



TSM INSIGHTS

TRANSFORM NETWORK AND SUBSCRIBER
DATA INTO ACTIONABLE BUSINESS
INTELLIGENCE



TOGETHER, YOU WIN.

Communication service providers (CSPs) have a pedigree in collecting vast quantities of data. The data they collect is critical for many applications, both analytical and operational. But industry adaptations and expansions to include new services and business models are making data collection and management more complex, costly, and time-consuming. Without the right information at the right time, CSPs can't compete effectively or rapidly.

CSPs have a wealth of information stored as raw data in their networks and back office systems. By transforming this data into intelligence, CSPs can gain insights into key areas such as customer experience management, network optimization, usage trend analysis, revenue assurance and fraud management.

The result? A positive, direct impact on the bottom line, coupled with more effective marketing and network optimization.

**COLLECT, TRANSFORM AND VISUALIZE
DATA FROM ANY SOURCE IN REAL-TIME**

INTRODUCING TSM INSIGHTS

CSG Total Service Mediation (TSM) Insights helps CSPs convert their data into actionable business intelligence, and accept valuable data feeds from other billing and wholesale systems to further enrich insights. This builds a strong analytic framework to propel the business forward.

TSM Insights seamlessly integrates with CSG Intermediate, enabling CSPs to collect, transform and visualize data from any source in real-time. The resulting analytical dashboards drive real-time business intelligence, enabling CSPs to make proactive decisions much faster in comparison to the traditional large data warehouse (DWH) platforms.

Dashboards can be quickly created and populated with real-time data, rather than having to wait days or weeks for cumbersome DWH to correlate, query and provide the necessary reports.



The TSM Insights solution consists of five powerful components:

- **TSM Insights Dashboard** provides insights into your data through an extensible user interface for configuring and visualizing the data in real-time
- **TSM Insights Search Engine** is a distributed, JSON-based search and analytics engine designed for horizontal scalability, maximum reliability and ease of management
- **TSM Insights Watcher** sends notifications and alerts about changes in your data, empowering users with actionable insights
- **TSM Insights Reporter** generates and delivers scheduled reports
- **TSM Insights Security** protects your data across the TSM Insights Solution

The TSM Insights solution, as shown in the diagram below, can ingest data from any source such as OSS/BSS systems, network devices, IP probes, log files, messaging/VAS platforms and social media platforms. Once the data has been ingested, it can be queried and visualized. Because the data is read and processed in real-time, the visuals and dashboards constantly update with the latest information without having to wait or refresh the data.

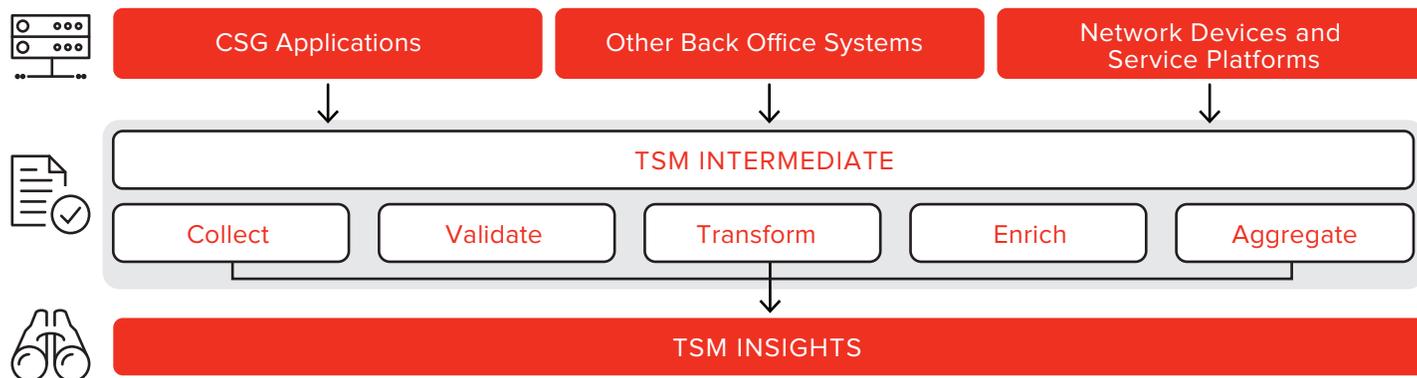
ONE SOLUTION, MANY USE CASES

CSPs' business requirements are diverse and ever-evolving, and traditional approaches to business intelligence gathering and visualization have not kept up with demands.

