



빅데이터 분석과 새로운 사업 기회

임옥희 실장

Networked Society Day 2017

CONTENTS



빅데이터 분석 관련
기술/시장 동향

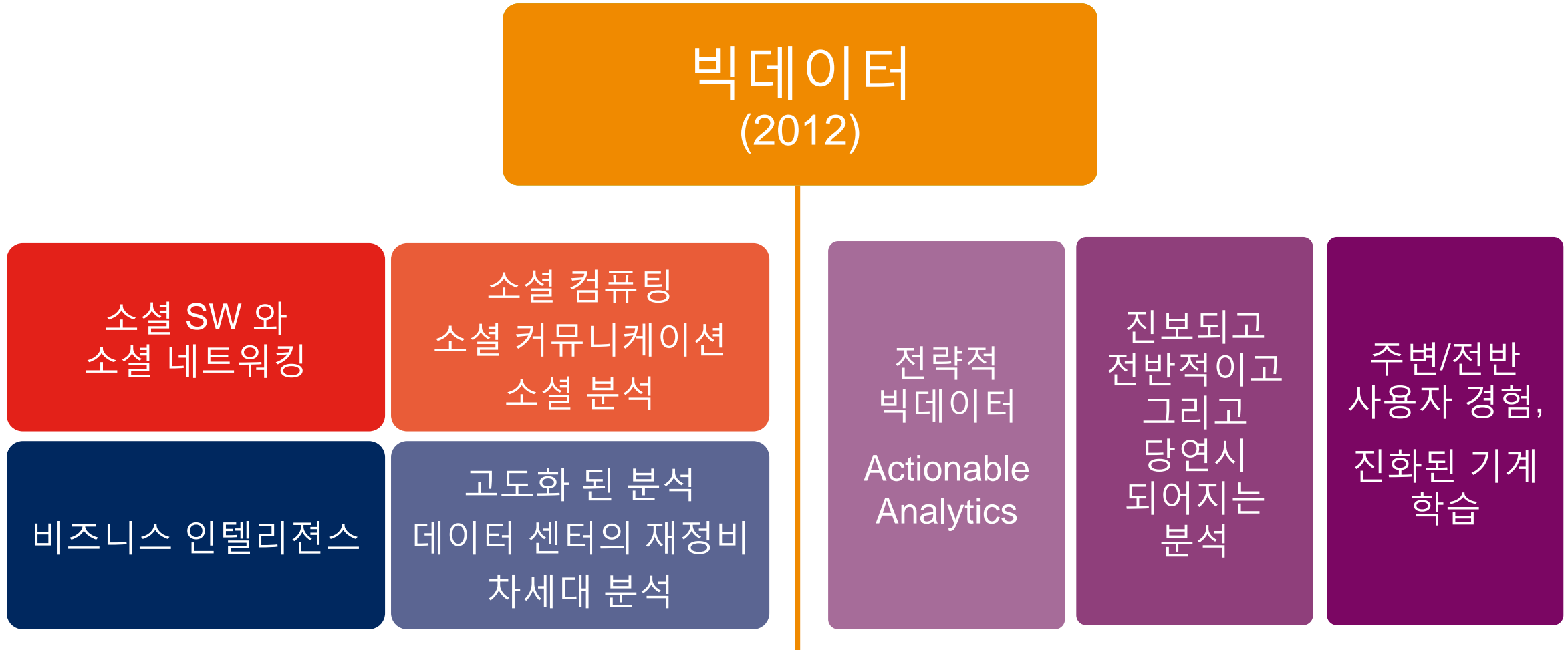


통신 시장에서의
빅데이터 분석이 갖는
