

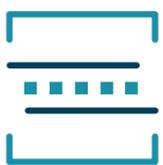


5G is rapidly becoming the telecommunications standard, offering much faster ways of doing everything. But as telcos try to adapt, they're quickly finding that their legacy solutions can't keep up with the data volume, variety, and velocity 5G throws at them. The proliferation of IoT-based devices only makes it harder as machine-to-machine communication floods already-overwhelmed databases with even more complex streaming data.

At the same time, all of this new speed and data present a massive opportunity for telcos to engage with customers more frequently and at a previously unattainable level of nuance and complexity.

That's why we put together this infographic—to explain how 5G is changing the customer management (also known as customer value management) landscape for telcos and how telcos can better capitalize on 5G to create new monetization opportunities.

# How 5G is Changing Customer Management for Telcos



## More Data .....

Most likely due to faster download speeds & easier content consumption, 5G users consume, on average, up to 2.7 times more mobile data than 4G users.

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## 2 ..... More Opportunities

If you look at every download & every telecommunications network subscriber action as an opportunity to engage with the customer, the increased speed & data consumption of 5G is giving telcos & communication service providers (CSPs) way more opportunities for customer communication & engagement, which means more opportunities for monetization.



## More Risk .....

This increase in opportunities for customer engagement also brings more risk: not necessarily "risk" in the traditional sense (ie, cybersecurity) but more in the sense of missing monetization opportunities & losing customers to the competition, simply because the competition is responding faster and better.

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## 4 ..... The Need for "Real Time"

To truly capitalize on the new wealth of engagement opportunities that 5G brings, telcos need to be able to intelligently act on streaming, in-event data in real time. This means making decisions on anomalous (ie - opportunity-presenting) subscriber activity within just 10 milliseconds, something only possible with a new type of data platform.



## New Data Infrastructures ...

Telcos have a massive opportunity staring them in the face, but they will only be able to take advantage of it by rethinking their tech stacks. A simplified stack capable of completing the entire ingest-to-act data lifecycle in 10 milliseconds or less will be key.

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## ..... CONCLUSION .....

Volt Active Data was designed specifically to accomplish this via a unique set of capabilities that combine the accuracy of relational databases with the scalability of NoSQL databases. That's why we call ourselves a data platform and not a database: because we allow for so much more than just data storage and processing. We enable innovation and transformation at the speed of 5G.

Learn more about how we do it [here](#).

