



xDR Repository™



SINGLE POINT OF KNOWLEDGE

xDR Repository™ is a big data SQL database platform developed specifically for the Telecommunications industry. xDR Repository™ empowers engineers, data scientists, analysts and marketers in the Telecom industry to extract value from their ever-growing data volume. xDR is a rapid and effective platform for making accurate predictions and reaching intelligent decisions – working directly from a single point of knowledge, gathered by an ultra-rapid, large-capacity, petabyte scalable and cost-effective big data analytics SQL database solution.

With xDR Repository™ Telecoms are now able to enjoy the strengths of a high-speed GPU-based (Graphic Processing Unit) columnar database, exhibiting enormous scalability capabilities - leveraged by a high-capacity NAS dataset management storage system, with transparent CDR-specific compression capabilities.

As the digital revolution gains pace, and Telecom service providers get flooded with big data constantly generated from multiple sources, Telecoms are faced with a growing challenge. IP traffic, log data, location data and more are now generated in speed and volume like never before. Telecoms need to store this data and gain insights from it in real time.

xDR Repository™ allows engineers, marketers and data scientists to attain massive data value in one single solution - **store it, and analyze it. Rapidly.**

STORE IT. ANALYZE IT. RAPIDLY.

Key Features

- Massive Scalability (PB)
- Operational ease: ANSI SQL support
- Columnar, massive parallel computing
- GPU technology
- Structured; Raw data
- 8PB NAS storage capacities (compressed)
- In-line CDR-specific transparent compression
- Integrates enterprise-wide
- Supports JDBC; ODBC; .NET APIs
- Seamless support for enterprise analytical applications, BI environments and ETL tools
- Allows interoperability and native integration with other Telecom software solutions

Engineering

Telecom engineers are facing daily critical inquiries in terms of quality of calls, fraudulent activity, first-time occurrences and much more.

xDR Repository™ is an easy-to-use SQL database that delivers massive, large-scaling data in an extremely rapid manner - releasing engineers from their up-until-now high dependency on operative resources for their everyday delivery of reports. Engineers can get all the log files and probe data stored and analyzed in one place regardless of their vendor. With the xDR Repository™ there's no need for any indexes, DBA or data modeling – resulting in faster-running analytics and optimization of your solution for:

- Infrastructure for SON, enabling automation of workflow
- Route optimization
- Network planning
- Cross-vendor optimization

CDR switch data:

- Near-instant call failure analysis
- Fraudulent call identification
- Identification of subscribers' misuse of their mobile devices

CDR monitors:

- Real-time network incident monitoring
- Fast, accurate reporting on MVNO activity
- Fine-grained customer experience monitoring

Network Operations Center (NOC)

An escalated issue that hasn't been resolved within a stipulated time, needs a quick resolution.

xDR Repository™ provides NOC administrators with the ability to:

- Achieve real-time statistical monitoring
- Easily retrieve selected CDRs (up to Billions)
- Run high-performance queries
- Automation of workflow

Digital Marketing Optimization (DMO) and Behavior Analytics

DMO solutions are becoming a critical tool for data-driven marketers looking to optimize their investments and increase revenues. This can be achieved by better understanding, identifying and anticipating customer behavior and opportunities.

xDR Repository™ is a powerful analytics database enabling marketers to recognize patterns of interaction across an expanding universe of multiple channels such as websites, digital advertising and email campaigning - and to take advantage of these competitive behavioral insights by attributing them to campaigns'

REAL-TIME INSIGHTS

THE VOLUME AND VELOCITY OF NEW DATA SOURCES REQUIRE ADVANCED ANALYTICS

optimization and targeted marketing - based on customer usage profiles. xDR Repository™ database drives market momentum among cutting-edge marketers:

- Increases user profiling insights for targeted marketing and customized subscription plans
- Delivers rapid, real-time and effective campaign analysis - enabling experimentation, quick adjustments and campaign optimization
- Automates marketing processes and cross-channel measurements
- Enables delivery of remarkable customer experience, yielding revenues

Legal

Telecoms' legal departments are often required to retrieve old records for various purposes – a highly cumbersome, time-consuming task, considering the fact that the archives consist of multiple separate systems, complicating the retrieval process immensely and resulting in increased avoidable related costs.

With xDR Repository™ database, Telecoms' legal departments can now enhance their productivity, drive down costs and enjoy deep visibility into the legal spend with an impressive ability of storing up to 7 years of data in a hot archive system.

xDR Repository™ provides Telecoms' legal departments with:

- Easily attainable 7-year digital storage
- Exceptionally cost-effective hot archive system
- Instant identification of opportunities and cost savings
- Regulatory compliance with record keeping and simple retrieval (lawful interception)

Cyber Security

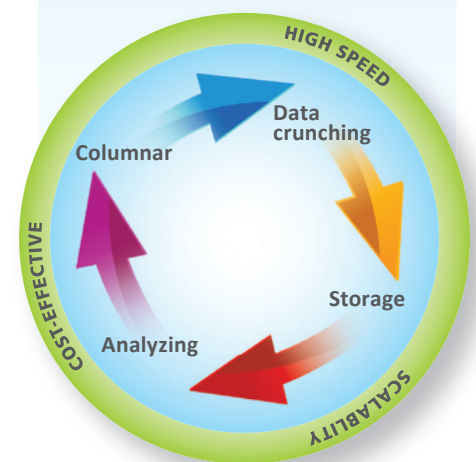
xDR Repository™ empowers CISOs with a more effective way to proactively detect, prevent and remediate rapidly-increasing cyber-attacks, by connecting and correlating high volume of multi-sources data to a superior one-point-of-knowledge analytics database. xDR Repository™ enables blazingly rapid identification of patterns and suspicious behavior, providing the user with acute knowledge to be acted upon, quickly, and with phenomenal tracking abilities - ultimately leading to the cyber criminals.

By combining big data analytics with security technologies, organizations are able to stay ahead of evolving threats – with a strong defense posture. Big data analytics integrated to the security environment provides high-speed, automated analysis of network activity for detection and prevention of threats, shortens the time to remediation when attacks occur, and improves compliance. xDR Repository™ database enables:

- Leveraged correlations of all network/ communication, InfoSec, endpoints, activity logs and production data, for cyber security analytics
- Extract and deliver critical actionable real-time knowledge to CISO/ cyber warfare specialists, enabling prevention/ quick remediation of cyber attacks
- Mitigate cyber security risks caused by mobility, lack of visibility and multiple global interconnected network systems

Key Benefits

- Rapid insights
- One-point-of-knowledge
- High ROI
- Low TCO
- Optimized for Petabyte
- Rapid implementation
- Rapid NAS dataset management
- Easy and intuitive usage
- Maximization of existing core IT investments



COST-EFFECTIVE

RAPID

SCALABILITY

VOLUME



About SQream Technologies

SQream Technologies provides organizations with the most rapid, cost-effective, petabyte big data analytics SQL database available on the market today. With SQream, organizations are able to attain the answers they are looking for, quickly, and gain significant industry leadership advantage. SQream Technologies introduces the first patent-pending innovative technology that boosts analytics performance through massive parallel computing, using a GPU-based technology (Graphic Processing Unit). This revolutionary technology delivers up to 100 times faster big data analytics than any other key market player, with scalability capabilities surpassing existing database analytics by orders of magnitude - representing a new era for the Telecom, Genome, Cyber, Finance and IoT industries.



For more information about xDR Repository™, visit www.sqream.com or call +972.3.544.4871

Copyright © 2010. All rights reserved.

This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced in any form, for any purpose, without our prior written permission.

www.sqream.com