의미와 솔루션 제안



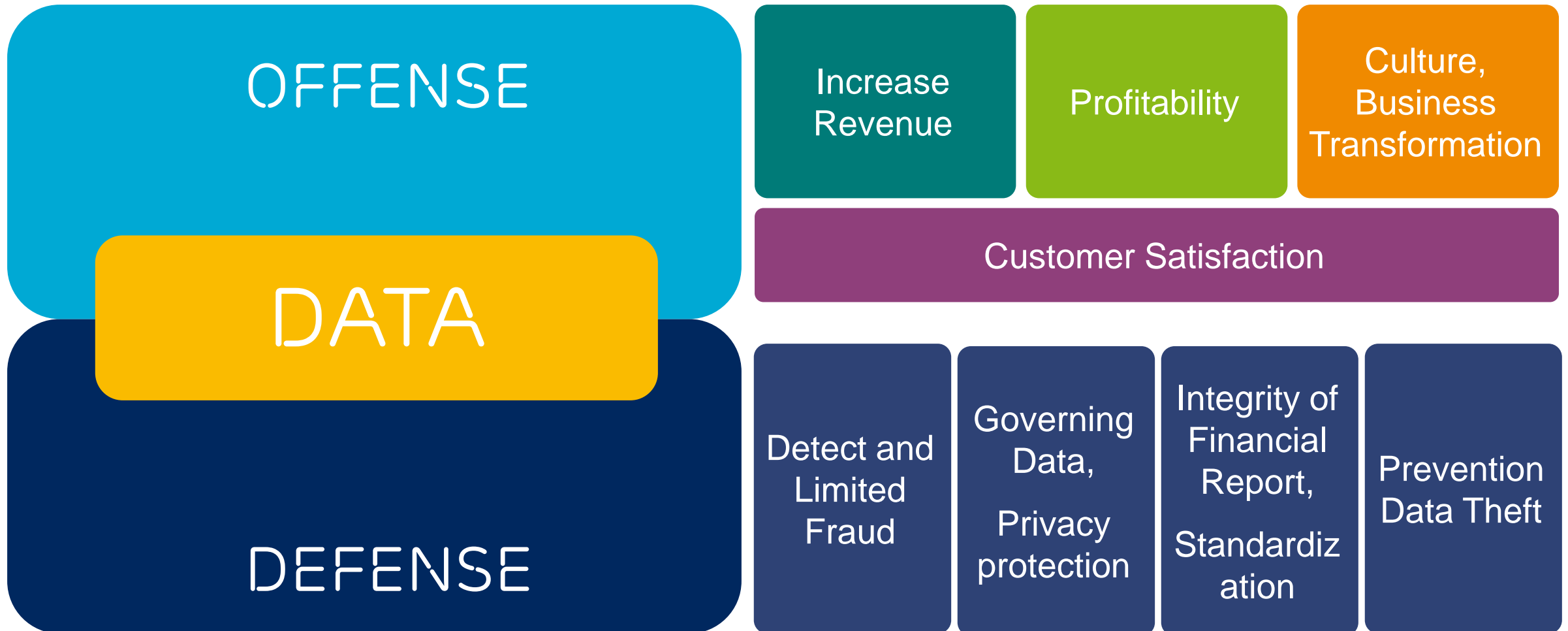
글로벌 통신 사업자
레퍼런스

BIG DATA & ANALYTICS

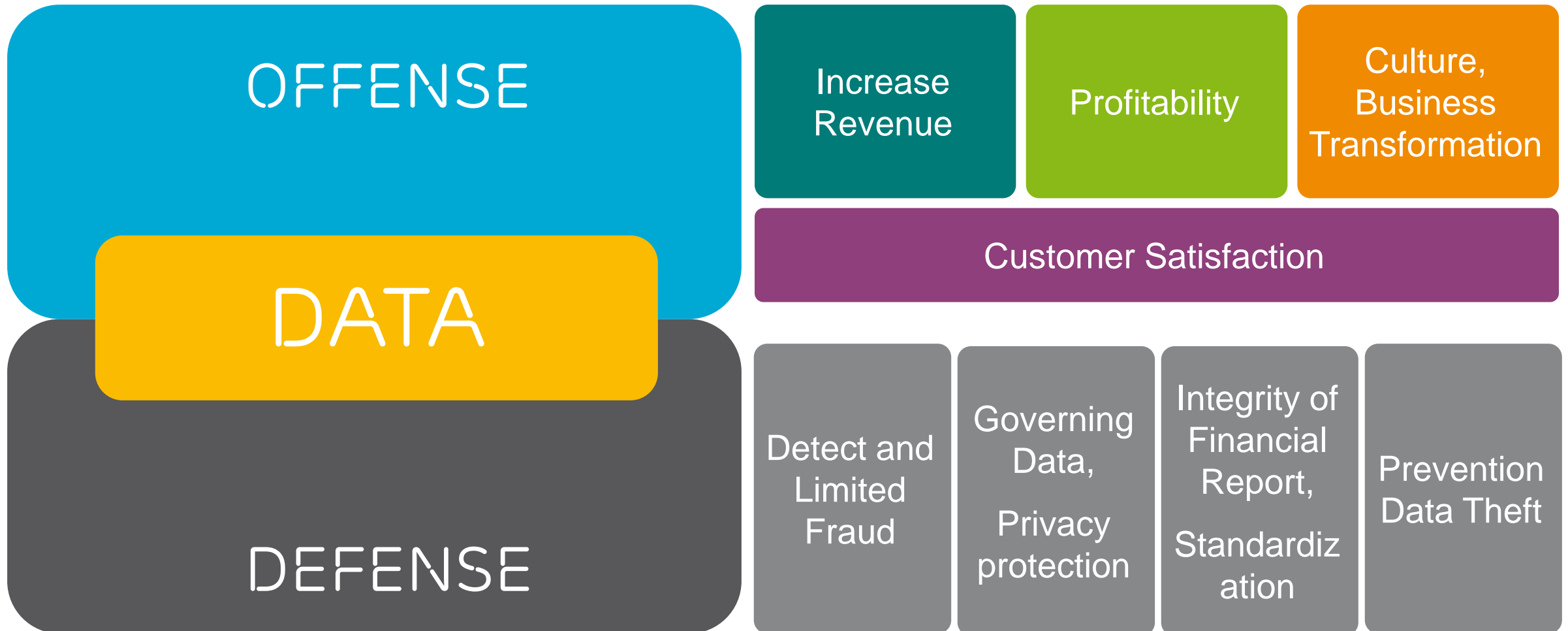


