TREDENCE
Beyond Possible

Google Cloud Next 25

Powering Telcos, Media, and Tech
With Agentic AI-powered Decision Intelligence →

www.tredence.com

Tredence powers transformation for Telcos, Media, and Tech (TMT) through **Agentic AI-driven decision intelligence,** enabling faster, smarter decisions that drive operational efficiency, enhance customer experiences, and fuel growth. From optimizing 5G networks to personalizing content and managing intelligent networks, Tredence transforms complex data into precise actions, ensuring your business stays ahead in a rapidly evolving landscape.

Telcos

Optimize network, reduce costs, and boost profitability with **AI-driven operations** and fraud prevention.

Media

Maximize content value and drive new revenue with **AI-powered personalization** and content recommendations.

Tech

Agentic AI fuels next-gen SaaS and user experiences by enabling self-learning systems that evolve with your business.

AI Solutions that Deliver Impact

▶ **GenAI:** Accelerate transformation with Agentic GenAI, unlocking intelligent automation and insights for TMT leaders.

▶ **Customer 360:** AI-driven insights to personalize engagement and boost customer lifetime value.

▶ **Data Monetization:** Turn data into revenue with AI-led monetization strategies for smarter advertising and partnerships.

▶ **Unified Data Models:** Seamlessly connect customer, network, and sales data for smarter decision-making.

▶ **Network Optimization:** Predict, plan, and optimize network performance using AI-driven insights.

▶ **Agentic AI:** Automate, optimize, and scale operations to reduce costs and accelerate growth.

SHAPING THE FUTURE OF TELCOS, MEDIA & TECH
THROUGH AI-POWERED INNOVATION WITH TREDENCE

01

Agentic AI: TMT Future Runs on Semi-Autonomous Agents

Traditional AI is **reactive, and rule based.** TMT enterprises need **AI assistants** that empower humans with **self-learning, autonomous agents to optimize networks, personalize experiences, and automate decisions** in real-time.

02

Customer 360: Unified Intelligence for TMT

Disjointed data limits growth. TMT enterprises need **AI-powered Customer 360** to unify **first- and third-party data,** enabling real-time insights, hyper-personalization, and **next-best actions** that drive engagement and revenue.

03

Migrate to Modernize: Real-Time Insights for TMT

TMT industries are rich in data from network logs to IoT interactions, but **legacy systems** and **data silos** hinder real-time decision-making. A modern data modernization strategy is the key to unlocking **efficiency, revenue, and innovation.**

01 Tredence: Scaling Agentic AI for Telcos, Media & Tech Enterprises

Tredence has built deep expertise in **Agentic AI frameworks, reasoning models, and multi-agent collaboration. With Tredence Enterprise GenAI & Agentic Platform,** enterprises can deploy **autonomous AI agents faster, securely, and at scale.**

Accelerate Telcos, Media & Tech Transformation Leveraging GenAI & Agents Built on Google Cloud

Agentspace
- Vertex AI Platform
- BigQuery   Cloud SQL
- Gemini

DECISIONING LAYER	Intuitive Dashboards	Contextual Alerts to business users	AI assistants to ask Natural Language Questions	Human-in-the-loop actions on source systems

GENAI AGENTIC PLATFORM LAYER

AI Powered BI & Analytics		Agentic GenAI For Business	
Dynamic LLM	Caching	AI Orchestration	Prompt Store
Auto Prompt Refinement	Multi-LLM Endpoint	Tools & APIs	FinOps

MLOPS & LLMOPS LAYER

Model Experimentation	Model Versioning	Model Explainability	Model Retraining	Drift Management
Model Deployment	Model Governance	Model Monitoring	App Integration	Rollback Mechanisms

PRE-COMPUTED AI/ML LAYER

Customer Life Time Value	Fraud Analytics	Self-Healing Network	Product Recom.	Content Generation	Next Best Action
Audience Engagement	Demand Forecasting	AI Driven Personalization	Loyalty Offers	Price Sensitivity	Causal Inference

