



# Unlocking the telecom value chain potential with Elastic

In the last decade, the digital economy has more than doubled with the unprecedented growth of mobile applications and cloud-based services. In contrast, telcos that underpinned digitalization in their role as connectivity providers captured less than 2% of this growth. To scale 5G and deliver on all the promised use cases, the telecom ecosystem is rapidly moving towards software-defined networks (SDN) and open-interface specifications. Telcos need a data strategy today to stay relevant and capture more of the evolving value chain.

## Lead with high-revenue services for B2B and B2B2x

Enterprise customers expect agility, security, and guaranteed quality of service (QoS) beyond connectivity. And telcos need to harness the power of data to deliver these differentiated offerings. The Elastic platform puts data to work and accelerates results that matter with discrete outcomes.



Improve profit margins



Scale products | services



Protect data and networks

Search is foundational to network observability. Elastic Observability provides unified visibility across the network and allows fine tuning of parameters (for example,, network priority, QoS) for individual network slices. Elastic Security leverages the same data to protect against sophisticated cyber-threats. By ingesting data into a single platform, you can solve smarter with AI/ML-powered analytics and successfully build, scale, and replicate services across industries.



What Elastic has brought us is a highly sensitive and intelligent platform which gives us the power to respond in real time and better prepare us for growth.

Global Video Monitoring Technical Lead, Telefónica

## Drive customer-centricity with modern operational and business support systems

The increase in data traffic and new 5G-enabled use cases presents an opportunity to monetize 5G networks. Delivery of complex service-based solutions and enablement of network slicing should be accompanied by modern, secure business and operational systems to deliver best-in-class customer experiences.

With the power of search, the Elastic platform can bring robotic process automations, flexible charging and billing (for example, pay-as-you-go, QoS-based, usage-based), prescriptive analytics, and more. With a cloud-native architecture, use Elastic Observability to scale solutions seamlessly and on-demand.

The Elastic platform can also provide SIEM and endpoint security across an expansive network, helping teams to detect, prioritize, and respond to threats.

## Leverage AI and ML for proactive network analytics

Networks are becoming increasingly more complex. Challenges compound while migrating from legacy to 5G architectures. AI/ML-driven automated solutions can deliver optimized networks at lower costs with limited human intervention. The Elastic platform can collect data from a complex multi-vendor environment and enrich it with valuable context. With the distributed nature of Elasticsearch, as data volume grows, networks can expand seamlessly right along with it.

A tightly coupled visualization layer ensures operators can map customer experience to system behavior. Elastic's enriched network analytics allow real-time and near real-time analysis of the core, edge, and access networks. With AI/ML-based convergence, get ahead of fraud and network abuse along with mobility, device, application, and performance management.

**“** The team was able to reduce MTTR from 20-30 minutes to 2-3 minutes on average, a 10x improvement.

Director, Verizon Wireless

### Try it now on Elastic Cloud

Accelerate results that matter — securely and at scale — no matter your location. Spin up a fully loaded deployment on the cloud provider you choose (Amazon Web Services, Google Cloud, or Microsoft Azure). Quickly get your teams up to speed on Elastic's capabilities and easily maintain one platform for identifying performance issues, detecting advanced threats, and improving users' digital experiences.

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### of customers

list customer experience as one of the top three factors when choosing a CSP brand.<sup>1</sup>

9 out of top 10 telcos trust Elastic.

<sup>1</sup> | Forrester CX Index