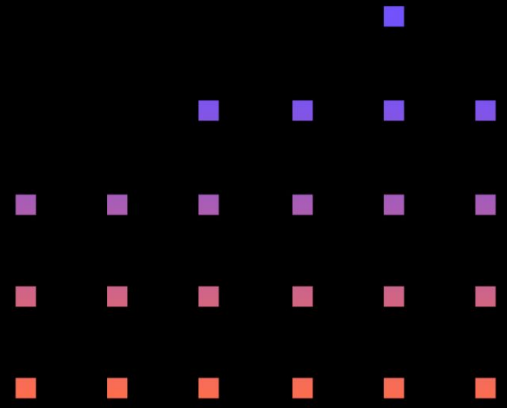


Data Quality Without Compromise for Telecommunications



Trusted Data for Always-On Networks and Loyal Subscribers

In telecommunications, data is the lifeblood of service delivery. Every customer interaction, from a 5G rollout to a personalized retention offer, depends on information that is complete and accurate. Yet data is scattered across legacy OSS/BSS, subscriber systems, and network operations centers, making quality gaps difficult to detect.

- 77% of IT decision-makers lack trust in their organization's business data
- 85% of telecom invoices have mistakes and cost businesses an estimated 12–20% in over-spending every month

When Data Fails, Operations & Revenue Suffer

Low-quality data compromises network performance, billing accuracy, and customer satisfaction:

- **Network incidents linger:** Incomplete telemetry and delayed field data extend MTTR, increasing outage impact and SLA risk
- **Customer Churn:** Inaccurate usage data and service delays frustrate subscribers, leading to preventable churn
- **Revenue Loss:** Incorrect subscriber attributes and missing billing data cause direct revenue leakage
- **Compliance & Fraud Risk:** Fragmented systems increase exposure to regulatory fines and fraudulent activity

Trusted Data Strengthens Networks and Relationships

When telecom data is complete and consistent, organizations act with confidence:

- **Network Operations improve:** Detect drift in telemetry early to prevent outages
- **Customer Experience accelerates:** Personalization works, driving higher retention and lifetime value
- **AI Models become reliable:** Forecasting for network demand and churn risk remains accurate

Why Legacy Tools Fall Short

Legacy data tools fall into two groups:

1. Rules-based data checking
2. Metadata-only observability tools

Neither can keep up with the volume, variety, and velocity of telecom data. From billions of telemetry events to the unstructured text that powers customer experience and network optimization, they catch surface issues but miss the deep anomalies that impact revenue and network uptime.

Telecom teams are trapped in a **data quality doom loop**, maintaining fragile rules across OSS/BSS systems, sifting through alerts, and catching issues only after service degrades, customers complain, or revenue leaks.

Anomalo breaks the loop, giving telecommunications organizations a trusted data foundation to move from reactive firefighting to proactive, reliable operations.

Comprehensive Coverage for Every Kind of Data

Structured data: Monitor and validate mission-critical datasets, from subscriber billing and call detail records to network telemetry and service performance history, using AI-based anomaly detection to ensure operational accuracy

Unstructured data: Extend monitoring to field service notes, customer support transcripts, and technical manuals that inform operational efficiency and regulatory reporting

AIDA, Anomalo's Intelligent Data Analyst: Explore and explain your data using natural language. AIDA helps teams investigate anomalies, such as service delivery trends and take action before issues impact subscriber loyalty



The Automated Data Quality Platform for Telecommunications

Trusted by leading telecommunications providers, Anomalo’s unsupervised machine learning understands how your data behaves and monitors it continuously for unexpected changes. It learns the natural patterns in subscriber and operational datasets, including seasonality in network traffic, billing cycles, peak usage periods, and shifts in demand.

Telecommunications organizations use Anomalo to:



ENSURE OPERATIONAL ACCURACY

with detection of missing telemetry, incomplete billing records, irregular usage patterns, and unlinked subscriber accounts



IMPROVE RETENTION AND REVENUE INTEGRITY

by identifying unexpected changes in plan attributes, missing billing metadata, and eligibility gaps in retention offers



SUPPORT REGULATORY AND COMPLIANCE READINESS

through schema change detection and PHI/PII exposure risks for GDPR and regional privacy requirements



IMPROVE AI AND NETWORK PERFORMANCE

with detection of demand anomalies, service pattern shifts, inconsistent fraud scores, and gaps in telemetry inputs

AI-Ready Data

Anomalo helps telecommunications organizations keep operational, customer, and research models reliable by detecting shifts in the data that feeds them. It learns how datasets evolve over time and flags issues early, so teams can intervene before billing cycles, network performance, or customer retention workflows are affected.

With Anomalo, telecom teams can:

- **Detect shifts** in network, subscriber, and usage datasets that impact model performance for churn prediction or capacity planning in unstructured sources
- **Catch upstream issues** such as field service notes and support transcripts to identify risks like PII exposure or gaps that could affect downstream reports and dashboards
- **Reduce the risk** of silent model drift in automated network optimization and fraud detection settings
- **Improve ai and model performance** for network demand forecasting and customer lifetime value (CLV) scoring

Powering Mission-Critical Telecommunications Data

Lebara is a leading mobile virtual network operator (MVNO) providing telecommunications services to millions of customers across multiple global markets.

“We realized that without a solid foundation of data quality, our other initiatives would falter. That’s why automating data quality became a cornerstone of our transformation.”

— Matt Crawley, Chief Data Officer, Lebara

A partnership that prioritizes the subscriber: Since switching to Anomalo, Lebara now catches 80% of data issues before they impact the business and saves 5,000+ person-hours annually. This automated foundation gave them the confidence to launch data-driven marketing campaigns that accelerated growth by 15% while ensuring trusted insights for critical network decisions.



Ready to break the doom loop? [Learn how Anomalo helps ensure data accuracy, compliance, and trust.](#)