* Gartner's Top 10 Strategic Technology for 2007 ~ 2017

VALUE OF BIG DATA ANALYTICS

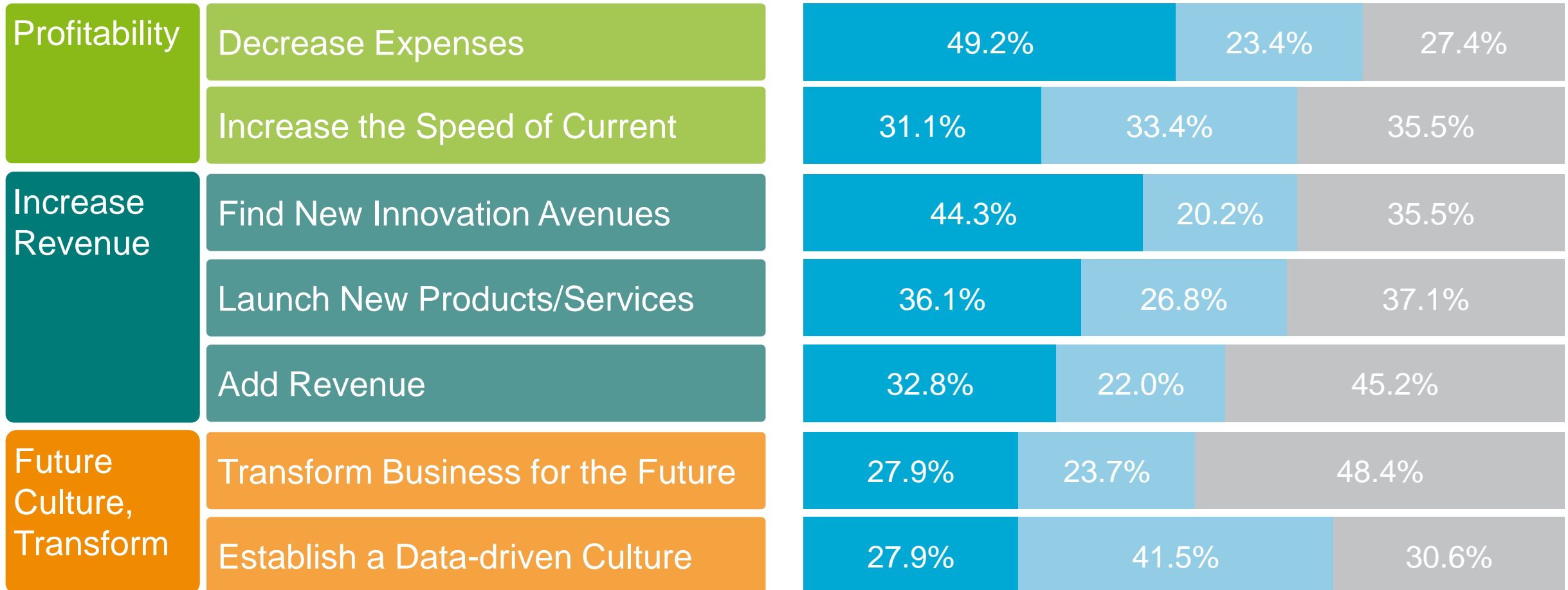


VALUE OF BIG DATA ANALYTICS



SEEING ANY VALUE ?

