Data Programs at Vodafone

TCS collaborated with Vodafone Data Engineering for Google cloud implementation, integrating various on-premise software with Google Cloud to support data visualization, campaign management systems, tariff simulation engines and digital analytics.

The challenge

Vodafone's data warehouse had legacy on-premise infrastructure with limitations in scalability, data lineage, data definition and business velocity, hindering their goal to converge data elements into a single platform for optimizing their market strategy. Vodafone wanted to quickly onboard new data sources as part of their business support system transformation for their data and cloud strategy.

The solution

TCS collaborated with Vodafone Hungary's Data Engineering team to help reimagine Vodafone's data platform.The solution leveraged Cloud Data Proc/Fusion, Big Query, etc focusing on meta data driven pipelines with reusable templatized projects.The implementation ensured a future-proof, scalable and fit-for-purpose technology stack to address exponential data growth and enhanced the user experience.

The results

This robust data architecture solution powered by Google cloud, enabled Vodafone to analyse and visualize data. Given these optimal results, Vodafone was able to conduct a comprehensive data analysis to drive their marketing strategy. The cloud enabled data architecture improved the client's data quality and lineage, which resulted in faster time to market and reduced total cost of ownership.

> This flagship implementation leverages the latest technologies of Google Cloud Platform, along with its on-premises opensource component CDAP. The solution provides a base for reliable and secure data analytics, insights, and learnings to support the introduction of new digital products and services for customer.

About VODAFONE GROUP PUBLIC LIMITED COMPANY

Vodafone Hungary is a leading telecommunications company with customer base of 3+ million subscribers. It offers services in Mobile and Fixed line for both Consumer and enterprise segment. Vodafone focus is on delighting its customers and earning their loyalty drive them, and they experiment, learn fast and innovate for their customers.
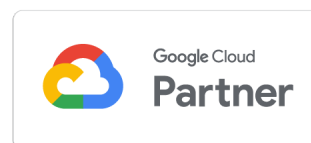
Industry: Telecommunications

Primary project location: Hungary

About Tata Consultancy Services LTD

TCS, an IT service, consulting, and business solutions organization, has partnered with global businesses in their transformation for over 50 years.

Products
Google Cloud Platform