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Contribution to WTIS-13

SOURCE:	Telefónica
TITLE:	Big Data

Big Data

Telefónica

movistar / O₂ / vivo / TELEFÓNICA BRANDS

Content

1. *Big Data description*
2. *New sources of information &
   Analytical Models using Big Data*
3. *Use cases in Telefónica*
4. *Conclusions*

The Digital Era for Consumers 1

Digital technologies are changing people's lifestyle, behaviour, attitudes…

1. **The perception of time and space**
   Anywhere- Anytime

2. **Life is lived more intensely**
   Non - stop

3. **The speed of change**
   Fast fashion!

4. **Hyper-communication**
   We are all journalists

5. **Customisation**
   We want personal service

Requires a new era of digital strategies 1

Volume   Velocity   Variety

Extreme amount of data   **Needs to be analyzed quickly**   **Information from Everywhere**
Structured /Unstructured

"Big data is high volume, high velocity, and/or high variety information assets that require new forms of processing to enable enhanced decision making, insight discovery and process optimization." Gartner

To deliver the customer promise…

*A **digital Telco** brings the best of technology to people and businesses*

*Uses the networks, know-how, **customer knowledge** and commercial experience to help people and businesses to **BE MORE***

3

But we are aware of our customers privacy…   1

- Record anonymisation & aggregated information

- Respect customer privacy & confidentiality

- Legal & Regulatory framework…

If offers are meaningful to customers, they appreciate to receive personalized communications & promotions…

Understanding the tsunami… 2

New sources of information

- Enhanced Call Detail Records (CDRs)
- Customer voice (Speech to text)
- Internet navigation (Weblogs)
- Social networks
- Sensors everywhere (Internet of things)

Big Data – Releasing new data sources to… 2

- Ingest and store large data volumes
- Create knowledge from internet usage
- Develop knowledge from "real" social interactions
- Integrate knowledge from mobility patterns
- Deliver knowledge rapidly
- Optimize our network to better serve our customers

…to generate incremental & new revenues

Telefonica has set a global agenda for delivering the advanced analytics needed to transform the company…

2

Our Data Scientist's team is committed to develop analytical global assets based on Big Data…

- Mobility
- Web-Profiling
- Text mining / sentiment analysis
- Network analytics
- Social Network Analytics

To become a global digital company we must accelerate our customer insights, working global, delivering fast and sharing synergies
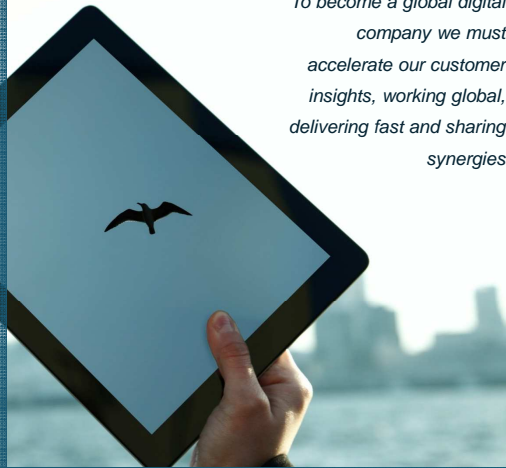
Some use cases in Telefónica…

3

- Customer Mobility in Prague
- 2G to 3G handset migration in Santiago
- Churn prediction in Latam
- Network Optimisation & LTE deployment
- Dynamic Insights by Telefónica Digital

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Conclusions   4

- Understand **new sources** of information
- Business **use cases** should define the initial scope of Big Data
- Understand and observe **Legal & Regulatory** framework in each country
- Develop **customer insights**
- Internal R&D data scientist team is critical for **retaining knowledge** within the business
- **Integration** to existing assets
- **Open architecture** to allow for sharing across operations