



## *Company Name: TekComms Project*

## *Name: PADIE & PADIE++ Funding:*

## *EI Innovation Partnership*

TekComms is the premier provider of Customer Experience Management (CEM) systems to communications service provider worldwide. Through their innovative product, Touchpoint, TekComms deploy monitoring probes within a client's network to capture key information about the customer's experience. This data, combined with the operators transactional and CRM data, provides TekComms with the potential to go beyond standard transactional reporting.



### **PROBLEM TO BE SOLVED**

A common problem continuously identified by TekComms's customers and business analysts is the high costs (both monetary and computationally) involved in analysing vast amounts of operational data (in the order of Billions of Records per day). This limiting factor is preventing TekComms from monetising the potential within the data to its full extent. An example scenario might be Fraud detection or customer retention, each of which could be realised by the data through an appropriate platform. Considering the size of the datasets accumulated by telecoms operators, this is not a trivial task.



### **HOW GATEWAY DELIVERED SOLUTION FOR INDUSTRY**

TSSG researched and developed a product that will enable TekComms to exploit the vast datasets accumulated and deployed an analytical solution that will provide a new dimension to TekComms's product suite. We have built an intuitive data management solution, which is capable of deploying a new-breed of 'data driven services' for the TekComms platform. While this vast multi-dimensioned dataset will provide huge commercial potential (with scope for analytical reporting, fault detection and fraud prevention) there is a significant amount of cutting edge technology required to build such a complex yet flexible system.



### **IMPACT FOR THE COMPANY**

The solution provided by TSSG enabled Takcomms to expand their product set for their existing and future customers. This will hopefully lead to a significant increase in software exports and result in job creation in the Dublin office. This technology positions the Tekcomms Dublin office as one of the leading R&D centres for the Tektronix company.