Subscriber Data Management & the Era of Analytics

EXECUTIVE SUMMARY

Driven by a confluence of factors – including challenges related to managing an extensive footprint of aging databases and the need to support services personalization – the concept of subscriber data management (SDM) is now being embraced by many telcos to manage and analyze real-time dynamic data, and potentially even to monetize their extensive knowledge of subscriber usage patterns, application preferences, and market behavior with third parties. Even though SDM remains loosely defined, a growing list of vendors are assembling and incorporating specific SDM capabilities into products to meet the needs of the early adopters, as well as to anticipate future requirements.

Regardless of which appearance it ultimately assumes, SDM is positioned to become a commonplace component of next-generation networks – given that network operators require new approaches to more efficiently manage the massive data store they have acquired, face new challenges in delivering higher revenue generation services, and have subscribers clamoring for a more personalized user experience and improved customer care. Accordingly, the race to analyze profile data via SDM has already commenced and should only accelerate as network operators expand their grasp on what it all really means for themselves and customers alike.

Subscriber Data Management & the Era of Analytics identifies and analyzes the business and technology factors that will influence the development and implementation of SDM for next-generation telecom networks and services, on a global basis. It provides deep insight into the SDM value proposition associated with the integration of state information and profile data into real-time services, and it evaluates and assesses emerging standards and deployment models for SDM.

In addition to providing a solid roadmap for SDM development and deployment, the report profiles and analyzes more than 20 different technology suppliers vying for market leadership in the SDM sector. The report offers a full SWOT (strengths, weaknesses, opportunities, threats) analysis for each supplier, and also provides market intelligence on key partnerships and customer wins for each SDM vendor.

Subscriber Data Management & the Era of Analytics also includes four case studies, detailing early SDM deployment efforts at the following network operators:

- Blyk (U.K.)
- BT Netherlands
- Pelephone (Israel)
- Telefónica Moviles Argentina
Excerpt 1: SDM Functional Elements

Excerpt 2: SPUG Preliminary Open Reference Architecture

Source: Subscriber Profile User Group (SPUG)
The main objectives of this report are as follows:

- To examine factors that motivate network operators to commit to SDM deployment
- To identify the various functional capabilities that define SDM, including capturing the inherent differences between centralized and federated data approaches
- To document some of the standards and user-group initiatives that shape SDM
- To capture some of the services use-cases being leveraged by early SDM adopters
- To quantify the impact of public opinion and regulatory strategies on SDM services
- To estimate the timeframe in which the mass commercialization of SDM will commence
- To deliver a detailed competitive analysis of the products, overall vision, market strategies, and long-term prospects of SDM vendors

**Report Scope & Structure**

*Subscriber Data Management & the Era of Analytics* is structured as follows:

**Section I** is an introduction to the report, with complete report key findings.

**Section II** defines the boundaries of SDM and the components that when holistically combined forms the basis of a commercial end-to-end solution.

**Section III** considers the business and network factors that are driving the adoption of SDM on a global basis, and provides insight into the SDM value proposition associated with the integration of state information and profile data into real-time services.

**Section IV** summarizes the activity of the various standards and user groups that are defining and shaping the SDM landscape.

**Section V** assesses the impact of privacy legislation and public sentiment on SDM generally, and specific services such as targeted mobile advertising.

**Section VI** presents the case-studies of early SDM adopters Pelephone, Telefónica Moviles, BT Netherlands, and Blyk, to provide insight on SDM services use cases and strategies.

**Section VII** profiles 23 leading vendors in the SDM market, capturing product metrics, solutions focus, market vision, strategic partners, customers, and portfolio strengths and weaknesses.

The report is essential reading for a wide range of industry participants, including the following:

- **Service providers and network operators**: How will subscriber data management technologies and applications affect your service initiatives? What role will SDM play in transforming the telecom services industry? Which SDM standards and technologies will be most important to your organization's next-gen services strategy? Which suppliers are in the best position to meet your needs for SDM?
- **Technology suppliers**: How will the development of SDM initiatives and standards shape supply and demand for next-gen offerings? Which technologies are likely to emerge as long-term solutions, and how does your portfolio match up to that list of probable leaders? What are the strengths and weaknesses of your key competitors, and with whom are they working to build market share?
- **Investors**: How will the emergence of SDM affect the overall telecom sector? Which technology providers are likely to emerge as the main suppliers of next-gen SDM products, and when are they most likely to reap those benefits?

*Subscriber Data Management & the Era of Analytics* is published in PDF format.