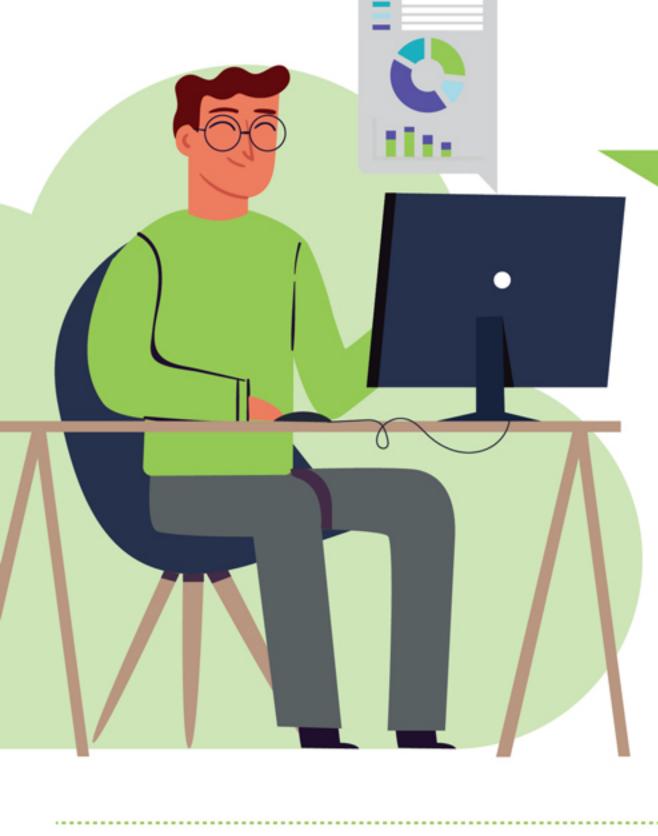


INSIGHT DRIVEN THE FUTURE IS HERE



Are absolutely everywhere, and any

ANALYTICS

business unable to compile their data quickly and effectively through portals and interfaces will be stuck, wasting time on manual processes each time something goes wrong in their network. For ICT and Telecoms customers, speed is everything. Organizations must adapt and find better, faster ways of getting an overview of their business health.

and allows companies to use an interface that displays the insights they need to know from every corner of their business, almost instantaneously getting the insight they need to proactively target new prospects and upsell their current clients on services they need.

This is where insights-as-a-service comes in. The

sister of SaaS (software-as-a-service), this is a new

approach to presenting insightful cloud services





Business, all in one view, will provide an edge the ICT and Telecoms market has not experienced before.

The ability to have clear visibility of their whole network for on-premise

PBX, mobile PBX and their CRMs and

applications such as Skype for



telecommunications and is likely to fundamentally change the way the ICT Telecommunications industry and develops. Below, we've identified the top seven reasons why:



strategies within their organizations.

WILL CHANGE

ICT & TELECOMS

customer service interaction, or holes in the sales funnel that would previously have gone undetected. outshine the rest are those who effectively combine their

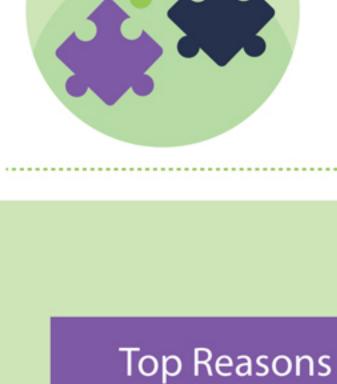
interactions with customers

throughout the whole customer

journey, and will highlight areas

such

for improvement,



WHY INSIGHTS-AS-A-SERVICE

communications and software, such as CRM, with advanced

analytics, and use these insights to implement changes and









One of the true benefits of insights-as-a-service is

the ability for those services to access much

larger datasets and pass on the knowledge and

benefits of these to their customers.

Teams across the organization can

quickly attain the same information through role-specific interfaces so analysts and data engineers can collaborate

without the need for your engineers to worry about how it is shared.



have improved outcomes those businesses utilising insights-as-a-service will have tangible outcomes such as revenue increase and savings on expenses.

Insights-as-a-service products will

Businesses buying



It will improve business productivity overall

will be able to attainable extremely quickly, cutting down on wait times while analysts collect and compile data.

because data required to make vital decisions in

the upper levels of the business, and elsewhere,

leading to overall revenue increases for the businesses using insight-as-a-service platforms. Those unwilling to adapt will see their businesses fall behind the industry standard for growth, and laaS will become the industry standard for small and medium organisations in the ICT and Telecoms markets.



The use of insight-as-a-service platforms is growing rapidly, and those businesses who utilize these

seamless cloud services to quickly attain data-driven results will be able to produce clear-cut actionable

steps for their business moving forward. This will lead to better customer acquisition and retention, thus