

Solution overview brochure



# Best-Offer is here

Gain insight, transform marketing, and improve service



**Hewlett Packard**  
Enterprise

How do you tap into Big Data to best serve your customers? And how do you use it to market your next best offer to them? Get answers to those questions—and more.

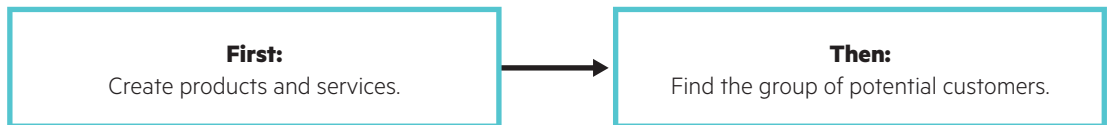
The focus on proactive marketing came with market saturation.

### Go to market in new ways

The communications service provider (CSP) market is changing. Today, these providers are looking to be more customer-centric and proactive. These days, instead of building campaigns that touch all customers for a new product, leading service providers are starting to use the logic of next best offer. It works this way:

- At any time during the lifecycle of a product, the marketing operations team first evaluates:
  - Which offer best matches the customer’s needs? Which offer campaign best matches the service provider’s business interest—whether it’s customer retention, revenue increase, or both?
- After the match is done, identified offers are promoted to the customer.

#### Traditional marketing



#### Next best-offer paradigm

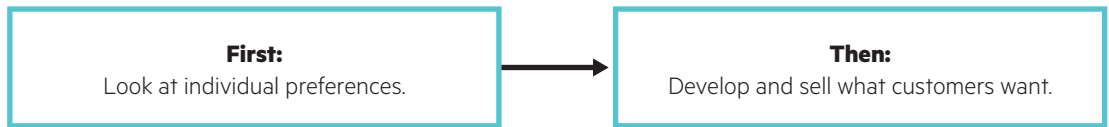


Figure 1: Paradigm change in marketing communications services

Leading CSPs are starting to use the logic of “next best offer.”

### Move to this new paradigm now

Proactive marketing came with market saturation. While service providers were fighting to gain subscribers, marketing incentives were focused on attracting customers to a given provider. One-to-many campaigns were suited to customer-acquisition marketing—introducing new offers—devices, technology, or services—as quickly as possible.

Market saturation caused problems. Customers, inundated with waves of campaigning, got used to it. Now they jump less and less into mass campaigns promoting a new product. Too many campaigns scheduled closely together diluted their impact. With this saturation, service providers are reinventing their marketing approaches to become more effective—bringing customers proposal messages that are less diluted.

The solution: Hewlett Packard Enterprise (HPE) Next Best-Offer. It detects triggers for micro-campaigns to customers with offers that are the next best one for them. However, implementing this approach is complex. It requires more granularity in analyzing the customer and more responsiveness. As customers interact with a service provider through many different channels, a huge amount of information about their interests is generated. This information is spread across many different platforms—call centers, social networks, online forums, and chat rooms—and across multiple centers of interests such as applications, devices, and service experiences.

HPE Communications and Media Solutions specializes in building solutions for CSPs. We have operated in this area for more than 30 years and understand the dynamics of the CSP business.

Our Next Best-Offer benefits service providers by extracting value from massive amounts of data.

## Implement HPE Next Best-Offer

By nature, CSPs generate loads of data—much more than a bank or retail company. In fact, customer-related data is generated every second a customer interacts with a mobile device.

Data also is generated at different layers of customer interaction. This includes data traffic, service access, location, and social, from all sorts of IT platforms, such as websites and social networks, and network capabilities or contact centers. When blended with more static information, these other sources enable service providers to gain a deep understanding of their customers’ interests and insight into how customers consume and feed their interests.

HPE Next Best-Offer is a tool built for the CSP community to extract value from this massive amount of data. Our tool analyzes and predicts, in real time, what should be the next “best offer” for a given customer. It also provides tools to campaign CSP customers on their mobile devices.

## Learn the details

Big Data and business intelligence are two major areas of development in the IT industry. HPE identified this early on and made strategic investments to successfully develop our Big Data offerings.

The HPE end-to-end architecture for Big Data analytics provides an extremely scalable platform. It’s optimized for handling massive amounts of structured and unstructured data. HPE HAVEn is the underlying architecture of HPE Telecom Analytics Smart Profile Server (TASPS) platform for telecom analytics, which powers our next best-offer solution.

