TREDENCE
Beyond Possible

databricks
DATA+AI
SUMMIT
2025



Powering Telcos, Media, and Tech

With Agentic AI-powered Decision Intelligence

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www.tredence.com

Tredence powers transformation for Telcos, Media, and Tech (TMT) through **Agentic AI-driven decision intelligence,** enabling faster, smarter decisions that drive operational efficiency, enhance customer experiences, and fuel growth. From optimizing 5G networks to personalizing content and managing intelligent networks, Tredence transforms complex data into precise actions, ensuring your business stays ahead in a rapidly evolving landscape.

Telcos

Optimize network, reduce costs, and boost profitability with **AI-driven operations** and fraud prevention.

Media

Maximize content value and drive new revenue with **AI-powered personalization** and content recommendations.

Tech

Agentic AI fuels next-gen SaaS and user experiences by enabling self-learning systems that evolve with your business.

AI Solutions that Deliver Impact

- **GenAI:** Accelerate transformation with Agentic GenAI, unlocking intelligent automation and insights for TMT leaders.
- **Customer 360:** AI-driven insights to personalize engagement and boost customer lifetime value.
- **Data Monetization:** Turn data into revenue with AI-led monetization strategies for smarter advertising and partnerships.
- **Unified Data Models:** Seamlessly connect customer, network, and sales data for smarter decision-making.
- **Network Optimization:** Predict, plan, and optimize network performance using AI-driven insights.
- **Agentic AI:** Automate, optimize, and scale operations to reduce costs and accelerate growth.

SHAPING THE FUTURE OF TELCOS, MEDIA & TECH THROUGH AI-POWERED INNOVATION WITH TREDENCE

01

Agentic AI: TMT Future Runs on Semi-Autonomous Agents

Traditional AI is **reactive, and rule based.** TMT enterprises need **AI assistants** that empower humans with **self-learning, autonomous agents to optimize networks, personalize experiences, and automate decisions** in real-time.

02

Customer 360: Unified Intelligence for TMT

Disjointed data limits growth. TMT enterprises need **AI-powered Customer 360** to unify **first- and third-party data,** enabling real-time insights, hyper-personalization, and **next-best actions** that drive engagement and revenue.

03

Migrate to Modernize: Real-Time Insights for TMT

TMT industries are rich in data from network logs to IoT interactions, but **legacy systems** and **data silos** hinder real-time decision-making. A modern data modernization strategy is the key to unlocking **efficiency, revenue, and innovation.**

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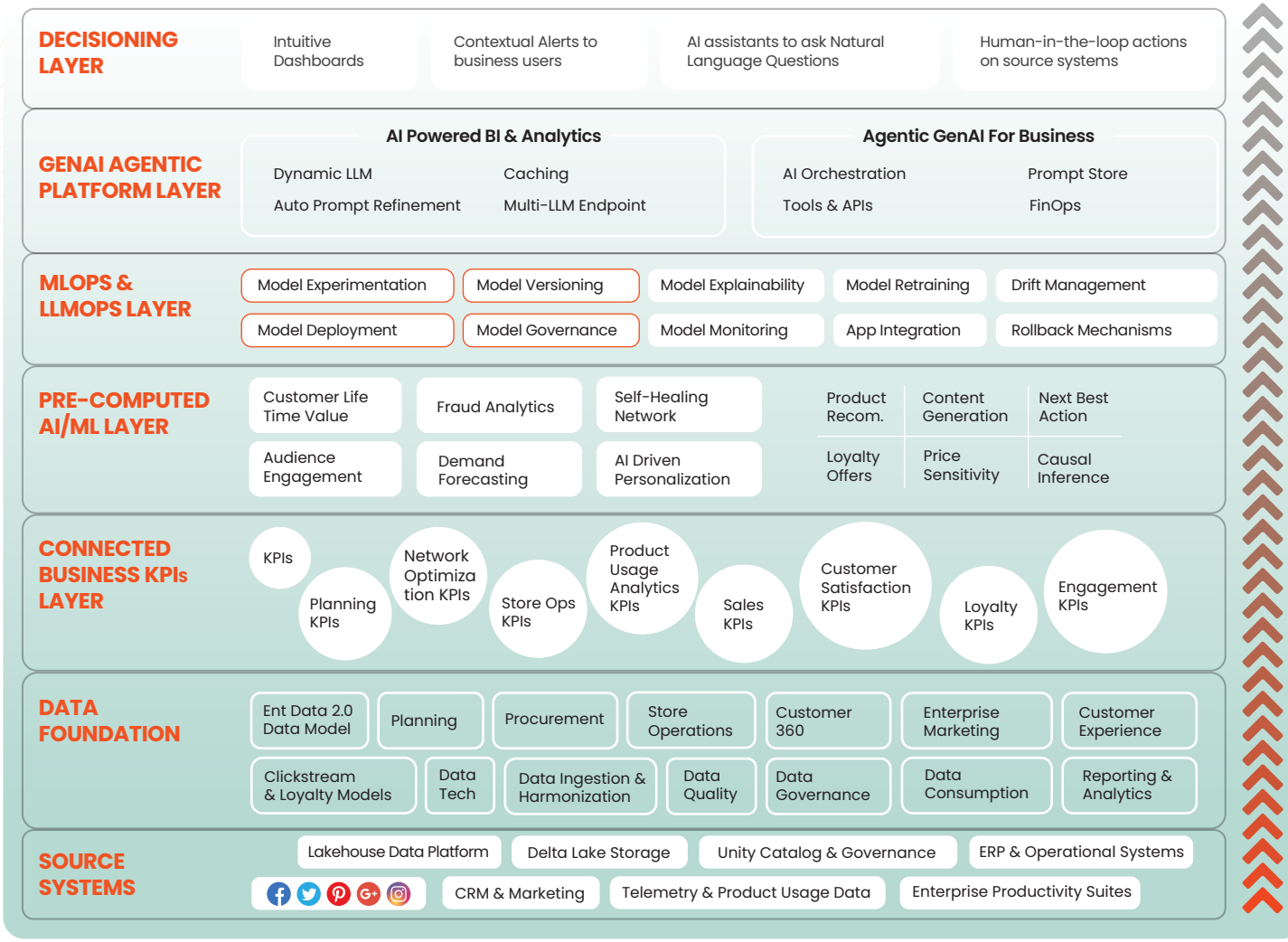
01 Tredence: Scaling Agentic AI for Telcos, Media & Tech Enterprises

