

THIS IS THE DATA STORM. DO YOU FEEL THREATENED, OR ARE YOU FAR ENOUGH AHEAD OF IT?



## DigitalRoute Mass Data Processing

Across industries, converting enterprise data into actionable insight and integrating businesses processes are key challenges, How they are addressed can define what distinguishes a great company from one that is merely “good”.

The emergence of machine-machine-communications technology, process automation and a growing number of new data generating sources has resulted in the creation of large data assets that contain vital information about consumption of services, service quality, personal preferences and more. This data has the potential to enhance all aspects of both business operations and processes.

The catch is that the systems deployed to manage these processes are rarely designed to extract and manage the huge amount of data that is generated by all devices, network elements, processing equipment, and business and operations systems. The complexity of the integration and the absence of the ability to enrich data are thus preventing many companies from fully exploiting the value of the information that is hidden in their systems.

- **DigitalRoute Mass Data Processing** alleviates these problems by providing the heavy-lifting processing required to enable enterprises to transform their data and make it more manageable.
- **DigitalRoute Mass Data Processing** creates opportunities to add value to online and real-time applications in high-transaction, high-availability environments. Triggers to actions can be created to respond to any number of real-time events.
- **DigitalRoute Mass Data Processing** enables advanced and secure analytics of sensitive data at an extremely low cost, by making use of the latest cloud technology.



## Key aspects of DigitalRoute Mass Data Processing:

- MediationZone based solution ensures rapid integration, flexible configuration, high performance and availability.
- Pre-verified integration with equipment, systems and databases from leading vendors. New interfaces are added through configuration.
- Usage counting, lookups and rules enable personalization of services, event triggers and timely end-user communication.
- Flexible mapping between input, internal, and output data structures and formats. Reversible tokenization of sensitive data enables secure post-processing in external cloud.
- Multiple integration patterns e.g. ETL (Extract Transform Load), data federation and message broker.

## Addressing your challenges:

- Large number of data sources and targets requires long-running integration projects including time consuming customizations.
- Software licenses based on transaction volumes, hardware-footprint and maintenance costs prevent efficient exploitation of data.
- Multiple data integration systems for vertical applications.
- Existing data integration systems are unable to scale cost-efficiently.
- Lack of real-time capabilities.

## Key benefits:

- Radical costs reductions and simplified data infrastructure with a common acquisition layer for virtually any type of real-time and batch data.
- Enhanced analytics through more granular information and reduced data sets.
- Added value to real-time and online applications e.g. personalization and end-user communication.

## About DigitalRoute

DigitalRoute's mediation solution delivers a new approach to managing data. Our platform, MediationZone, empowers organizations to liberate the value hidden in their usage information via a unique approach that supports multiple mission-critical aspects of their business including billing mediation, usage management, policy enforcement, service assurance, and more. It allows user to offer differentiated and personalized services to consumers and corporate clients.

DigitalRoute customers benefit from fewer integration points, reduced costs and flexible data management. Adaptation to new business requirements are quickly handled with a minimum of effort and without costly customizations.

Over 250 leading companies from around the globe are today actively using DigitalRoute technology to help meet their data management needs. They include Vodafone, Swisscom, Sky, Telus, and Korea Telecom. DigitalRoute is headquartered in Stockholm, Sweden with regional offices in Gothenburg, Atlanta, and Kuala Lumpur. DigitalRoute is a venture-backed, privately held company.