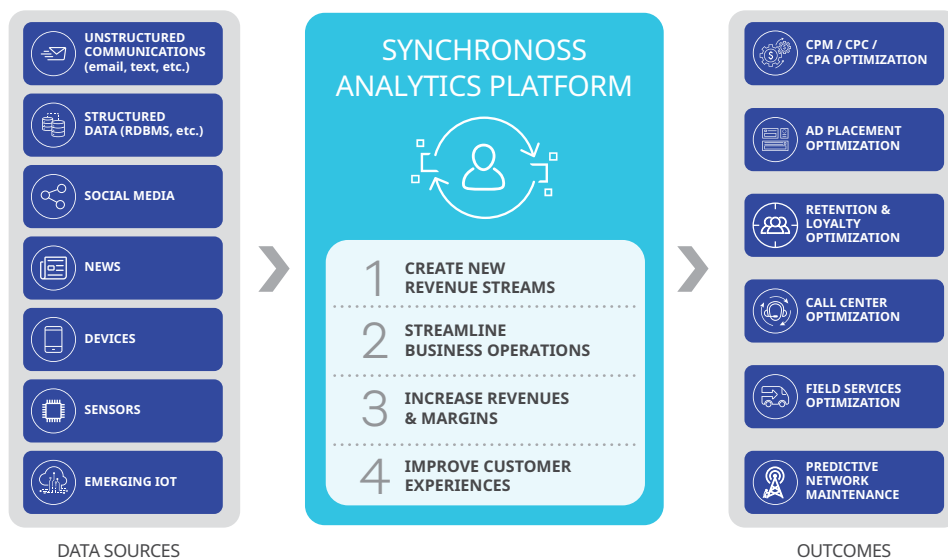
Synchronoss Advanced Analytics, a patent pending insight generation system, applies machine learning and artificial intelligence to the uniquely valuable data sets from network data, devices, and applications to deliver measurable, business-specific outcomes. The most advanced algorithms and analytical models are employed to create predictive and prescriptive insights to use across sales, marketing, care, operations, networks, and IoT.



# How Synchronoss Advanced Analytics is different

Synchronoss Advanced Analytics combines an applied data science team, a proven and scalable data analysis platform, and a highly flexible visualization interface into a SaaS or success-based model, to generate predictive insights and business results. By taking available data and offering a fresh perspective, Synchronoss Advanced Analytics has the ability to help service providers:

- Offer the right set of product offerings for customers by continuously identifying insights on customer behavior, contextual information, and interaction
- Create truly targeted marketing programs and appropriate budgets that drive the desired outcomes
- Identify data-driven key issues affecting customer care and retention
- Enable monetization of data in new, profitable and compelling ways
- Deliver relevant and valuable offers to customers and accurately measure program effectiveness across channels such as mobile, digital, care, and retail
- Extract value and operationalizing insights from disparate data while complementing investments in existing Big Data and analytics systems and initiatives



OTHER ANALYTICS SOLUTIONS	SYNCHRONOSS ADVANCED ANALYTICS
Dependent on hard-to-find and hard-to-keep data/statistical expertise to extract value	Built specifically for the telecom industry to provide relevant, valuable, repeatable and scalable up-to-date insights with an easy-to-operate user interface, requiring no additional specialized head count
Can take up to 18 months to implement and then offers a low ROI	Customer and industry-proven model that can be up and running in 90 days with a payback of less than 6 months
Require additional investment in hardware, software, human resources, and ongoing training	Self-learning capabilities allows the system to change as the business landscape changes, eliminating the need for additional resources to update analytics systems
Require expensive ongoing maintenance	Operationalized at implementation without the need for ongoing IT intervention or lengthy internal projects that require additional costs
IT department is left to support a one-off solution, creating another data silo that relies on specific people and skills	Easily integrates with various systems, connecting disparate data in order to provide valuable insights while constantly improving the functionality of the solution

Visit [www.synchronoss.com/products/analytics](http://www.synchronoss.com/products/analytics) to learn more or schedule a demonstration.

