Telecom

Posidex solution helps Telecom company evade huge fines levied by regulatory authority Telecom Enforcement and Resource Management (TERM).

Client

India's largest Telecom Company

About the Client:

Our client is a leading integrated telecommunications company with operations in 20 countries across Asia and Africa and headquartered in New Delhi, India. The company ranks amongst the top 5 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G services, fixed line, high speed broadband through DSL, IPTV, DTH, enterprise services including national & international long-distance services to carriers. In the rest of the geographies, it offers 2G, 3G mobile services. It has over 240 million customers across its operations.

Challenge

- As part of the subscriber verification process, all telecom companies need to properly identify the number of connections of a subscriber and report to the regulatory authority at the end of every month.

- This is a very stringent compliance requirement and is strictly enforced by the Telecom Enforcement and Resource Management (TERM) which also levies heavy penalties in case of any discrepancy in the number of connections belonging to any customer.

- With a huge subscriber database running into couple of hundred million records, identifying bulk connections of the customers every month is a gigantic task.

- Processing huge volumes of data throws up a lot of challenges including computing resources, man power for the verification of matches, and the turnaround time for reporting to the regulatory authority.

- Because eof the above challenges, the provision for subscriber verification in real time was also not being addressed in certain sensitive areas of the country.

Solution

Posidex's proprietary PrimeMatch® based Data Management Solution suite with powerful SetMatch engine for bulk matching process and PrimeMatch® engine for realtime matching process was chosen as a solution to address the company's challenges. After a thorough evaluation process, the telecom company was impressed with the speed and accuracy of matching as well as the flexible configuration addressing the underlying data quality issues. We provided the analysis of the data quality which helped the telecom company to finalize the rules and the methodology. The solution was integrated as part of their workflow to automate the process of matching at each hub level and report in the format required by the TERM for compliance process.

Results

- The solution was able to perform hub-wise bulk de-duplication of the entire subscriber database.

- Bulk connections were clustered and categorized for physical and tele-verification with far greater accuracy.

- Almost 200% more matches were correctly reported which were not identified by the earlier solution in a substantially lower time.

- This helped the telecom company to report accurately and in time for compliance and avoid payment of hefty fines.

- Processing daily volumes of data and identifying bulk connections of the subscribers by End of Day was done under a very optimal hardware sizing environment which would have otherwise warranted huge hardware requirements.

- Real-time subscriber verification capability can be integrated seamlessly as part of the work flow with this solution.

- With the deployment of the solution the telecom company can quickly implement the KYC process effectively addressing its risk and compliance requirements.

- Given the speed and power of PrimeMatch® and SetMatch® engine, the telecom company has ambitious plans to deploy the same for cross selling / upselling as well as creation of unified view of their subscriber across all its lines of businesses.

About Posidex

Posidex Technologies develops software products, solutions and offer services in the domain of entity resolution and analytics. Posidex's products and solutions helps enterprises in their operations, decision making and planning during the Process of customer data integration, data quality management, customer analytics. Posidex's clients are spread across various verticals from BFSI to government and are one of the largest data depositories in India in their respective domains.domains.

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