Tredence has built deep expertise in **Agentic AI frameworks, reasoning models, and multi-agent collaboration. With Tredence Enterprise GenAI & Agentic Platform,** enterprises can deploy **autonomous AI agents faster, securely, and at scale.**

Accelerate Telcos, Media & Tech Transformation Leveraging GenAI & Agents

Databricks Data Intelligence Platform

Agent Framework
Model Serving
Lakehouse



Tredence's GenAI and Agentic AI solutions accelerate telcos, media & tech transformation across both business and IT functions. We enable your team to implement GenAI and Agentic systems in three steps, driving tangible business outcomes.

01
Migrate your data & Modernize your data infrastructure

02
Activate AI with your business & engineering data through GenAI capabilities

03
Elevate your business outcomes through telcos, media & tech industry specific solutions

Key Features

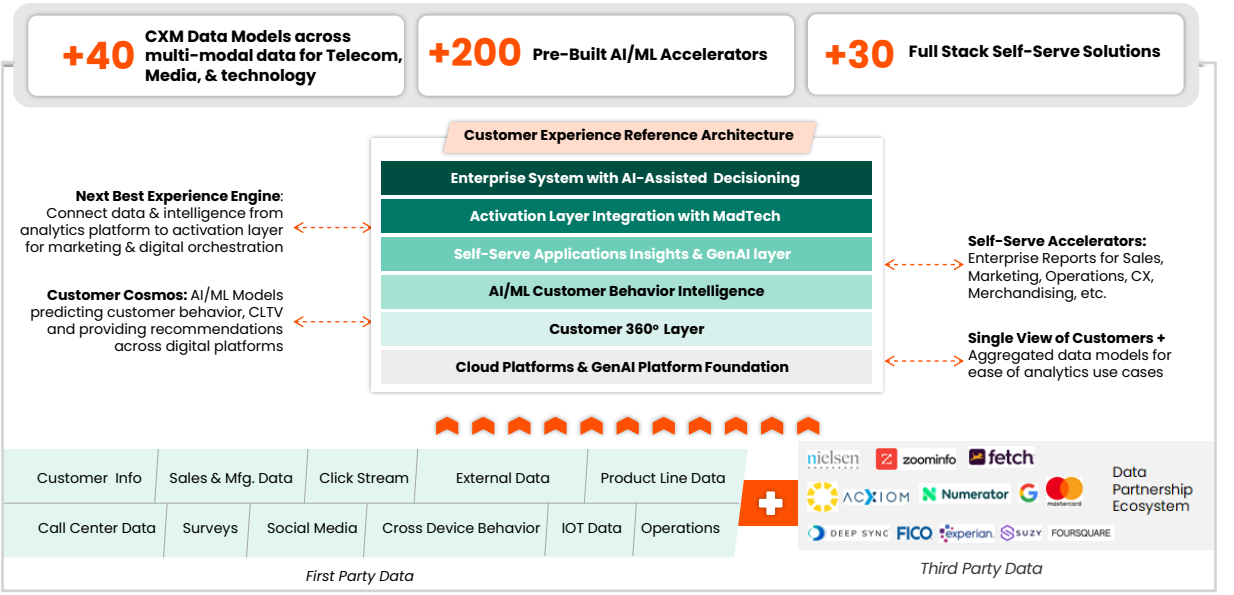
- Built-in **observability, AI Ops, and evaluation metrics**
- Reduces time and cost of Agentic AI deployment by **30-40%**