CONNECTED BUSINESS KPIs LAYER

KPIs · Planning KPIs · Network Optimization KPIs · Store Ops KPIs · Product Usage Analytics KPIs · Sales KPIs · Customer Satisfaction KPIs · Loyalty KPIs · Engagement KPIs

DATA FOUNDATION

Ent Data 2.0 Data Model	Planning	Procurement	Store Operations	Customer 360	Enterprise Marketing	Customer Experience
Clickstream & Loyalty Models	Data Tech	Data Ingestion & Harmonization	Data Quality	Data Governance	Data Consumption	Reporting & Analytics

SOURCE SYSTEMS

ERP Data	Telemetry Data	Product Usage	Operational Systems
CRM & Marketing	JIRA | GitHub | Confluence	Google Workspace	

Tredence's GenAI and Agentic AI solutions accelerate telcos, media & tech transformation across both business and IT functions. We enable your team to implement GenAI and Agentic systems in three steps, driving tangible business outcomes.

01
Migrate your data & Modernize your data infrastructure

02
Activate AI with your business & engineering data through GenAI capabilities

03
Elevate your business outcomes through telcos, media & tech industry specific solutions

Key Features
- Built-in **observability, AI Ops, and evaluation metrics**
- Reduces time and cost of Agentic AI deployment by **30-40%**

02 Tredence: Powering a 360° Customer View

Tredence builds **secure, scalable, and intelligent** customer data ecosystems with AI-driven segmentation, predictive analytics, and **industry-specific models** for **precise targeting and deeper customer connections.**

