



Analytics for telecom

Stay ahead of the competition by accelerating data and AI-driven business decisions

Telecom organizations must proactively respond to fierce competition, decreasing margins, growing fraud threats and the accelerating need for network investments. SAS enables you to harness data and make faster, trustworthy decisions to provide the best connectivity and digital experiences to secure a sustainable, profitable future.

How does SAS help?

Solving your data conundrum and enabling AI to support growth, innovation and differentiation.

Benefits

- Enable effective, quality rollout of telecom networks and new offerings.
- Drive cost optimization/digital transformation for faster value.
- Instill trust and deliver a great customer experience.
- Provide frictionless service while proactively preventing fraud and risk.
- Optimize network operations and supercharge innovation.
- Gain fast, trustworthy insights into the customer's intentions.
- Confidently make decisions for customer loyalty/revenue assurance.
- Enable cross-functional collaboration to streamline business support.

Use cases

A **Norwegian telecom provider** used SAS to increase the growth of personalized upsells by 40% – 50% over two years and reduced churn in the youth segment by 8%.

Telefónica Ecuador accelerates digital transformation, improves campaigns and achieves growth via intelligent decisioning powered by SAS, resulting in **5%** increase of mobile subscriptions.
sas.com/telefonica-ec

The **German telco provider 1&1** improves offer management, accelerates time to market and enhances the customer experience, resulting in a higher conversion rate.
sas.com/1and1

SAS helps **Vodafone** automate and personalize marketing campaigns, reducing customer churn by **30%**.
sas.com/vodafone

An **Australian CSP** uses SAS to fight a growing problem with fraudsters and bad customer debts, reducing fraud by more than **70%** and bad debts by more than **50%**.

A **Brazilian CSP** uses personalized marketing to retain high-value customers, prevent churn and find new revenue streams, resulting in increased loyalty and improvement in ARPU and EBITDA.

A **leading Iberian CSP** substantially enhanced its network capacity planning by using AI/ML forecasting on a granular level, leading to optimized rollout and impressive savings in CapEx.

A **Mexican telecom service provider** uses SAS to analyze low-risk subscribers to grant a credit line for extra products and services, qualifying more than **3 million** subscribers.

Learn more at sas.com/telecom.

Learn more about the global leader in data and AI at sas.com/about.



SAS is a global leader in data and AI

But what does that mean?

It means we can rapidly turn huge amounts of complex data into insights you can use.

With SAS, you can apply the most advanced analytics, business intelligence, data management and AI solutions to your toughest challenges. And for five decades, our customers have trusted us to do just that.

We're recognized for our industry-leading technology, social innovation and sustainability initiatives and pioneering workplace culture.

More about SAS

Over 800 patents related to data and AI

Five decades of innovation and profitability

A recognized leader in 47 vendor ranking reports in 2024

Ranked No. 1 for Advanced and Predictive Analytics Market Share by IDC for the last 30 years*

Recognized for innovative technology and social innovation projects by Fast Company, the American Business Awards, PRNEWS and more

92% of the top 50 Fortune 500 companies or their affiliates are SAS customers



The SAS® Viya® advantage

We empower customers to get more done with a faster, more productive data and AI platform. SAS Viya gives you the analytics you need, delivered on your terms, so you can innovate faster, collaborate regardless of skill set or API and get results you can trust.

Use your own cloud, SAS Managed Cloud Services or one of the world's most broadly adopted cloud platforms.

More about SAS Viya

The cloud-native architecture of Viya is deployable in AWS, GCP, Azure and Red Hat OpenShift.

It supports:

- Your open source data scientist community.
- The most popular data frameworks.
- APIs that ensure open application access.
- Scalability for any analytical workload.

* IDC market share reports for the Advanced and Predictive Analytics Software markets from 1995 to 2023.