How Fortune 1000 – Using Big Data



VALUE OF BIG DATA ANALYTICS



IMPROVE THE
CORE BUSINESS

CREATE A
BUSINESS
AROUND DATA

VALUE OF BIG DATA ANALYTICS



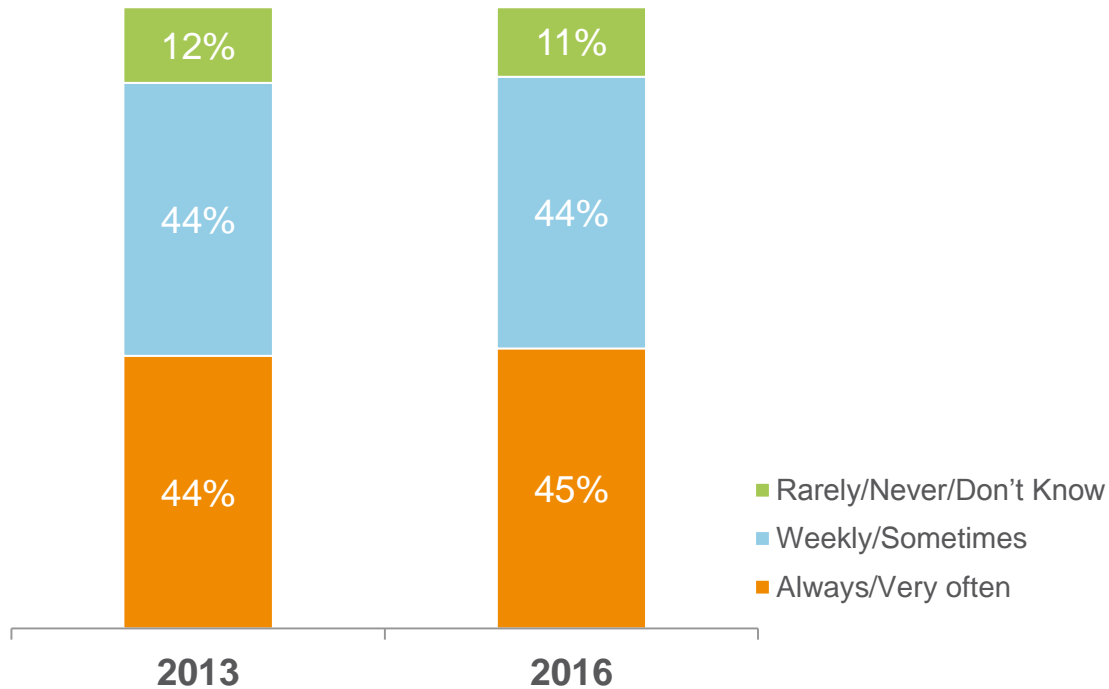
IMPROVE THE
CORE BUSINESS

INCREASE USER EXPERIENCES

INCREASE SERVICE USAGE

IMPROVE EFFICIENCY

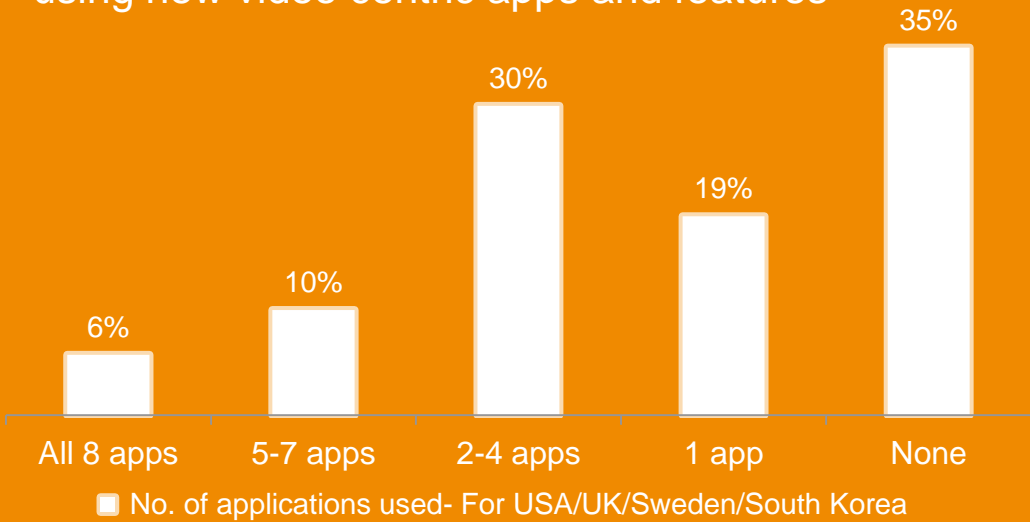
WHILE NETWORKS IMPROVE, NO CHANGE IN ISSUES OVER THE YEARS



When compared across 8 markets of 2013, there is no improvement in the issues faced at all.

Source: Ericsson ConsumerLab, Keeping Smartphone Users Loyal Report 2013, Experience shapes mobile customer loyalty, 2016 , Base: All smartphone users accessing internet services over mobile broadband, at least weekly - base 8 markets

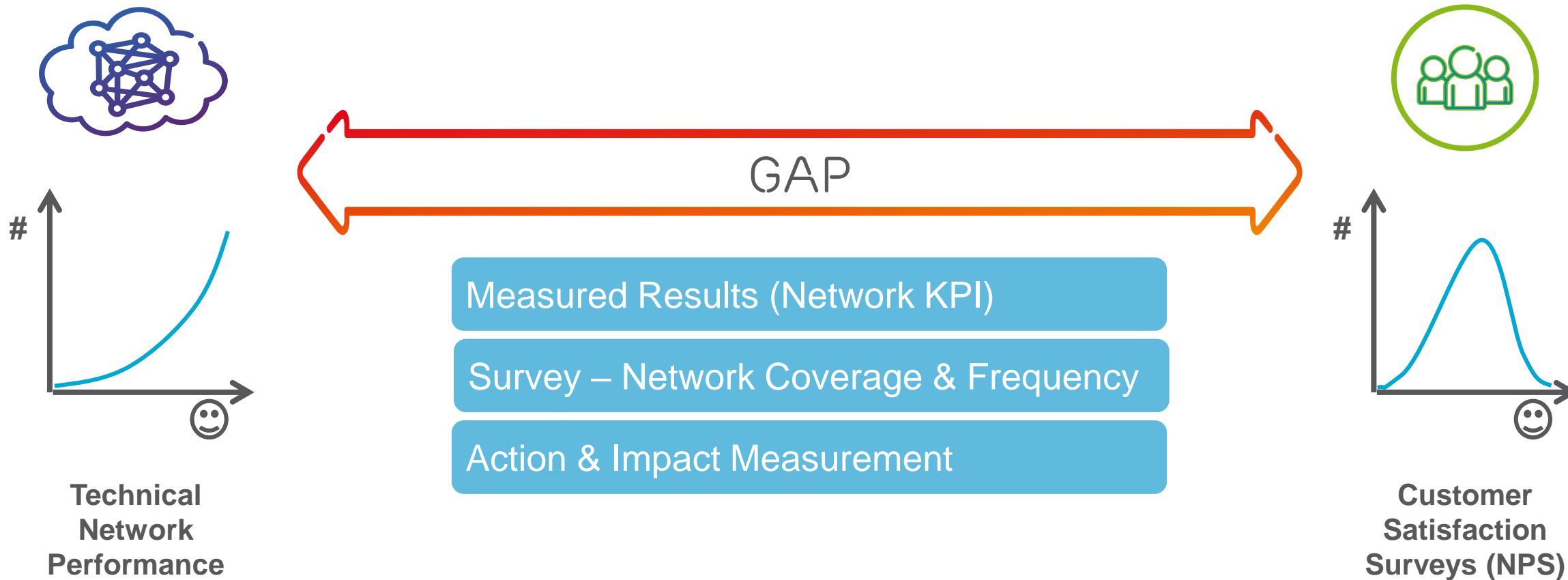
Percentage of smartphone users globally using new video centric apps and features