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02 Tredence: Powering a 360° Customer View

Tredence builds **secure, scalable, and intelligent** customer data ecosystems with AI-driven segmentation, predictive analytics, and **industry-specific models** for **precise targeting and deeper customer connections.**

Our Customer 360 Experience Reference Architecture



Five Quick Start Programs where Tredence can Deliver Value to our Clients with Customer 360 Intelligence

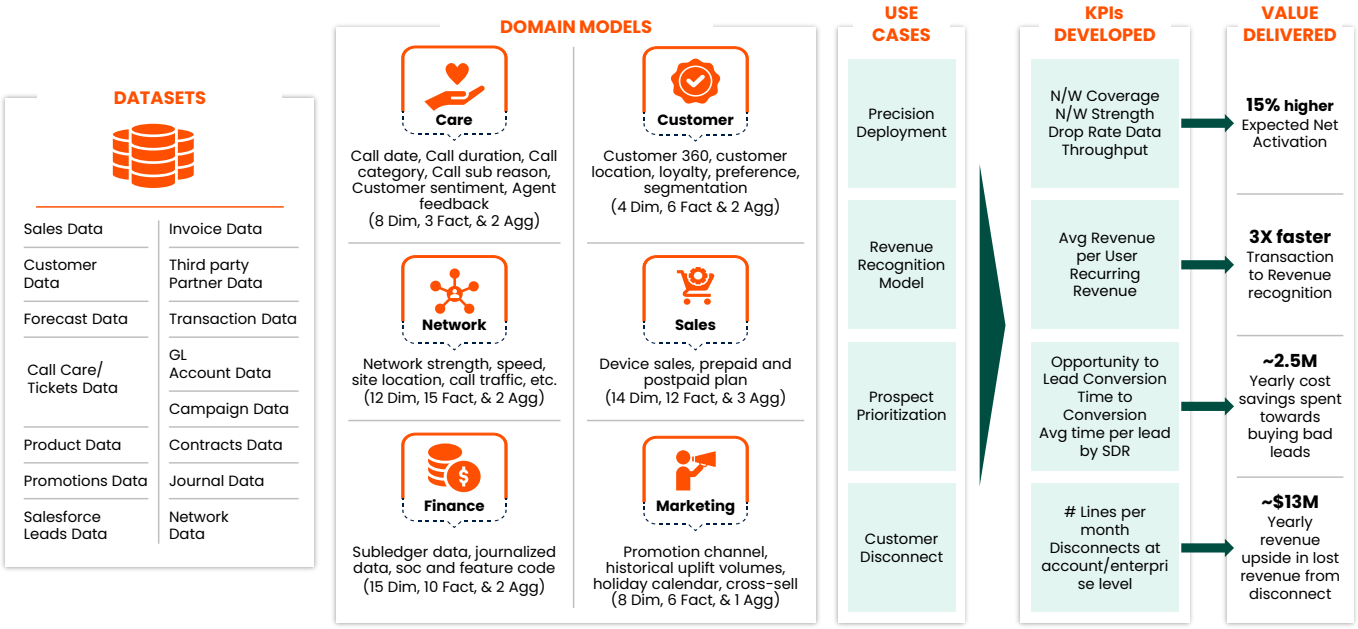
Key Imperatives	Tredence Solution
1 **UNTAPPED MARKETING AUDIENCES** Gain deeper understanding of evolving behavior, journey of customers	**CUSTOMER COSMOS & SANCUS** Unlocking power of customer data unifying profile, behavior, preferences, and 80+ AI/ML-based predictive features for multi-channel personalization
2 **AI-POWERED INSIGHTS** Drive insights seamlessly across all governed data assets	**AGENTS WITH ANSWER ENGINE** Unlock the power of enterprise data and leverage techniques like anomaly detection, decomposition, ML works, IRIS platforms for real time insights for sales teams
3 **COMMERCE MEDIA FOCUS** Monetize consented 1st party data across on-site & offsite channels	**CUSTOMER EXPLORER & MARKETING SUITE** Offsite Audience Activation & Dynamic Segments, Shopper & Brand Insights, Media Operations, Product Performance, Unified Measurement Platform
4 **MARKETING OPTIMIZATION** Paid Media spends are getting fragmented due to increased channels.	**UNIFIED HOLISTIC MEASUREMENT** MMM, MTA, T&L, clean room, campaign analytics are required for optimizing budgets & driving continuous ROAS
5 **DRIVE EXPERIENCE** Drive experience across multiple channels, predict frictions and resolve experience proactively	**CX SIGNALS** Capture signals across journeys & customer preferences & integrate with contact center applications to enhance resolution rates, booking experiences, and overall satisfaction

