



# Revenue-Generating Data Projects from the Ground Up

## Accelerating Growth & Team Collaboration with a Common Platform

Most companies today recognize data as a valuable tool for providing insight on a variety of business matters, and they use it - to various extents - to inform decisions in the enterprise. Yet it is still surprisingly difficult today to find cases where analytics are truly at the center of and driving all decision making within the enterprise. Even more rare is finding companies where data isn't just viewed as something that comes flowing into the company from which insights can be drawn, but instead, something that is in and of itself an opportunity for building products that create a new revenue stream.

*“Data as a strategic asset, especially when being used to build entirely new products, is incredibly valuable when it can be done. It provides a competitive edge and stickiness that can catalyze a business ahead in the industry”*

*-Thomas W. Köhl, Vice President of Mobile Intelligence at LINK Mobility Group ASA*

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## About Our Customer

LINK Mobility Group is Europe's leading provider of mobile communications, specializing in mobile messaging services, mobile solutions, and mobile data intelligence, facilitating the sending of more than 6 billion messages every year. They offer a wide range of scalable services and solutions across industries and sectors due to the growing demand of digital convergence between businesses and customers, platforms and users.

## Industry

Telecommunications

## Market

EMEA

## Use Cases

Dashboarding  
Product Development

*“Dataiku is the go-to platform for our teams to be able to communicate internally, produce reports, and generate extracts of data for a client. It supports the way we work (code or visually), it's a common ground for the whole team, and it helps us execute quickly.”*

Andreas Schmidt Jensen  
Head of Mobile Intelligence  
Technology at LINK Mobility  
Group ASA

## Challenge

### Build a Data-Powered Revenue Stream with Small Team

In 2017, LINK Mobility decided that they wanted to scale up their data efforts both when it came to handling internal requests as well as externally with customers. LINK Mobility's primary offering is mobile messaging services, and they send more than 6 billion messages a year worldwide carrying invoices, payments, and vouchers, associated with everything from loyalty programs to delivery, bank, and flight services.

As such, LINK Mobility produces a lot of data and saw an opportunity to expand their offerings to provide more data-driven insight to customers surrounding the delivery and performance of their messages and services. They were looking to expand to customer dashboards as well as the ability to take action (like sending additional offers) based on that data.

However, with just a one-man data science team at the beginning of the project, they needed to be able to get up and running quickly and easily. LINK Mobility also needed to find a tool that would allow them to scale up data requests coming from inside the company as well as to be flexible enough to provide data insights to customers without having to use two different tools or platforms to cover their various needs, use cases, and data types.

## Solution

### One Go-To Tool Flexible Enough to Handle All Data Needs

LINK Mobility turned to Dataiku because of its ability to quickly facilitate the deployment of revenue-generating monitoring services to customers with a small staff. By using Dataiku on top of Hadoop, LINK Mobility is now able to easily work with large amounts and diverse types of data.

The team went from data lake setup to first completed data project in just seven months, which is half the time it would have taken without Dataiku. In addition to successfully deploying an entirely new product and business area to enhance the company's existing offerings, LINK Mobility also leverages Dataiku for:

- Facilitating collaboration and internal communication between business teams and technical staff by providing a single platform in which both are comfortable working.
- Self-documentation and easy reuse of work; in other words, showing how data is transformed in an intuitive way so that other team members can be onboarded easily and all data processes can be quickly explained.
- Combining coding in notebooks with visual recipes to speed up analysis.
- The go-to tool for any data needs.

## Impact

### 2x Faster in Building Data Projects that Generate Millions in Revenue

In addition to slashing the time to produce data projects by half, Dataiku has also provided a level of flexibility that means LINK Mobility can continue to grow and shift their data strategy and vision for future data products without having to switch tools.

Additionally, by offering value-added customer dashboards that provide insights on messaging services, LINK Mobility expects to add substantial additional revenue and cut costs from preventing customer churn and increasing the overall stickiness of the company and its services.