The flexibility of TSM Insights means it can adapt to any business case, such as:

- Traffic analysis (e.g. dropped calls/sessions)
- Traffic profiling (e.g. by handset type)
- Network performance optimization
- Revenue assurance auditing
- Campaign success monitoring
- Best package determination
- Fraud management (e.g. SIM box detection)
- System alarm monitoring

To ensure maximum value from TSM Insights, CSG works with you to define and deliver the analytics and dashboards that meet your business requirements.





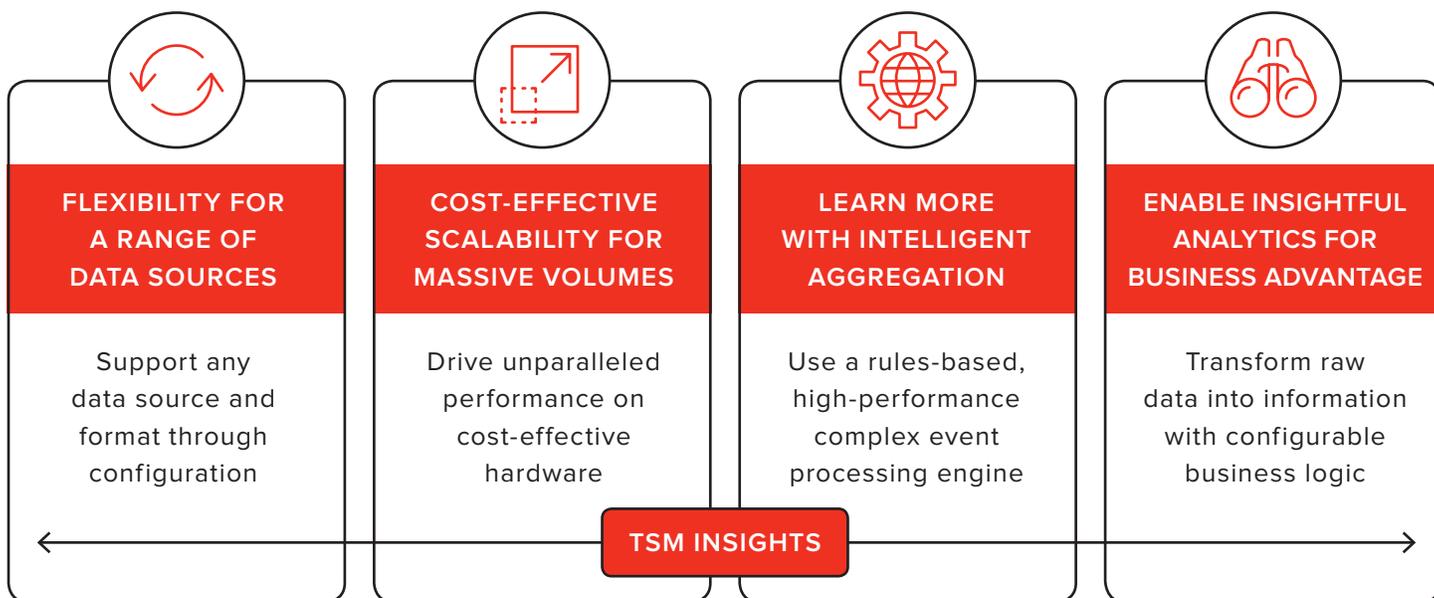
PROVEN SCALABILITY FOR MASSIVE VOLUMES

Any solution that stores and analyzes large amounts of must be capable of scaling cost-effectively. As new services are launched and data traffic grows, there will be an ever-increasing amount of data to be handled and analyzed. The technology behind TSM Insights has been proven in the field to cost-effectively scale to handle multi-billions of events per day, on both industry standard hardware and virtual environments.

CONTACT US

With TSM Insights, CSPs can bring new data sources online; and process, store and analyze them extremely quickly and cost-effectively. This ensures the CSP has access to timely information and insights that make them more proactive, more competitive, and more in-tune with customer needs.

Talk to our experts about improving your business intelligence and learn how you can gain real insight with TSM Insights.



ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csqi.com and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).