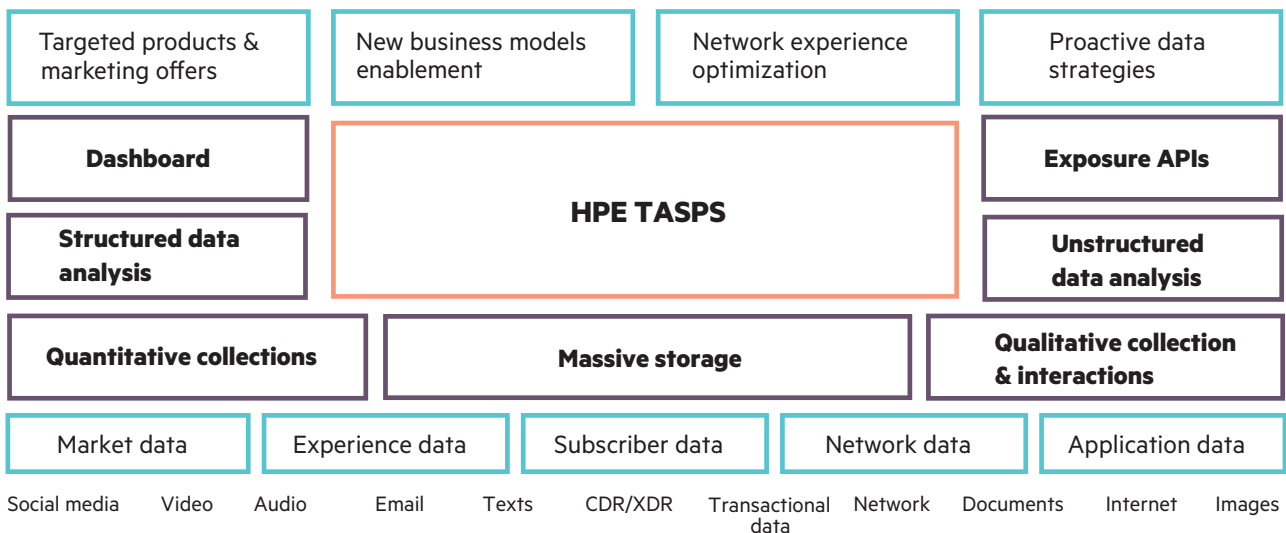


Figure 2: HPE TASPS

More specifically, our TASPS extends the HAVEn architecture with a set of specific capabilities, which are required in the CSP business:

- A specific data-collection layer that builds on HPE eIUM and DRAGON DPI capabilities. This layer collects data from virtually any source residing in the network or IT domain of the service provider. These collectors can be deployed at multiple sites to tap into the distributed nature of a telecom service provider network.
- The capability to collect and analyze data in real time accommodates telecom service provider business imperatives.
- A CSP-specific data model is deployed across hundreds of service provider operations.

**Serve you well**

HPE Next Best-Offer is supported by our Solution Lifecycle Services. With them, you can realize your solution's full value—from planning and assessment to testing, deployment, operation, and nearly continuous improvement. Each area leverages proven processes and best practices to balance CAPEX and OPEX and reduce risk while keeping your projects on time and operations running smoothly.

HPE Solution Consulting Services helps define business transformation and translate strategies into solutions.

HPE Solution Implementation Services provides a low-risk project lifecycle across design, development, customization, and network and system integration.

HPE Solutions Management Services increases your existing solutions' operational efficiency, including reactive, proactive, operational, and enhancement services.

HPE outsourcing offers a variety of options designed to improve business agility while reducing your OPEX, including IT and infrastructure outsourcing, application management, and business process outsourcing.

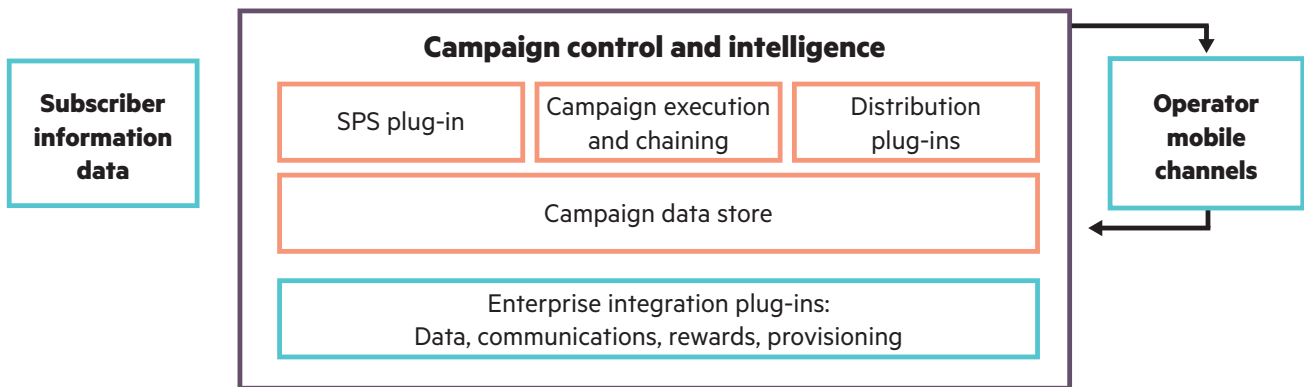
- Facilitates management of the volume of data required in the CSP environment—lifecycle and release of data—with specific data orchestration engine tools.

HPE TASPS also offers a set of KPI analysis and predictive analysis processes, which identify the best match between offers and customer populations.

- KPIs measured include:
  - QoE KPI—network performance and congestion
  - Customer service usage KPIs collected from the core data network—URLs, session, traffic
  - Billing information—prepaid and postpaid information top-ups
  - CRM information—static data about the customer
- Customers are periodically profiled by TASPS and scored so that most adequate groups for a given campaign can be pulled on a recurring basis by HPE campaign managers.
- Correlation between profile-developed and predictive analytics enables HPE Next Best-Offer to identify customers whose profile falls into a campaign category.

HPE Next Best-Offer also comes with integrated HPE Campaign Manager, for automated campaign management:

- Multimobile-channel delivery of the campaign—text and voice data
- Feedback loop in every step evaluates impact and condition next steps based on answers received
- Possibility to “chain” campaigns, depending on feedback of the first iterations
- Best practices approach and practical examples of successful campaigns already delivered



**Figure 3:** HPE Campaign Manager

**Choose HPE**

Let the experts at HPE help. With HPE Next Best-Offer, you can trigger micro-campaigns to specific customers, building additional revenue and creating better customer experiences.

Learn more at [hpe.com/CSP/TelecomAnalytics](http://hpe.com/CSP/TelecomAnalytics)



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