



## Data Analytics Potential for Telco Service Providers as a Source of Revenue

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### Abstract

For the last decade, the telco service providers revenues have been decaying due to the finding new source of income rather than charging the consumers within the normal voice and data rates. Average revenue per user (ARPU) has been degrading compared to the increase in customer acquisition cost while maintaining the customer experience high is a costly challenge. Therefore, service providers are keen to find new sources of revenues that enhance their profitability rather than the current B2C model, many of them are redirecting their strategies to the enterprise customers to monetize its infrastructure in a new kind of B2B model.

With the adoption of 5G, IoT, cloud hosting infrastructure, Big Data and Analytics application's, the service providers now are closer to generate further enhancement into their P&L's through monetizing the existing data they own. They are considered as one of the most entities who own several kinds of data which might be used in a GDPR compliant approach to address different business needs by the enterprise clients.

Its fragmented, isolated and located in silo's, however with the emergent technologies of data engineering and data science tools they will be able to process large volume of data to satisfy different industries and client needs that are never been before, which will be reflected at the end to a new commercial business channels

### Biography

More than 13 years of experience in the field of ICT and digital transformation. Graduate in the field of Business Analytics and Big Data from IE Business school in Madrid, worked in different countries along the GCC and Mena region, served wide spectrum of customers base focusing on digital transformation and big data adoption for our clients.

The roles I handled are all about the solutions sales and business development, with keen exposure for different emergent technologies such as Big Data and Analytics, indoor navigation systems, IoT, 5G and UMTS network, Clouding, Smart City applications, , NB-IOT, and Connectivity networks.