

Organizational Efficiency and Cost Transparency of Data Products for Global Telecommunications Provider



Lack of cross-divisional overview and coordination

A global telecommunications provider, faced significant challenges due to the lack of a cross-divisional overview of AI activities within the company. This resulted in inefficiencies, poor coordination, and duplicated efforts. Additionally, there were no uniform business cases or value orientation for AI initiatives, leading to a lack of comparability. Data was fragmented and redundantly stored across various business units, complicating efforts to streamline AI initiatives.

Implementing Mindfuel for comprehensive AI portfolio management

The turning point came when they decided to implement our Data and AI Data Impact Platform, to build a comprehensive AI portfolio for the entire organization. By introducing Mindfuel's platform, they aimed to establish value orientation, product views, and a unified portfolio view of all business units involved. Mindfuel facilitated the uniform recording of data products and provided a centralized platform for managing AI initiatives.

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The collaboration was the best possible. The Mindfuel team was agile and able to respond quickly to our customization requests.

Head of Big Data & Consumer Analytics, Telecommunications Company

Impact/Value: Enhanced comparability, transparency, and efficiency

The implementation of Mindfuel's platform resulted in several significant benefits:

- **Enhanced comparability and value estimation:** The uniform recording of data products allowed for a clear comparison and value assessment across different business units.
- **Increased transparency and identification of synergies:** Mindfuel's centralized portfolio view helped identify AI data products from various business areas, uncovering potential synergies.
- **Efficient inventory and prioritization:** The central AI product portfolio enabled efficient inventory management and prioritization of AI initiatives, improving overall collaboration and control.

By leveraging Mindfuel, the customer successfully transformed their fragmented AI activities into a cohesive, well-coordinated, and value-driven AI portfolio, leading to improved efficiency and collaboration across the organization.



It was also great to see how our challenges flowed directly into the improvement of Mindfuel. In addition, the exchange was open, transparent and could even be described as collegial. Working with the Mindfuel team was also a lot of fun. Thank you very much!

Head of Big Data & Consumer Analytics, Telecommunications Company

If you're ready to embark on a similar journey, [reach out to us](#) and discover how Mindfuel can transform your data and AI initiatives.