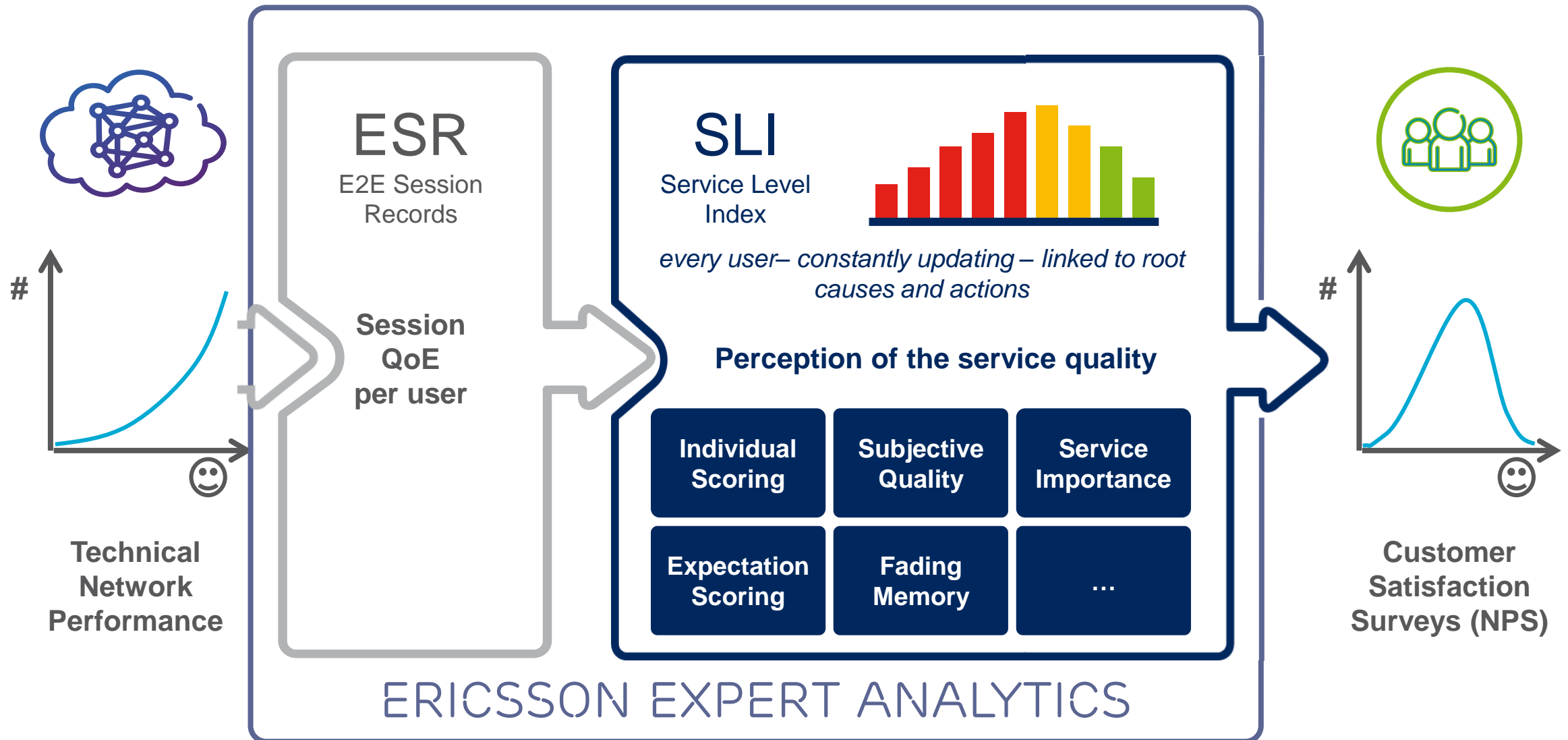
EMERGING APP BEHAVIORS ARE VIDEO CENTRIC

Source: Ericsson ConsumerLab, Experience shapes mobile customer loyalty, 2016
Base: Smartphone users using apps at least weekly over mobile broadband in US, UK, South Korea & Sweden

