Oracle launches new Communications Analytics portfolio
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Summary

Oracle recently announced the launch of the Oracle Communications Analytics product suite, with the stated goal of enhancing telcos' analytics capabilities. The suite comprises both old and new Oracle Communications analytics features. New features include the Oracle Communications Analytics Big Data Platform, enhanced data adapters, and new analytics applications. Oracle's announcement is keeping pace with telcos' demand for an analytics solution that comprises a data management platform managing both unstructured and structured data sets, advanced analytics features, and applications that enable quick insights to analytics use cases. As a result, the new portfolio puts Oracle in a good position when competing with other telco analytics providers.

Oracle unveils an enhanced analytics suite for telcos

The latest release of Oracle Communications Analytics products enables telcos to harness the data sitting across multiple data stores; the telcos can then analyze the data for relevant insight into business processes and then make business decisions based on those insights. The product portfolio includes both new and existing products. The Oracle Communications Analytics Big Data Platform (OCABDP), Diameter Adapter, and the Customer Experience and Network Assurance analytics applications are new products in the portfolio. Pre-existing products include the Oracle Communications Data Model and analytics applications for billing, charging, policy, and social network analytics, along with multiple adapters.

OCABDP enables the ingestion and processing of large volumes of structured and unstructured data from multiple data sources. OCABDP can be integrated with Oracle's telco-specific data warehouse product – Oracle Communications Data Model (OCDM) – to form a pre-built data management layer. Both platforms simplify telcos' journey toward developing an end-to-end analytics platform with the capability to perform batch and real-time data analysis for different forms of telco data. Oracle is offering OCABDP as a standalone offering and thereby allows telcos to maximize investments in pre-existing big data platforms while enjoying the benefits of the other components of Oracle Communications Analytics.

Oracle enhanced its portfolio of adapters (which previously focused on billing, charging, and policy applications) to reduce the costs and time associated with integration of network data, such as policy and signaling. The Diameter Adapter was launched to integrate signaling data relevant for monitoring of the network, services offered, and customers' activities on the network into OCABDP. The Oracle Communications Policy Management (OCPM) Adapter was enhanced to ingest data into OCABDP and OCDM, to allow telcos to leverage all policy-related data for the monitoring and reconfiguration of network policies, with a view to improve customer experience. While these adapters are designed to work with Oracle's products, custom adapters can be built using Oracle Data Integrator (ODI) and other integration tools, enabling telcos to extend access to diverse data types. ODI also enables the Oracle Communications Analytics portfolio to operate in a multivendor environment.

Oracle has also introduced new analytics applications to reduce the time interval from data extraction to insight for new telecoms analytics use cases. These applications include Network Assurance and Customer Experience analytics that support use cases such as improving subscriber retention.
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processes, supporting revenue and margin growth targets, and predicting and preventing network service outages. These applications combine network and customer data to ensure optimal delivery of quality of service and network performance.

The new release of Oracle Communications Analytics is in line with Oracle's corporate analytics vision, which is to deliver end-to-end analytics offerings with the capability to collect, store, organize, analyze, and visualize data using its BI tools and prepackaged analytics applications. The announcement aligns with our research, which shows that telcos are looking for analytics solutions with data management capabilities to support all forms of data combined with advanced analytics capabilities. The Oracle Communications Analytics product provides these capabilities, putting Oracle in a good position when competing with similar solutions in the telco market.

Appendix

Further reading

*Ovum Decision Matrix: Selecting a Customer Analytics Solution for Telcos, 2015–16, IT0012-000135 (September 2015)*

"Oracle Communications signals its virtualization policy," IT0024-000119 (October 2014)

Author

Adaora Okeleke, Analyst, Telecoms Operations and IT
adaora.okeleke@ovum.com

Ovum Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum’s consulting team may be able to help you. For more information about Ovum’s consulting capabilities, please contact us directly at consulting@ovum.com.

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