



Charter Global

CASE STUDY – Transforming Telecommunications with Big Data

Enhancing Customer Experience and Driving \$200M+ in Business Value.

Client Overview

A top-tier U.S.-based telecommunications provider offering wireless, Wi-Fi, high-speed internet, voice, and cloud-based services. The company processes vast amounts of data daily to enhance customer experience, improve marketing strategies, and drive revenue growth.

Business Challenges

- The client struggled to find **skilled Big Data & Analytics professionals** for a CEO-sponsored initiative to boost sales and customer satisfaction through targeted ads.
- Their network handled **1M+ GB of data daily** and stored 1B+ GB, but **data silos and inefficiencies** hindered insights.
- They needed a **modern technology foundation** to unify data, support modeling, and simplify analytics for all employees, not just data scientists.

Project Requirements

- **Implement a Big Data solution** to improve data management, efficiency, and insights.
- **Upgrade technology infrastructure** with new hardware and modern analytics tools.
- **Adopt a new project management methodology** for smoother execution.
- **Train employees** on the new system for widespread adoption.

Charter Global's Solution

To support the client's vision, Charter Global **designed and implemented a cutting-edge Hadoop-based Big Data platform**, integrating advanced analytics and AI-driven insights to modernize their data ecosystem. Our approach included:

1. Enterprise-Scale Big Data Infrastructure

- Architected and deployed a **high-performance Hadoop cluster** to handle massive-scale data ingestion, storage, and processing.
- Integrated **real-time and batch analytics** to provide actionable business insights.

2. AI-Driven Customer Insights & Predictive Analytics

- Implemented **AI and machine learning models** to enhance targeted marketing strategies.
- Enabled **customer behavior predictions** for proactive service improvements.

3. Data Unification & Governance

- Streamlined **data silos** into a single, **integrated analytics environment**.
- Established **automated data governance** for compliance and quality assurance.

4. Strategic Talent Augmentation

- Deployed highly skilled **Big Data engineers, data scientists, and AI experts** to fast-track project execution.
- Provided **training programs** to upskill internal teams and drive **cross-functional adoption**.

Business Impact

Our implementation of a robust **Big Data infrastructure—including a Hadoop cluster and advanced analytics solutions—enabled the client to leverage Targeted Data (TDATA)** for personalized ads and messaging, driving smarter decisions, greater efficiency, and faster innovation. This transformation delivered:

- **\$100M+ in additional sales & cost reductions in Year One.**
- **150% target overachievement.**
- **\$180M in new revenue streams in Year Two.**
- **\$200M+ in total business value by Year Three.**

Why Charter Global

With over 30 years of experience, Charter Global delivers IT services, technology consulting, and skilled resources to mid-size and Fortune 1000 clients, driving success through cutting-edge solutions.

- **Established in 1994**, headquartered in **Atlanta, GA**, with **global development centers**.
- **1,100+ IT professionals** supporting projects across the U.S., backed by a **talent pool of 2 million+ consultants**.
- **Expertise in** cloud, open-source, DevOps, mobility, eCommerce, and custom application development.
- **Certified partner with Microsoft, SAP, AWS, and Pega.**
- **Trusted by industry leaders in telecom, healthcare, finance, retail, and more—serving AT&T, NCR, Cox, Verizon, and Macy's.**
- **Recognized as a Top 150 Workplace** by **AJC** and a **Proven Performer by ZeroChaos**.