Why VoltDB is the Best Data Platform for Telco Customer Management

Telecommunications companies and communications services providers (CSPs) are standing at a technological crossroads: one road leads to constant breakdowns and upgrades at an astronomical cost in terms of stress and actual resources; the other leads to full capitalization of the 5G era via powerful customer management applications that allow an unprecedented level of offer personalization and customer engagement.

We already know which road you want to be on—but are you on it yet? And are you potentially veering off down the road you don't want to be on?

No telco-space database technology company can do what VoltDB does for customer management— primarily because none of them have been thinking about or dealing with this problem, specifically for telcos, for as long as we have.

Here's why, if you're in the market for customer management solutions, VoltDB is the only choice.

1. TRENCHES

You're probably thinking of real-world trenches— and actually, so are we. The real-world now revolves around data, and around being able to consistently and reliably make intelligent decisions on that data in real time. VoltDB has been in the trenches with telcos, dealing with this issue as it relates to customer management, for more than five years. For one company, we produced a **253% increase** in acceptance rates.

2. THREE MILLISECONDS

We're the only data platform that enables intelligent, actionable decisions on completed, in-event streaming data within three milliseconds. To understand the importance of this, if it's not immediately clear, consider that a 100-mph fastball takes roughly 375 to 400 milliseconds to reach the plate. This means the batter needs to make his decision on when and how to swing his bat when the ball is only about halfway to its destination. But what if this batter could actually process the ball's speed and direction fast enough to make his decision in 3 milliseconds instead of 200 milliseconds, and hence be able to wait that much longer to swing and have a much better idea of the ball's trajectory? He would, without question, be the greatest baseball player of all time.

3. PREDICTABLE LOW LATENCY WITHOUT COMPROMISING ON DATA ACCURACY

This, of course, also applies to use cases outside of customer management, but it's at the core of VoltDB technology. Where everyone else talks about 5G data influxes and how to process all this new data coming our way, VoltDB focuses on the issues caused by the data influx: latency and accuracy. We don't just want to be able to handle the data, we want to be able to empower customer management applications to ingest it and act on it in real time, to provide the best possible user experience or extract the maximum possible ARPU, before it loses value by traveling to a data lake or warehouse. We're the only data platform that can do this without compromising on data accuracy.

You know the road you want to be on. You know if you're on it or not. If you're not. Let us help you get there.

Get started with VoltDB today.