



News Release

# Saudi Telecom Company Selects Teradata Aster to Drive Customer Satisfaction

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**Teradata** (NYSE: **TDC**), the **big data analytics** and marketing applications company announced today that Saudi Telecom Company (STC), the largest telecommunication service provider in the Middle East and North Africa and the leading operator within the Kingdom of Saudi Arabia, has selected the Teradata Aster Big Data Analytics Appliance as well as Teradata Hadoop to leverage customer insights and drive business efficiency.

In aiming to better understand its customers, STC deployed Teradata Aster, Teradata Hadoop appliance to capture and analyze social media data, as well as to manage and collect customer feedback data. The Teradata Aster solution will improve business decision-making by increasing the accuracy and speed of data-driven business insights, and by delivering measurable improvements in organizational performance and productivity. This will allow STC to deliver customized consumer campaigns and ultimately provide a unique customer experience.

"We are delighted that a leading telecommunications services provider such as STC has once again selected our technology to support its current business needs and drive future strategic development", said Jamil Jeitani, Country Manager for Saudi-Arabia at Teradata. "Our solutions will enable STC to conduct much faster and deeper analyses, optimize their marketing through better understanding of their customers and ultimately yield a measurable return on investment. Our local team works closely with STC to provide a true end-to-end solution, not only delivering the required functionality, but also consulting on the execution side."

STC is currently planning the next phase of its big data analytics rollout that will introduce new analytical applications on top of this enhanced infrastructure. The planned applications include fraud detection using social media data, comprehensive customer experience index, path-to-churn modeling, influencers' analysis and more.



At the 2015 PARTNERS conference in Anaheim, STC won the Teradata Epic Award in the category "Analytical Excellence" for its successful transformation from product-oriented to customer-centric marketing.

#### About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most. See how at **Teradata.com**.

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