incedo

Realizing Faster Decision Making with Digital Twins for a US Telco Giant

Key Challenges

- Traditional marketing strategies struggle to predict customer behavior and optimize campaigns

- Static data analysis limits understanding of customer behavior

- A/B testing real-world campaigns is time-consuming and expensive

- Predicting market trends and customer responses is challenging

Business Solution

- We built a Digital Twin solution using Google Cloud Platform (GCP)

- Analyze vast customer data with BigQuery for deeper insights

- Simulate marketing campaigns and predict outcomes with minimal cost

- Leverage Kubernetes for efficient model deployment and scalability

Business Impact

Reduced Experimentation Costs: Test campaigns digitally before real-world rollout

Faster Time-to-Market: Optimize computational power for rapid campaign evaluation

Deeper Customer Understanding: Predict behavior and forecast market trends with AI integration

Get in Touch

S/11/07/2024+