Build the picture: Visualize your data

As the telecom sector becomes increasingly overwhelmed by data, CSPs are looking for ways to monetize their services, provide more customizable offerings, and enhance the network performance. With this influx of data, graph databases have become uniquely positioned to help visualize data.

Maximize data value

As data-rich organizations, CSPs are always on the hunt for ways to make the most of the intelligence collected. Customer analytics has gone some way towards fulfilling this need, but with the rise in technologies, such as IoT, the influx of data will increase at a phenomenal rate.

The data is not simply customer-related data, but device and network data too, adding complexity to the picture. CSPs must harness this information to understand the relationships between any two things, to understand the connections within their data and to ultimately, monetize it.

Traditional relational databases, certainly have their use, but graph databases offer an alternative perspective. The visual representation between the parts, enables CSPs to understand and analyse the characteristics, as well as act timely to any discrepancies.

Upward graphical trend

The use of graph databases has started to become more mainstream, as businesses see the benefits. IBM conducted a generic industry study, entitled: "The State of Graph Databases Worldwide". This found that people are moving to graph databases for speed, performance enhancement of applications, and streamlined operations.

Ways in which businesses are using, or are planning to use, graph technology is highest for network and IT operations, followed by master data management. Performance is a key factor for CSPs, as is personalization and the IBM survey identified a large percentage planned a future move to graph databases for this purpose.

Preparing for future tech

Enablement to provide more tailored offerings is just one advantage for CSPs from graph databases. But understanding the complexity of network

inventory is a visualized picture, will add a competitive advantage for CSPs as speed and performance becomes increasingly paramount.

This desire for speed and reliability, will increase 10-fold as IoT continues its impressive global take-up. This also adds enhanced operational complexity as the influx of data produced by IoT will further challenge CSPs operations.

Graph databases can help CSPs tackle this new challenge, ensuring the data is not just stored, but processed and analysed. It enables complex network questions to be asked and answered, ensuring that CSPs do not become the dumb pipe in the IoT movement.

This alternative in database inventory process and management, is a crucial consideration for CSPs. The advantages of visualizing, creating a clear map of the inter-connections of your data, provides a real step forward in data analysis. Graph database can bring an insightful competitive advantage to CSPs.

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