

ZelENZA: Building a smart mobile network with advanced data management delivering insights for key decision making



CUSTOMER SUCCESS STORY

BUILDING A SMART MOBILE NETWORK WITH ADVANCED DATA MANAGEMENT, DELIVERING KEY INSIGHTS

IMPACT

- Extracting data from 144,000 mobile technology cells
- Clearing 29 million KPIs every 15 minutes
- Improved service costs thanks to the elimination of semi-manual data analysis
- Increased efficiency, quality and anticipation thanks to proactive behavior on networks

ZelENZA is a technology services management company that designs, installs, maintains and operates the ICT infrastructures of its clients - which includes Telecommunications Operators and Public Administrations.

As a leader in engineering and deployment of mobile network infrastructures, ZelENZA has a strong foundation in the intelligent use of data and advanced analytics to obtain information on how well a mobile network is working. Based on this analysis, decisions are made and corrective actions are carried out to improve the quality of the network and associated services.

ZelENZA's commitment to data quality and the monitoring of key performance indicators (KPIs) in order to obtain insights is essential to its business and its customer's needs.

Forecasting an exponential increase in data volume [Challenge]

Telecommunications infrastructure, which represents 70-80% of the company's workload, generates an enormous amount of information. And that information is critical to making network behaviour predictions, performing preventive maintenance, and identifying potential network saturation points. "On a scale of importance from 0 to 10, the data has a value of 10. Without it we could not do anything," says Miguel Ángel Bataar, ZelENZA Engineering Area Manager.

ZelENZA was facing a significant increase in the volume of data and did not have the technology capable of managing, analyzing, and scaling it efficiently for decision making. It decided to launch a project to evaluate different data management solution options. First, the team considered the more traditional option to use relational databases, but were concerned that it could not handle the anticipated data volumes.

ZelENZA realized it needed the ability to scale their data analytics with cloud-native agility and flexibility, all while keeping the data secured and properly governed, with a technological maturity that they only found in the Cloudera and its Cloudera Data Platform (CDP). Additionally, the platform's open-source nature was a major factor in ZelENZA's decision to migrate to CDP. Many of the company's applications were already running with standardized protocols and having a data platform compatible with the technologies already in use was key to ensuring a smooth transition and a sustainable ecosystem.

"Cloudera brought us great value with a flexible and open platform that supports many Big Data tools and technologies. In other words, CDP met all of our criteria," says Francisco de Miguel Sanz, Director of Telco Operations at ZelENZA.

Proactive insights for network management [Solution]

The company uses the Cloudera Data Platform (CDP) in Amazon's Public Cloud for an initial use in one of its mobile network engineering contracts for a National Operator, one of the leading Telcos in Spain. Current mobile network infrastructures generate significant amounts of information and this volume has been a historical challenge for operators and their technology partners. Thanks to data engineering and technologies such as CDP, data can be managed intelligently and even in real-time to make behavioral predictions or identify possible saturation points in the network. This represents a momentous change, from acting reactively to offering proactive insights for network management.

See how ZelENZA extracted data from 144,000 mobile technology cells. Obtained 29 million KPIs every 15 minutes. Improved their service costs thanks to the elimination of semi-manual data analysis. Arguably most importantly increased efficiency, quality and anticipation thanks to proactive behavior on networks