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03 Tredence: Accelerating Telcos, Media & Tech Data and Analytics Modernization

Tredence is a Databricks featured GenAI partner with Brickbuilder solutions and RAG proof of concept. Our approach enables leading Telcos, Media, and Tech enterprises to **migrate, modernize and monetize data** for real-time decision making, personalized experiences and operational excellence.

Unlocking Telecom Insights: The Power of a Unified Model



Tredence follows a 7-step approach to migrate and modernize your data infrastructure by operationalizing a unified data model.

01	**Define Your Target State Architecture**	Conduct design workshops, prioritize use cases, and finalize technology stack and data lake architecture.
02	**Establish Data Quality & Governance**	Implement GenAI-enabled governance frameworks to ensure data quality, privacy, and regulatory compliance.
03	**Data Model, Design & Customization**	Develop and migrate data models, integrating multi-source data and 500+ KPIs for AI-driven insights.
04	**Data Pipeline Design, Development & Deployment**	Deploy AI-powered, auto-generated data pipelines, reducing manual effort and accelerating ETL/code migrations.
05	**Establish MLOps/LLMOps for Model Deployment & Monitoring**	Ensure continuous monitoring of AI/ML models, detecting drift, hallucination, and maintaining data quality.
06	**Rapidly Deploy AI & GenAI Models**	Leverage ATOM.AI accelerators to develop, deploy, and scale AI/GenAI models for business impact.
07	**Enable Access across BI Analytics, Data Science & Business Users**	Enhance self-service capabilities by integrating BI, analytics, and data science tools for business users.

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CUSTOMER SUCCESS SPOTLIGHT

Customer 360 Intelligence: Transforming Documents into Growth Insights for a Leading American SaaS Provider

A leading SaaS provider transformed its **Customer 360 intelligence** with Tredence, driving **product-led growth** through AI-powered insights. By **integrating sales, marketing, and product analytics**, the company unlocked data-driven expansion. Tredence's **MarTech modernization and data enrichment** enabled a seamless transition from sales-led to **self-serve, data-driven expansion,** setting new benchmarks for efficiency and growth.

BUSINESS IMPACTS

8%
churn reduction with predictive retention models

$230
increase in CLTV with AI-driven marketing

10M+
at-risk customers re-engaged

$150M+
annual savings through integrated planning

Transforming Data Scalability for a Leading Gaming Company

A leading gaming company modernized its data ecosystem with **Google Cloud**, transitioning from legacy on-premise warehouses to a scalable, multi-cloud architecture. Tredence streamlined **data accessibility, governance,** and **analytics,** enabling **real-time insights,** faster **reporting cycles,** and improved **compliance.**

BUSINESS IMPACTS

80%
faster queries

60%
accelerated reporting

10X
governance improvement



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OUR GROWING GALAXY OF ACCOLADES
ENDORSED BY HYPERSCALERS & LEADING INDEPENDENT ANALYSTS

FORRESTER®

WAVE LEADER 2025

Customer Analytics Services

ISG Provider Lens™ 2024 Quadrant

Specialty Analytics Services

Data Science and AI Services
Data Engineering Services
Generative AI Services

Leader, Global



We are excited to work with Tredence. What always impresses me is the response you get from Tredence's customers. They have one of the highest Net Promoter Scores of any company that I have seen. We are really excited to collaborate with Tredence.

Rob Saker
RVP Global Industry Leader,
Retail and Manufacturing, Databricks

databricks



With Tredence, we've found an innovation partner—not just a vendor. Their willingness to understand both our business context and technical approach has made collaboration seamless. Together, we've been able to align goals with practical accelerators, all while navigating the realities of compressed budgets and timelines.

David Tomlinson
Director - Data & Analytics, CoorsTek

CoorsTek

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HARNESS THE POWER OF DATA FOR SMART DECISION-MAKING

Talk to TMT experts born and bred in full-stack AI to:

- **Take the first step** in understanding the strategic priorities and business context
- **Assess the data and technology** landscape for technical feasibility
- **Develop a data & AI strategy roadmap** to transform your business
- **Leverage pre-built AI accelerators** to deliver immediate wins in weeks

SCHEDULE A 1:1 MEETING

with our AI experts and explore what's next in AI with Tredence

Talk to Tredence

Follow us at:

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