



Data architecture: how vendors can help CSPs to build a foundation for data management



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About this report

This report explores the challenges that communications service providers (CSPs) will face in accelerating their data-driven initiatives such as those related to AI and analytics, if they do not transform existing data architecture. It also addresses the key role that modernised data architecture will play in these initiatives.

The report also considers the roles that data platform vendors will need to play to help CSPs to modernise their data architecture and provides recommendations for how vendors can capture new opportunities within the CSP market.

It is based on information gained from several sources including

- Analysys Mason's desk research and observations from publicly available data, vendor announcements and interviews with CSPs
- interviews with vendors (telecoms independent software vendors (ISVs), software technology providers and public cloud providers)
- interviews with CSPs.



KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the challenges that CSPs face with existing data architecture?
- What changes do CSPs need to make to existing data architecture to help them to capture new opportunities with data?
- How can vendors help them to make these changes?
- How can vendors best position themselves to capture new opportunities in the telecoms data platform space?



WHO SHOULD READ THIS REPORT

- Vendors that want to target the CSP market with modern data platform solutions.
- Product marketing staff who want to position their solutions among those that can be used as data platform services to enhance data architecture.
- CSPs that are looking to modernise existing data architecture and invest in new platforms that align with their proposed modern data architecture.



Executive summary

Research overview

Building the case for transforming data architecture


Key requirements of modernised data architecture


Vendor strategies for driving the adoption of modernised data architecture


Appendix


About the author and Analysys Mason

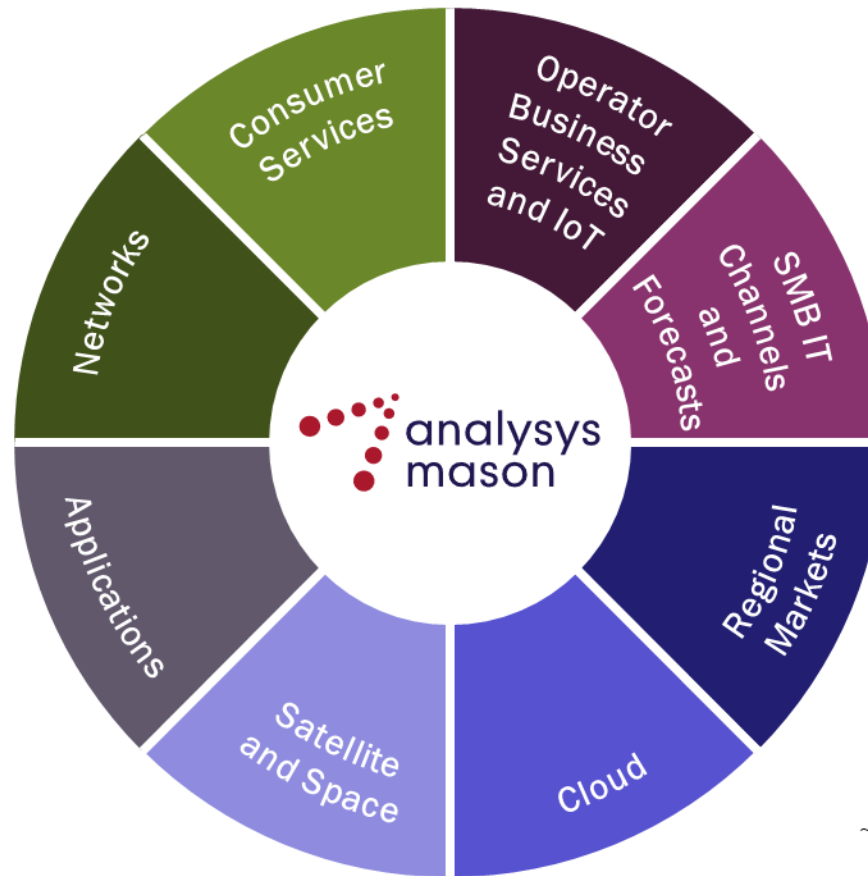
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