

## RADCOM Data Export Monetization

Telecom operators are sitting on vast amounts of data. RADCOM Data Export Monetization enables operators to generate revenue from the data generated from the networks. GDPR compliant, RADCOM Data Export Monetization allows operators to benefit from inbound monetization and outbound monetization, and to capitalize on business intelligence to drive revenues using a privacy-orientated approach. Existing call-data records (CDR) datasets can be accessed to guide strategic corporate and urban-planning decisions, and to transform population movement data or improve services, such as transportation efficiency or infrastructure planning.

Operators can utilize advanced analytics and partnerships to unlock valuable insights and growth opportunities for marketing purposes, such as cross-selling or upselling based on usage analytics insights from user plane data and encrypted traffic. For example, to over-the-top (OTT) apps, video streaming, messaging, and others.

### Benefits:

- Leverage insights for churn reduction and customer loyalty
- Utilize anonymized population movement data for third parties in compliance with regulations
- Monetize existing datasets by merging them with population movement data
- Ability to monetize on an array of use cases using origin-destination matrices and road/rail traffic volumes
- Targeted marketing cross-sell, up-sell, or retention campaigns based on usage analysis insights from user plane data



RADCOM (Nasdaq: RDCM) delivers real-time network analysis, troubleshooting, and AI-driven insights to ensure a superior customer experience. Utilizing cutting-edge technologies for over 30 years, we provide dynamic service assurance through the following solutions, including: RADCOM Customer Experience, RADCOM Network Performance, RADCOM Operational Efficiencies, RADCOM Network Troubleshooting, RADCOM Revenue Generation, RADCOM Service Quality and RADCOM Network Tapping.

For more information visit: <https://radcom.com/>