Our Customer 360 Experience Reference Architecture on GCP

+40 CXM Data Models across multi-modal data for Telecom, Media, & technology

+200 Pre-Built AI/ML Accelerators
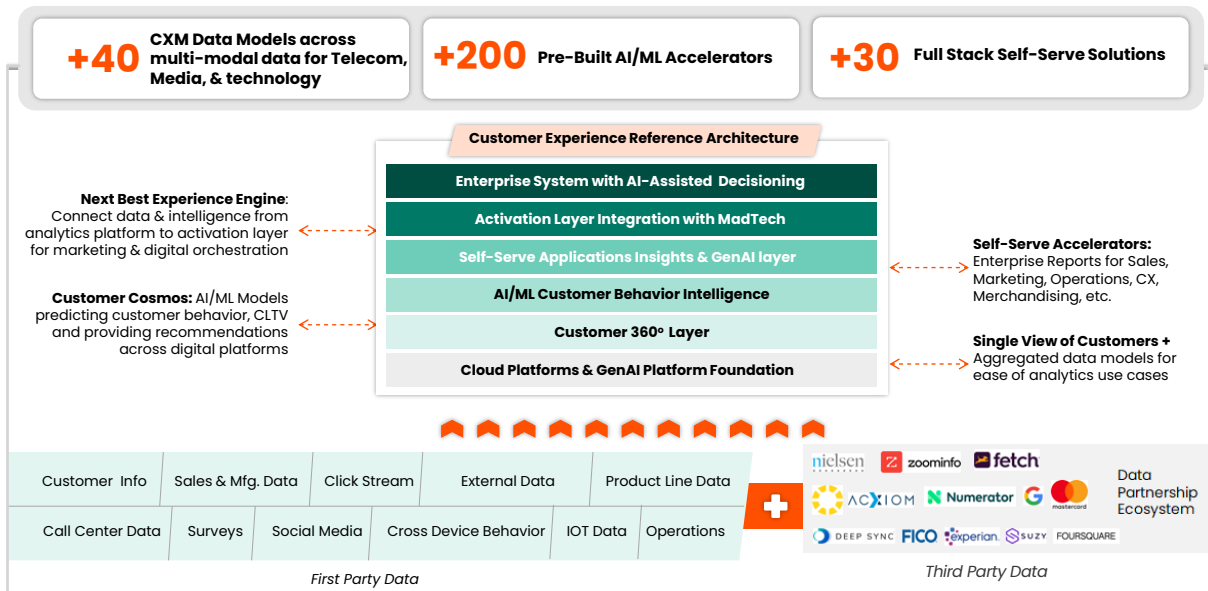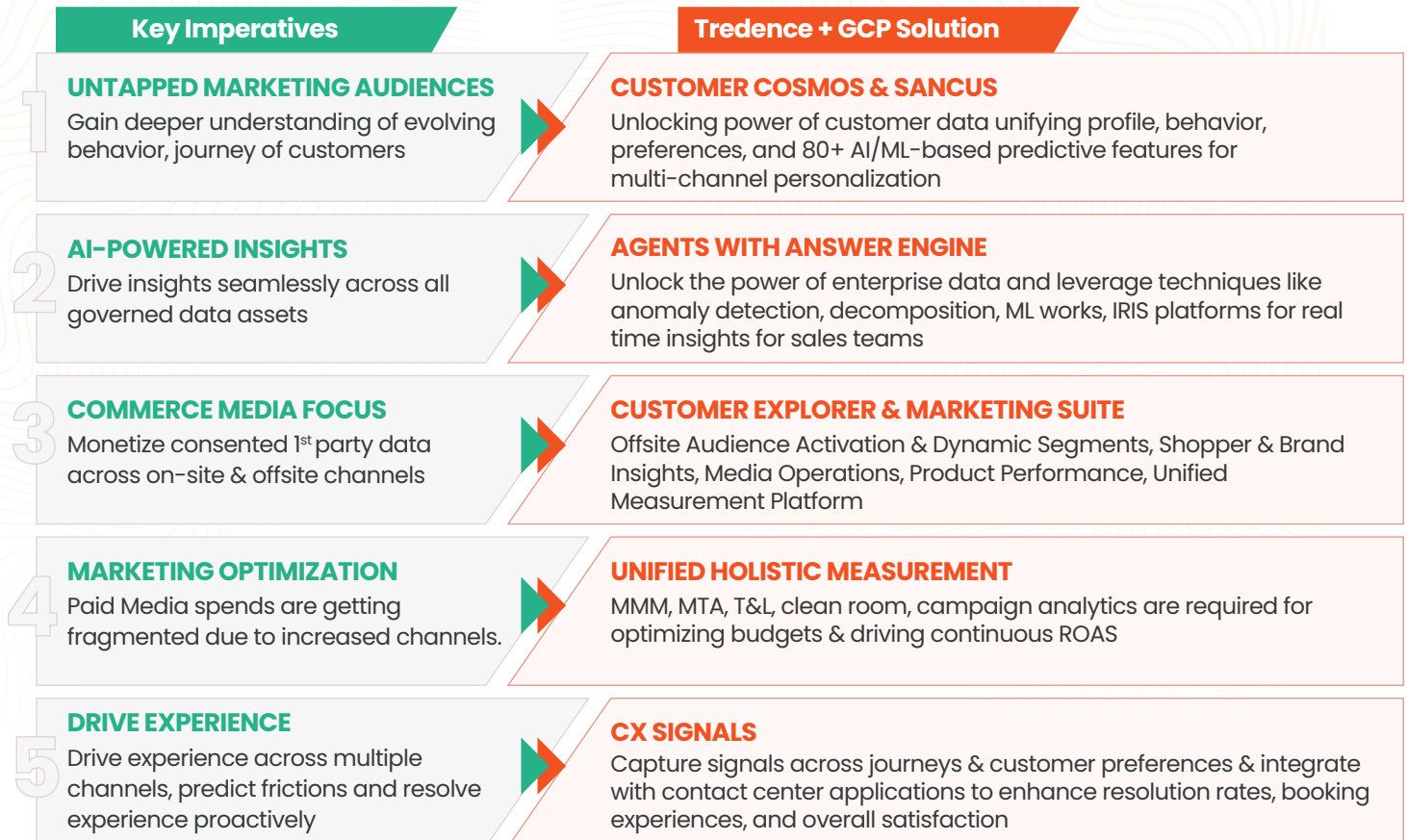
+30 Full Stack Self-Serve Solutions