NETWORK VS. SATISFACTION MEASURES – THE GAP IS HUGE



THE SERVICE LEVEL INDEX BRIDGES THE GAP - EEA



OSS/BSS ARCHITECTURE



Customer & Partner
Interaction

Analytics

Customer & Product
Management

Fulfillment
Management

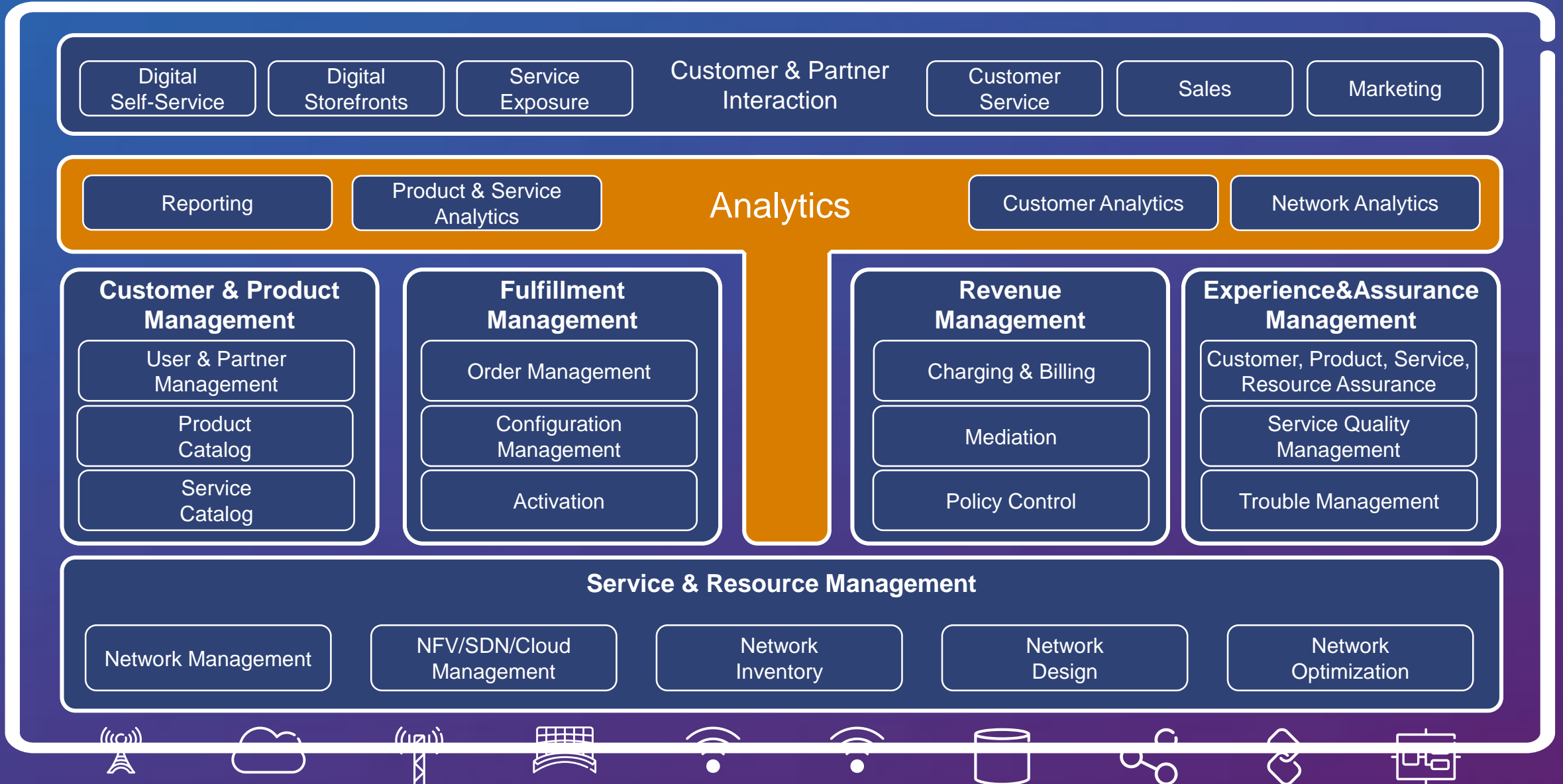
Revenue
Management

Experience&Assurance
Management

Service & Resource Management



ERICSSON DIGITAL AGILITY SUITE



ESR CAN BE USED TO ANTICIPATE AND PREVENT PROBLEMS ACROSS THE NETWORK



End-to-End Session Record (ESR)

