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# CASE STUDY

## Telecom Giant Struggles With Fragmented, High-Cost Legacy Data Systems

2025

# OVERVIEW

One of Australia's leading telecom operators, serving millions of customers, faced a growing problem: their legacy on-premise data systems were fragmented, slow, and expensive to maintain. Reporting cycles were delayed, insights were lagging, and the business lacked a cloud strategy capable of supporting AI and machine learning initiatives. The company knew it needed a transformation—a cloud- native platform that could scale with their operations, support advanced analytics, and give teams faster access to reliable data. But moving from a complex, multi-unit environment without disrupting operations was a daunting task.

# OUR APPROACH

Basyrah Analytics took a founder-led, hands-on approach to guide the company through this transformation. Our goal was to move the client's data to a fully AWS-native platform while building modular, scalable, and future-ready capabilities.

## OUR COMPREHENSIVE SOLUTIONS

We began with a deep-dive audit of the legacy infrastructure, mapping data flows, bottlenecks, and reporting needs. From there, we designed a cloud architecture optimised for scalability, security, and cost- efficiency.

To ensure the platform could grow with the business, we developed templated YAML-based ETL pipelines. This approach allowed new schemas and data sources to be onboarded quickly, without reinventing pipelines.

# A Smooth Cloud Transition Designed for Growth & Intelligence

The migration itself was phased carefully, ensuring business continuity while moving critical systems to the cloud. Alongside this, we implemented automated data governance and monitoring practices to maintain high-quality, trusted data across all business units.

Finally, we laid the foundation for future ai and ml initiatives, including generative ai readiness, ensuring the company could unlock insights and predictive capabilities as soon as they were ready. They were now ready to build machine learning models predicting customer usage across different locations and times, and predict network failures before they happen.

# RESULTS

### OPERATIONAL EFFICIENCY

Reduced costs by ~30% while improving platform performance

### FASTER INSIGHTS

Reporting cycles cut by more than 50%, enabling quicker decision-making

### SCALABLE, MODULAR PIPELINES

YAML ETLs allow rapid onboarding of new schemas or data sources
AI-READY FOUNDATION

### AI-READY FOUNDATION

Platform now supports predictive analytics and future ML initiatives