

# Brillio For Telecom

## Our Vision for You

With a challenger's mindset, Brillio envisions to support you in accelerating your speed-to-market and business growth by harnessing our expertise in Data, AI and Cloud.



## Telecom companies face a rapidly shifting landscape where customers demand more than connectivity—they expect seamless, personalized digital experiences.

Telecom companies have made impressive advancements in connectivity and enterprise solutions. In order to fully leverage your digital potential, you need a partner who can accelerate the scaling of data and AI capabilities.

Brillio can help telecom companies harness data, AI, and automation to drive cost efficiency, optimize operations, and build modern, customer-centric networks. Brillio leverages a synergistic approach that integrates data engineering, advanced visualization, AI, and GenAI capabilities to elevate operational efficiency, enhance customer experience, and strengthen network reliability. Our tailored solutions harness data-driven insights, optimize workflows, and empower you to lead in the dynamic telecom landscape.

## Our Capabilities

**Modernization:** Our modernization capabilities cover end-to-end data and platform transformations, business intelligence rationalization, AI platform migration, and managed services, enabling you to establish robust target operating models for sustainable growth.

**Engineering:** We specialize in engineering advanced data ecosystems, including data warehousing, modern data stacks, AI-driven code optimization, and the integration of LLM platforms, clickstream tracking, and process automation to power scalable, intelligent data solutions.

**AI Solutions:** Our AI solutions leverage decision science, intelligent search, and generative AI across text, audio, and video, with specialized conversational AI and computer vision applications, supported by AIOps and responsible AI frameworks.

**Analytics & Next-Gen BI:** We deliver actionable insights through CX analytics, AI-enabled BI, self-service models, and headless BI to empower organizations with scalable, customer-focused analytics.

**Data Trust & Governance:** Our comprehensive data trust services ensure compliance and reliability through data governance, quality observability, master data management, and responsible AI, aligning with evolving data regulations.

## Telecom Client Benefits

- Zero downtime of networks and 24% cost savings through self-service analytics and advanced ML/DL models.
- Improved cross-sell and up-sell revenue powered by category propensity model and collaborative filtering model.
- 30% reduction in churn owing to Brillio's ideal candidate ranking model built using dynamic time warping technique.

# Value to Telecom Companies

Here are few areas of strength for Brillio where we can add significant value to Telecom companies.

## **ML Ops for Responsible AI Platform:**

Brillio can enable scalable MLOps for you, providing essential modules for monitoring, logging, and caching across ML and LLM operations. Brillio's expertise in optimizing response latency and quality, building techniques to detect bias, ensuring predictive model explainability, and validating response fairness will help you build a more reliable, responsible AI platform.

## **Migration from Teradata Warehouse to GCP:**

Brillio can lead the migration of enterprise data—from store and supply chain data to marketing databases—from Teradata Warehouse to Google Cloud's BigQuery. This move will enhance data accessibility while delivering cost efficiencies, all backed by Brillio's planning and data migration expertise.

**GenAI-based CX Agent:** Brillio can develop a GenAI-powered copilot for frontline employees. With improvements in architecture, GenAI models, and RAG, Brillio can elevate the quality of customer responses and help scale this use case across the organization. Brillio's Google certifications and partnership maturity offer an edge in implementing GenAI solutions effectively.

**Cloud Data Migration:** Brillio can support the migration of your data from AWS to GCP, aligning it with your AI & Data platform. With strengths in cloud data strategy, architecture design, and migration processes, Brillio can streamline this transition, ensuring a robust and cohesive cloud infrastructure across your operations.

## Why Brillio!

**Innovation and Expertise:** At Brillio, AI is at the core of our Data and AI solutions, powering transformative value and a competitive edge through innovative, industry-specific solutions—from network optimization to customer engagement—tailored to your unique needs with a consultative, human-centric design that enhances productivity and ease of use.

**Flexible Engagement Models:** Brillio's agile, Forrester-validated delivery framework ensures rapid time-to-value with adaptable, diverse teams employing customized delivery models, from POC to MVP and Factory, alongside structured change management strategies to drive successful Gen AI adoption aligned with your strategic goals.

**Proven Track Record in Delivering Value:** Brillio has deployed over 800 skilled resources to deliver impactful outcomes, with a deep understanding of Telecom company's corporate culture and a commitment to the company's success.



## ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



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