all user traffic

in real time

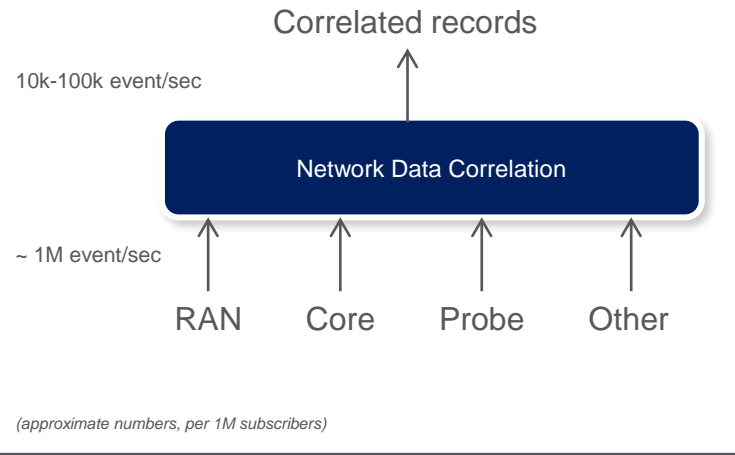


User	Service	QoE	D
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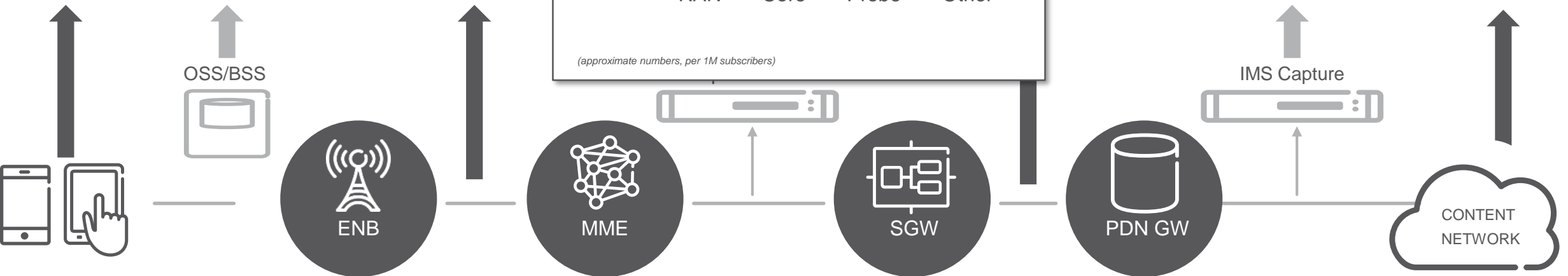
Transport	Incidents	...
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Network Data Correlation for Data Enrichment and Scalability

App usage	Topology	Subscription	Handovers	Cell load
QoE	Service Catalog	CRM data	Interference	Coverage
CPU load	Charging	Profile	Radio bearer	Drop/out



UE type	IMS Registration	SRVCC	Content type
Roaming	Call Setup	CSFB	Service quality
Load	Voice MOS	Soft & Hard Drops	Settings



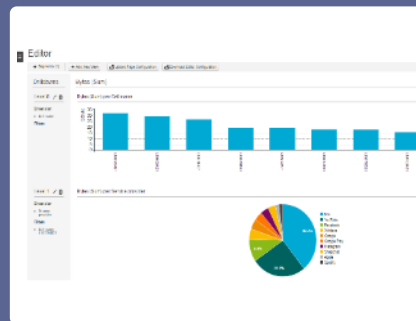
EEA ENABLES THE IMMEDIATE, FLEXIBLE INSIGHT CONSUMPTION



Applications for Marketing, Operations, Planning, Customer Care, Management, ...

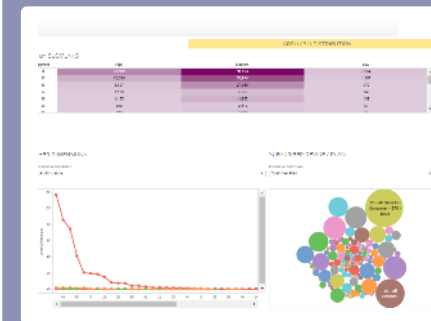
Productized Applications

- › User interface for different functions
- › Cross functional work based on a single truth & focus on action
- › Evolving based on global best-practice