Customer Experience Reference Architecture

| Enterprise System with AI-Assisted Decisioning |
| Activation Layer Integration with MadTech |
| Self-Serve Applications Insights & GenAI layer |
| AI/ML Customer Behavior Intelligence |
| Customer 360° Layer |
| Cloud Platforms & GenAI Platform Foundation |

Next Best Experience Engine: Connect data & intelligence from analytics platform to activation layer for marketing & digital orchestration

Customer Cosmos: AI/ML Models predicting customer behavior, CLTV and providing recommendations across digital platforms

Self-Serve Accelerators: Enterprise Reports for Sales, Marketing, Operations, CX, Merchandising, etc.

Single View of Customers + Aggregated data models for ease of analytics use cases

| Customer Info | Sales & Mfg. Data | Click Stream | External Data | Product Line Data |
| Call Center Data | Surveys | Social Media | Cross Device Behavior | IOT Data | Operations |

First Party Data

nielsen · zoominfo · fetch · ACXIOM · Numerator · G · mastercard · DEEP SYNC · FICO · experian · suzy · FOURSQUARE

Data Partnership Ecosystem

Third Party Data

Five Quick Start Programs where Tredence and GCP Partnership can Deliver Value to our Clients with Customer 360 Intelligence

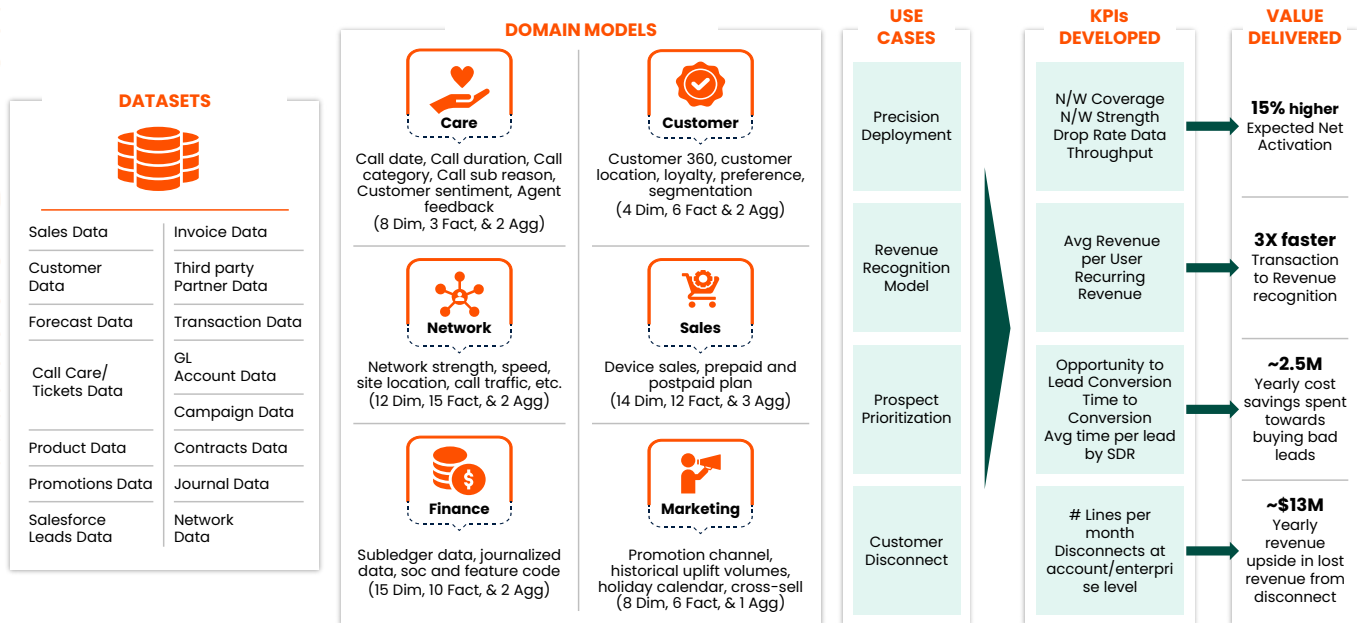| Key Imperatives	Tredence + GCP Solution
1 UNTAPPED MARKETING AUDIENCES Gain deeper understanding of evolving behavior, journey of customers	**CUSTOMER COSMOS & SANCUS** Unlocking power of customer data unifying profile, behavior, preferences, and 80+ AI/ML-based predictive features for multi-channel personalization
2 AI-POWERED INSIGHTS Drive insights seamlessly across all governed data assets	**AGENTS WITH ANSWER ENGINE** Unlock the power of enterprise data and leverage techniques like anomaly detection, decomposition, ML works, IRIS platforms for real time insights for sales teams
3 COMMERCE MEDIA FOCUS Monetize consented 1st party data across on-site & offsite channels	**CUSTOMER EXPLORER & MARKETING SUITE** Offsite Audience Activation & Dynamic Segments, Shopper & Brand Insights, Media Operations, Product Performance, Unified Measurement Platform
4 MARKETING OPTIMIZATION Paid Media spends are getting fragmented due to increased channels.	**UNIFIED HOLISTIC MEASUREMENT** MMM, MTA, T&L, clean room, campaign analytics are required for optimizing budgets & driving continuous ROAS
5 DRIVE EXPERIENCE Drive experience across multiple channels, predict frictions and resolve experience proactively	**CX SIGNALS** Capture signals across journeys & customer preferences & integrate with contact center applications to enhance resolution rates, booking experiences, and overall satisfaction

