

AIQ: Intelligent Solution for Telecom Operators

An advanced AI framework designed to empower telecom operators with actionable insights and predictive capabilities across Customer Value Management (CVM) and Loyalty.



AIQ integrates seamlessly with Evolution, E40, and Analytical Data Mart (ADM), AIQ enables operators to leverage their subscriber data to drive retention, increase revenue, and optimize customer engagement with real-time intelligence.

AIQ Key Features and Capabilities

1. Churn Prediction Service

- ✔ Built on robust machine learning models (XGBoost, LightGBM)
- ✔ Assigns a unique churn score to each subscriber and updates predictions continuously
- ✔ Integrates churn scores with Evolution's subscriber profiles for timely and targeted interventions

Enables:

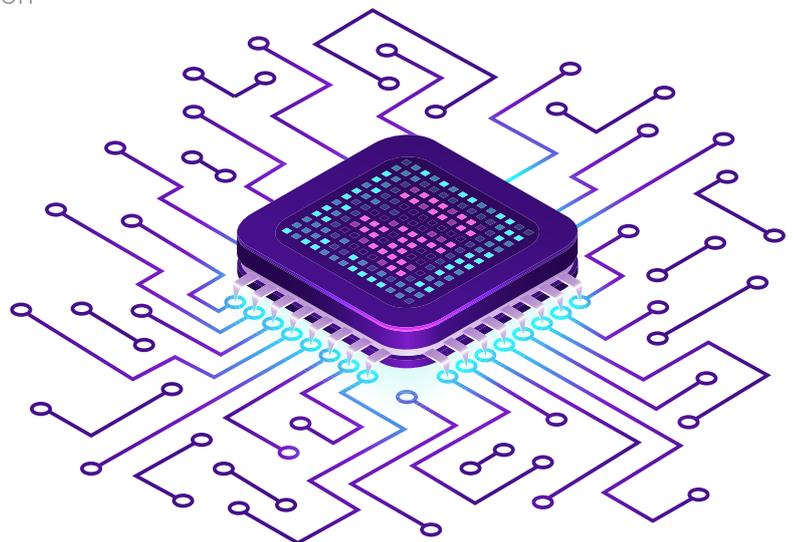
- ✔ Early detection of high-risk customers
- ✔ Real-time triggering of targeted retention actions
- ✔ Proactive prioritization of high-value segments
- ✔ Measurement of retention efforts with clear KPIs

2. Deep Learning-Powered Offer Recommendations

- ✔ Delivers personalized offer recommendations based on subscriber engagement, usage, and response history

Supports:

- ✔ Personalized retention treatments for high-risk, high-value subscribers
- ✔ Tailored upsell and cross-sell offers
- ✔ Enhanced loyalty engagement with relevant rewards



3. Business-Focused AI Environment

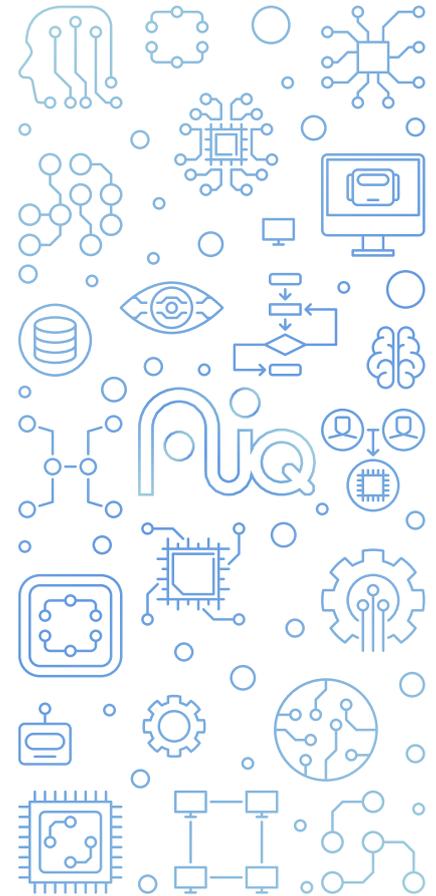
- ✔ Web-based UI with role-based access for both technical and business users

