

## Network Analytics: Panorama

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### MARKET DISRUPTOR

### REPORT SUMMARY

Panorama's analytics are used by major telecom vendors; now it aims to disrupt the telecom analytics market with ready-made AI data models. Its new contextual engine automatically delivers insights to the most relevant person at the right time.

### WHAT MAKES THE COMPANY A DISRUPTOR

Panorama has a long history in analytics, including work with Microsoft and Google. In 2017, it focused on the telecommunications industry, and it currently offers over 30 ready-made use cases in marketing, sales, finance, network, fulfillment, project management, IoT, and customer care. Panorama aims to disrupt the telecom analytics market, which is in part serviced by generic BI solutions or lengthy and costly custom implementations, by introducing productized and out-of-the-box analytics that were developed specifically for telecom.

Panorama recently introduced the Magnet, a business user-friendly AI engine and user interface that utilizes social data and user preferences to deliver insights to the most appropriate employee at the best time. Panorama collaborates widely with other companies on joint and embedded solutions. In all such cases, Panorama retains control of its analytics engine. Its Necto platform can be deployed on premises or in the cloud and can be sold on a CapEx or OpEx basis.

### JUST THE FACTS

<b>Founded</b>	1993; refocused on the telco market in 2017
<b>Funding</b>	\$4 million (USD)
<b>HQ</b>	Tel Aviv, Israel
<b>Employees</b>	30
<b>Geographic Reach</b>	Global, with concentrated deployments in North America and EMEA
<b>Key Products</b>	<ul style="list-style-type: none"><li>• Necto Telecom, a telecommunications reporting, visualization, and self-service analytics suite. It is pre-integrated to leading BSS and OSS platforms with ready-made data models for over 30 use cases, including:<ul style="list-style-type: none"><li>-- Subscriber Analytics</li><li>-- Order Management</li></ul></li></ul>

	<ul style="list-style-type: none"> <li>-- B2B Account Analytics</li> <li>-- B2B2X Ecosystem Analytics</li> <li>-- Lead to Cash Optimization Analytics</li> <li>-- Churn Prediction</li> <li>-- Next Best Offer</li> <li>-- Customer Segmentation</li> <li>-- IoT Analytics</li> </ul> <p>• The Magnet, a social insight recommendation engine that delivers insights to the best employee, at the right time and in the right context.</p>
<b>Momentum</b>	<ul style="list-style-type: none"> <li>• Panorama’s customers include AT&amp;T, Telefonica, PLDT (Philippines), Yes, BTC (Botswana), Cellcom (Israel), Telecom Namibia, Tata Communications, Optus, and Azerfon.</li> <li>• <i>May 2019</i>: Panorama introduced its contextual recommendation engine, the Magnet, at Digital Transformation World in Nice.</li> <li>• <i>February 2019</i>: Panorama launched Necto Telecom on Microsoft Azure.</li> <li>• <i>February 2019</i>: Panorama launched IoT analysis capabilities in Necto Telecom.</li> </ul>

## GO-TO-MARKET STRATEGIES

- **AI over SI:** Panorama has constructed much of its recent marketing around using artificial intelligence to replace expensive and time-consuming custom analytics development by traditional systems integrators.
- **Experiments with the Direct Approach:** Having grown its customer base via joint deployments, Panorama is now starting to sell to operators directly. This will require building a direct sales force and likely hiring more professional services personnel.
- **Safety in Numbers:** To date, most of Panorama’s implementations have been with other vendors, notably Amdocs. Panorama will sometimes refer a carrier’s inquiry to the incumbent BSS/OSS vendor so they can build the solution together.

## KEY CHALLENGES

- **Expand to Network Operations:** While Necto does ingest data from the network, it does not yet provide many use cases for network operations. Since virtualization and 5G will create new demands on network service differentiation, continuity, efficiency, and agility, Panorama should bolster its work on the network side.
- **Flesh Out Ecosystem Analytics:** B2B2X models are growing more common in telecommunications, and partner ecosystems play a bigger role in service agility. Panorama can capture competitive advantage in service analytics by expanding its ecosystem capabilities.
- **Train Partners to Do the Consulting:** While Panorama has some internal consulting, telcos will need help with new processes and KPIs as they adopt advanced AI. Partners’ professional services staff can fill some of this demand.

## ASSESSING THE MARKET LANDSCAPE

As networks densify, services diversify, and customer experience becomes one of the primary metrics tracked by telcos, telecom analytics continue to grow in importance and complexity. Over time, AI will increase the effectiveness of all analytics, but for the moment, telecom analytics solutions should be judged on the following practical factors:

- **Ready-Made Use Cases:** With the exception of a handful of the largest operators, telcos want pre-defined solutions that address specific needs and can be integrated quickly. Most will run on a broader company platform, but the specific use case is paramount.
- **Ease of Use:** Dashboards, predefined queries, and interfaces that enable queries by non-engineers increase a telecom analytics solution's usefulness. APIs and other capability exposures enable the solution to feed into automated operations.
- **Real-Time and Predictive:** To support high reliability and agile operations, telcos must have a view of network and service performance in real time. Wherever possible, analytics should also identify impending problems so they can be fixed in advance.
- **Scale and Integration:** Each network element and service produces its own stream of data; telcos often rank among the largest big data implementations in a given country. Solutions should be robust enough to process this data speedily and reliably, and mature enough to deploy in the carrier's environment relatively quickly.
- **Future-Proof:** Analytics vendors must demonstrate that they can handle network slicing, virtualized networks, and new service types.

## RELATED GLOBALDATA RESEARCH

- ["Network Analytics: Cardinality"](#)
- ["Network Analytics: Guavus, Inc. \(a Thales Company\) "](#)
- ["Network Analytics: Kentik"](#)
- ["GlobalData Market Opportunity Forecasts to 2022: Data and Analytics"](#)
- ["Digital Transformation Platforms: Competitive Landscape Assessment"](#)

## FINDING THE DISRUPTORS

GlobalData's 'Market Disruptor' series of reports recognize up-and-coming vendors offering a new approach to the market as identified by our analysts. The vendors chosen as 'Market Disruptors' share some or all of the following characteristics:

- 1) They challenge the status quo of an established industry segment.
- 2) They are embracing innovative, new operating models.
- 3) They are seeking to define and monetize an entirely new segment or revenue opportunity.
- 4) They are looking to redefine the segment's value chain.

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