Tredence: Accelerating Telcos, Media & Tech Data and Analytics Modernization on GCP

Powered by **Google Vertex AI, Looker and Gemini AI,** our approach enables leading Telcos, Media, and Tech enterprises to **migrate, modernize and monetize data** for real-time decision making, personalized experiences and operational excellence.

Unlocking Telecom Insights: The Power of a Unified Model

DATASETS

Sales Data	Invoice Data
Customer Data	Third party Partner Data
Forecast Data	Transaction Data
Call Care/ Tickets Data	GL Account Data
	Campaign Data
Product Data	Contracts Data
Promotions Data	Journal Data
Salesforce Leads Data	Network Data

DOMAIN MODELS

Care
Call date, Call duration, Call category, Call sub reason, Customer sentiment, Agent feedback
(8 Dim, 3 Fact, & 2 Agg)

Customer
Customer 360, customer location, loyalty, preference, segmentation
(4 Dim, 6 Fact & 2 Agg)

Network
Network strength, speed, site location, call traffic, etc.
(12 Dim, 15 Fact, & 2 Agg)

Sales
Device sales, prepaid and postpaid plan
(14 Dim, 12 Fact, & 3 Agg)

Finance
Subledger data, journalized data, soc and feature code
(15 Dim, 10 Fact, & 2 Agg)

Marketing
Promotion channel, historical uplift volumes, holiday calendar, cross-sell
(8 Dim, 6 Fact, & 1 Agg)

USE CASES

- Precision Deployment
- Revenue Recognition Model
- Prospect Prioritization
- Customer Disconnect

KPIs DEVELOPED

- N/W Coverage N/W Strength Drop Rate Data Throughput
- Avg Revenue per User Recurring Revenue
- Opportunity to Lead Conversion Time to Conversion Avg time per lead by SDR
- # Lines per month Disconnects at account/enterpri se level

VALUE DELIVERED

- **15% higher** Expected Net Activation
- **3X faster** Transaction to Revenue recognition
- **~2.5M** Yearly cost savings spent towards buying bad leads
- **~$13M** Yearly revenue upside in lost revenue from disconnect

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Tredence follows a 7-step approach to migrate and modernize your data infrastructure by operationalizing a unified data model.