Capabilities include:

- ✔ Configuring and launching ML training with auto/manual tuning
- ✔ Comparing model performance with standard KPIs
- ✔ Publishing production-ready models through a governed process

Pre-built dashboards for:

- ✔ CLV Analysis (customer lifetime value vs. acquisition cost)
 - ✔ Cohort Retention Analysis (by acquisition wave, offer type, or channel)
 - ✔ Churn Prediction Accuracy (ongoing model performance monitoring)
- ✔ Translates AI outputs into actionable business insights for commercial, finance, and executive teams



Benefits for Telecom Operators



Reduce churn and increase customer lifetime value



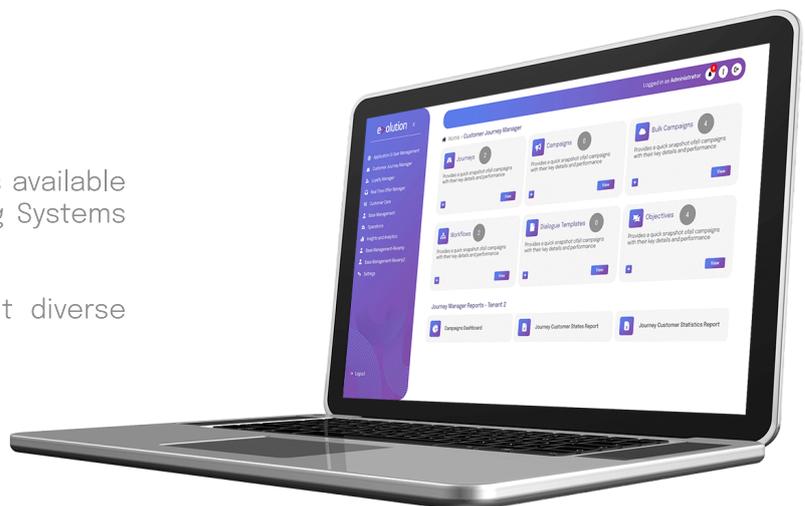
Achieve higher campaign ROI through advanced segmentation and offer optimization



Align CVM execution with measurable business outcomes such as CLV uplift and improved retention

Deployment and Availability

- ✔ AIQ integrates with Evolution and is available for both new and existing Evolving Systems customers.
- ✔ Flexible deployment options to fit diverse architectures and data landscapes



ADM: Analytical Data Mart for Telecom Big Data

ADM (Analytical Data Mart) is Evolving Systems' scalable big data platform designed for telecom operators to store, manage, and analyze massive volumes of structured data.

ADM Features

- ✔ Built on the Hadoop framework for high-volume data storage and processing
- ✔ Flexible file-based data ingestion with easy-to-use GUI template definition
- ✔ SQL-like HQL interface for ad-hoc querying
- ✔ Integration with Jupyter Lab for advanced analysis and model development using Python

ADM Supports

- ✔ Storing and processing CDRs, billing records, network reports, and campaign files
- ✔ Data consolidation for churn modeling, CLV analysis, and behavioral profiling
- ✔ Serving as the data foundation for AIQ and other analytics solutions

For more details about AIQ, ADM, or to request a demonstration, visit www.evolving.com or contact marketing@evolving.com.

About Evolving Systems

With over 30 years of expertise, Evolving Systems is a trusted partner in the telecommunications sector. We help CSPs adapt and excel, backed by our 35-year legacy of reliability and innovation. Trusted by 80% of the world's largest Mobile Network Operator Groups, we streamline (e)SIM processes and enhance customer data integration with our Complete (e)SIM Lifecycle Management Suite and Evolution platform.

Key Offerings:

- Complete (e)SIM Lifecycle Management Suite and Evolution platform: Streamlines (e)SIM processes and enhances customer data integration.
- Rapid Activation: Efficient (e)SIM and service activation processes.
- Advanced Solutions: Provisioning, Number, and Dealer Management, tailored and scalable experiences.
- Customer Engagement: Comprehensive Customer Value Management and Loyalty solutions provide real-time marketing insights and enhance digital engagement.

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