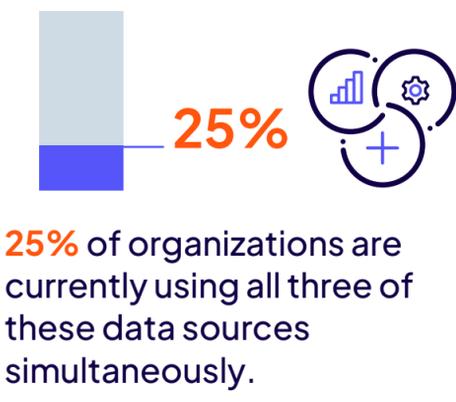


# Being Data Driven in the Telecommunications Industry – IT Decision Makers’ View in APAC

Customer-centricity is at the top of telco’s data agenda



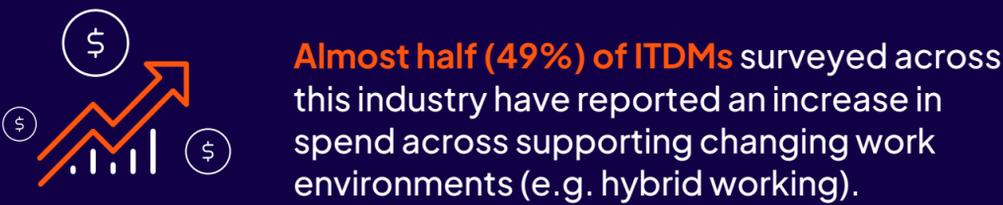
...are the most used data sources.



## The Critical Nature of Effective Enterprise Data Strategies in The Telco Industry



## Organizations That Leverage True Hybrid Platform Capabilities Create Opportunities For New Business Frontiers in a Hybrid World



To learn more about how to best optimize your data, visit: [cloudera.com/enterprise-data-maturity](https://cloudera.com/enterprise-data-maturity)

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