01 Define Your Target State Architecture
Conduct design workshops, prioritize use cases, and finalize technology stack and data lake architecture.

02 Establish Data Quality & Governance
Implement GenAI-enabled governance frameworks to ensure data quality, privacy, and regulatory compliance.

03 Data Model, Design & Customization
Develop and migrate data models, integrating multi-source data and 500+ KPIs for AI-driven insights.

04 Data Pipeline Design, Development & Deployment
Deploy AI-powered, auto-generated data pipelines, reducing manual effort and accelerating ETL/code migrations.

05 Establish MLOps/LLMOps for Model Deployment & Monitoring
Ensure continuous monitoring of AI/ML models, detecting drift, hallucination, and maintaining data quality.

06 Rapidly Deploy AI & GenAI Models
Leverage ATOM.AI accelerators to develop, deploy, and scale AI/GenAI models for business impact.

07 Enable Access across BI Analytics, Data Science & Business Users
Enhance self-service capabilities by integrating BI, analytics, and data science tools for business users.

Customer 360 Intelligence: Transforming Documents into Growth Insights for a Leading American SaaS Provider

A leading SaaS provider transformed its **Customer 360 intelligence** with Tredence, driving **product-led growth** through AI-powered insights. By **integrating sales, marketing, and product analytics**, the company unlocked data-driven expansion. Tredence's **MarTech modernization and data enrichment** enabled a seamless transition from sales-led to **self-serve, data-driven expansion,** setting new benchmarks for efficiency and growth.

BUSINESS IMPACTS

8%
churn reduction with predictive retention models

$230
increase in CLTV with AI-driven marketing

10M+
at-risk customers re-engaged

$150M+
annual savings through integrated planning

Transforming Data Scalability for a Leading Gaming Company

A leading gaming company modernized its data ecosystem with **Google Cloud**, transitioning from legacy on-premise warehouses to a scalable, multi-cloud architecture. Tredence streamlined **data accessibility, governance,** and **analytics,** enabling **real-time insights,** faster **reporting cycles,** and improved **compliance.**

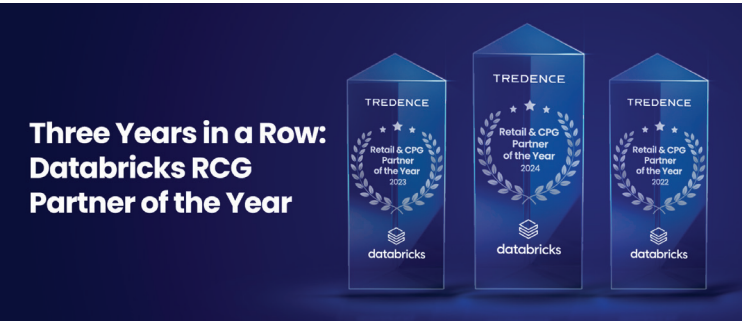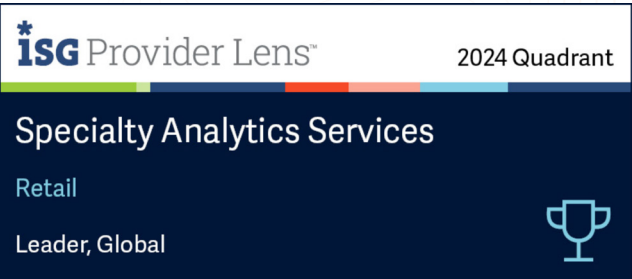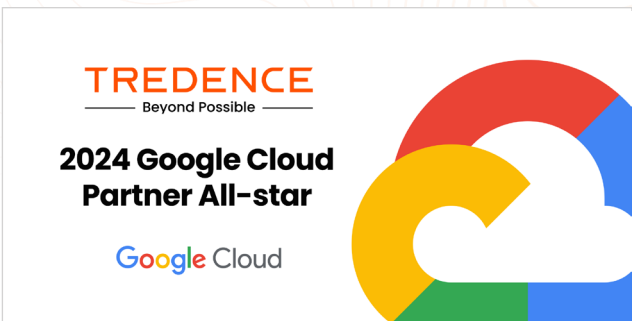## BUSINESS IMPACTS

80%
faster queries

60%
accelerated reporting

10X
governance improvement

ENDORSED BY LEADING HYPERSCALERS & INDEPENDENT ANALYSTS

Google Cloud

INDUSTRY SOLUTIONS
Partner of the Year

CPG

2025

Google Cloud

INDUSTRY SOLUTION — SERVICES
Partner of the Year

Gaming

2023

TREDENCE
Beyond Possible

2024 Google Cloud Partner All-star

Google Cloud

iSG Provider Lens
2024 Quadrant

Specialty Analytics Services

Retail

Leader, Global

iSG Provider Lens
2024 Quadrant

Specialty Analytics Services

Data Science and AI Services
Data Engineering Services
Generative AI Services

Leader, Global

iSG Provider Lens
Source: ISG RESEARCH

Generative AI Services
Strategy and Consulting Services - Specialists
Global 2024

PORTFOLIO ATTRACTIVENESS

H

Leeway Hertz
Sigmoid
66degrees
Ancoris
Impetus Technologies
Factspan
SG Analytics
N-iX
Alexander Thamm
Navikenz
Innover Digital
InData Labs
Analytics8
Course5i
Mathco
Sagility
Version 1
Fractal
WNS Analytics
Network Science
Tiger Analytics
Tredence
Quantiphi

Product Challenger

Contender

Leader

Market Challenger

L

L   COMPETITIVE STRENGTH   H

★ Rising Star

Three Years in a Row: Databricks RCG Partner of the Year

TREDENCE
Retail & CPG Partner of the Year 2023
databricks

TREDENCE
Retail & CPG Partner of the Year 2024
databricks

TREDENCE
Retail & CPG Partner of the Year 2022
databricks

FORRESTER®

WAVE LEADER 2023

Customer Analytics
Service Providers

AMERICA'S FASTEST-GROWING
Inc. 5000
PRIVATE COMPANIES

Fastest Growing US private companies
9 years in a row

> Tredence's expertise in Generative AI and Vision ML, combined with Google Cloud's Vertex AI and Gemini LLM has proven to be an incredible partnership; one that generates results. Their innovative applications of AI are a testament to the power of partnership in driving digital transformation.

Chris Scalgione
Head of Cloud Consulting,
U.S. North, Google

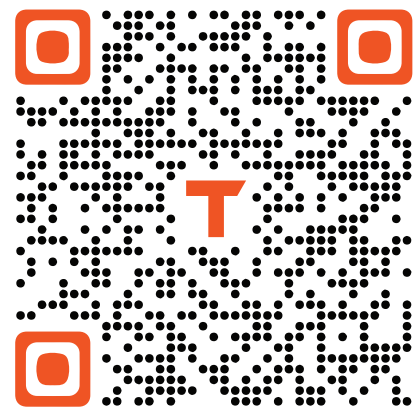Google Cloud
Partner

DEMAND MORE OUT OF AI.

Talk to TMT experts born and bred in full-stack AI to:

- **Take the first step** in modernizing your data and technology strategy
- **Understand how AI** can improve your business today
- **Develop an AI strategy roadmap** to transform your business
- **Leverage AI accelerators** to deliver immediate wins in weeks

SCHEDULE A 1:1 MEETING

with our AI experts and Explore What's Next in AI with Tredence

Talk to Tredence

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