Personal dashboards

- › Create, save and share own dashboards



Export of data & knowledge

- › Combine with other data lakes
- › Analyses outside EEA

APIS

Direct access

- › Open APIs allowing systems to access EEA

Unique Knowledge

Customer Centric, Actionable, Cross-functional, Productized

VALUE OF BIG DATA ANALYTICS



TREAT DATA AS AN ASSET

CREATE A NEW BUSINESS

INCREASE REVENUE

CREATE A
BUSINESS
AROUND DATA

FROM DATA TO INSIGHT TO CASH



B2C MONETIZATION

Improved User Experience



Value for Money



Monetization



More Viable Choices



Reduce Churn

B2B MONETIZATION

FROM DATA TO INSIGHT TO CASH



THE ONE CLICK
CHALLENGES



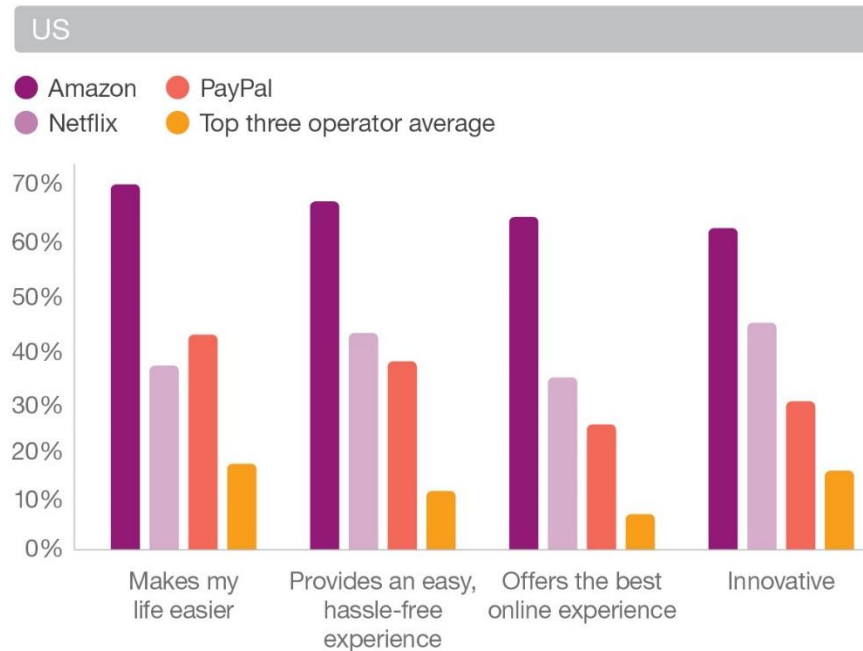
CONSUMERS WANT
OMNICHANNEL
EXPERIENCES



OPERATORS
LAG BEHIND
LEADING BRANDS



THE CONSUMER
JOURNEY AS A
BRAND BUILDER



* Consumer challenges operators to deliver the one-click experiences Dec 2016

B2C MONETIZATION

PERSONALIZED
OFFERS

PREDICTIVE -
RETENTION/TAILORED
PROGRAM OFFER

WINNING-BACK
STRATEGY

LOST CUSTOMERS -
MOST LIKELY
RETURNEES

MORE SOPHISTICATION IN THE ANALYTICS

TARGET GROUP -> INDIVIDUAL

SERVICE JOURNEY PERSPECTIVES

PRO-ACTIVE CUSTOMER INTERACTIONS

FROM DATA TO INSIGHT TO CASH



B2B MONETIZATION



CREATE A BUSINESS AROUND DATA



Digital Advertising



Financial Services



Optimize Billboard ADs



Managing Traffic

Anonymous Data based Analysis Report



Events/Target promotion



IoT with Value added SVCs



Public Transport



Retail/Store placement

Casino Niagara

2,325

Order campaign

Location Demographic Mobile Behavior Timeline Footfall Export Heatmap Animate

Heatmap

Cell



Postal area

Absolute



Relative

Movement



Home

Red



Multicolor

Borders off



Borders on

12/8/2015

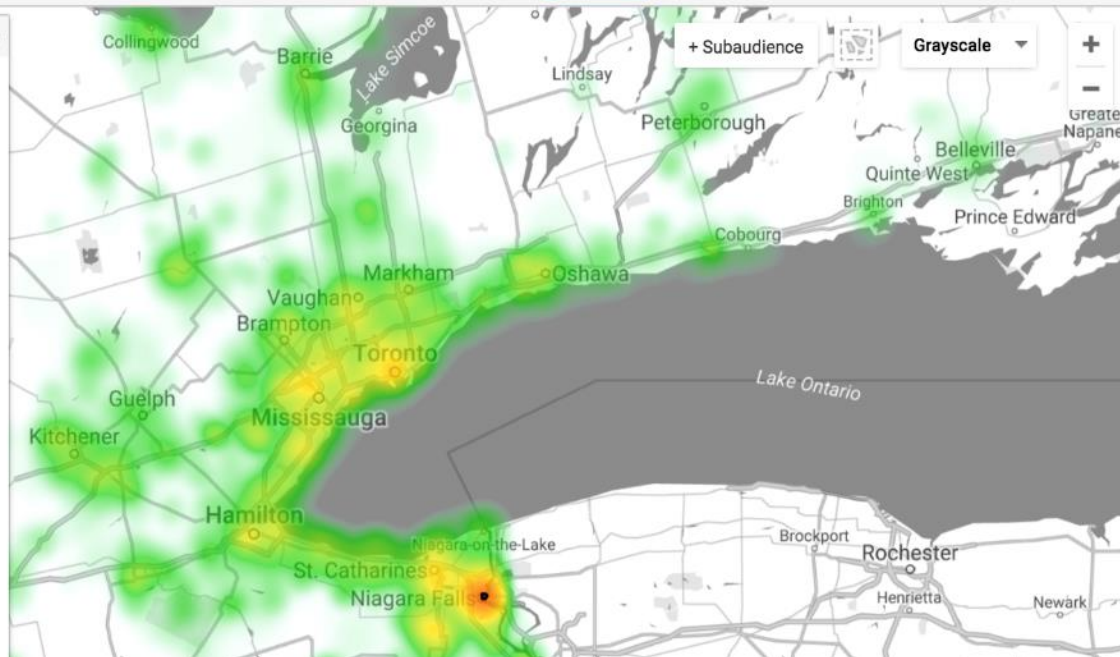


12 - 15



Audience time +0h

Fix colors



Expert Analytics Application

DATA MONETIZATION

Monetizing anonymous location data to External Analysts

Geo analytics gives new insights that enable Optimized Offerings

A MEC Barrie

16,080

B Algonquin Park visitors

2,345

Overlap Demographic Mobile Behavior

SIMILARITIES AND DIFFERENCES



A and B

60

0.37% of A

2.58% of B



A minus B

16,020



B minus A

2,285



A or B — Union

18,370

Numbers

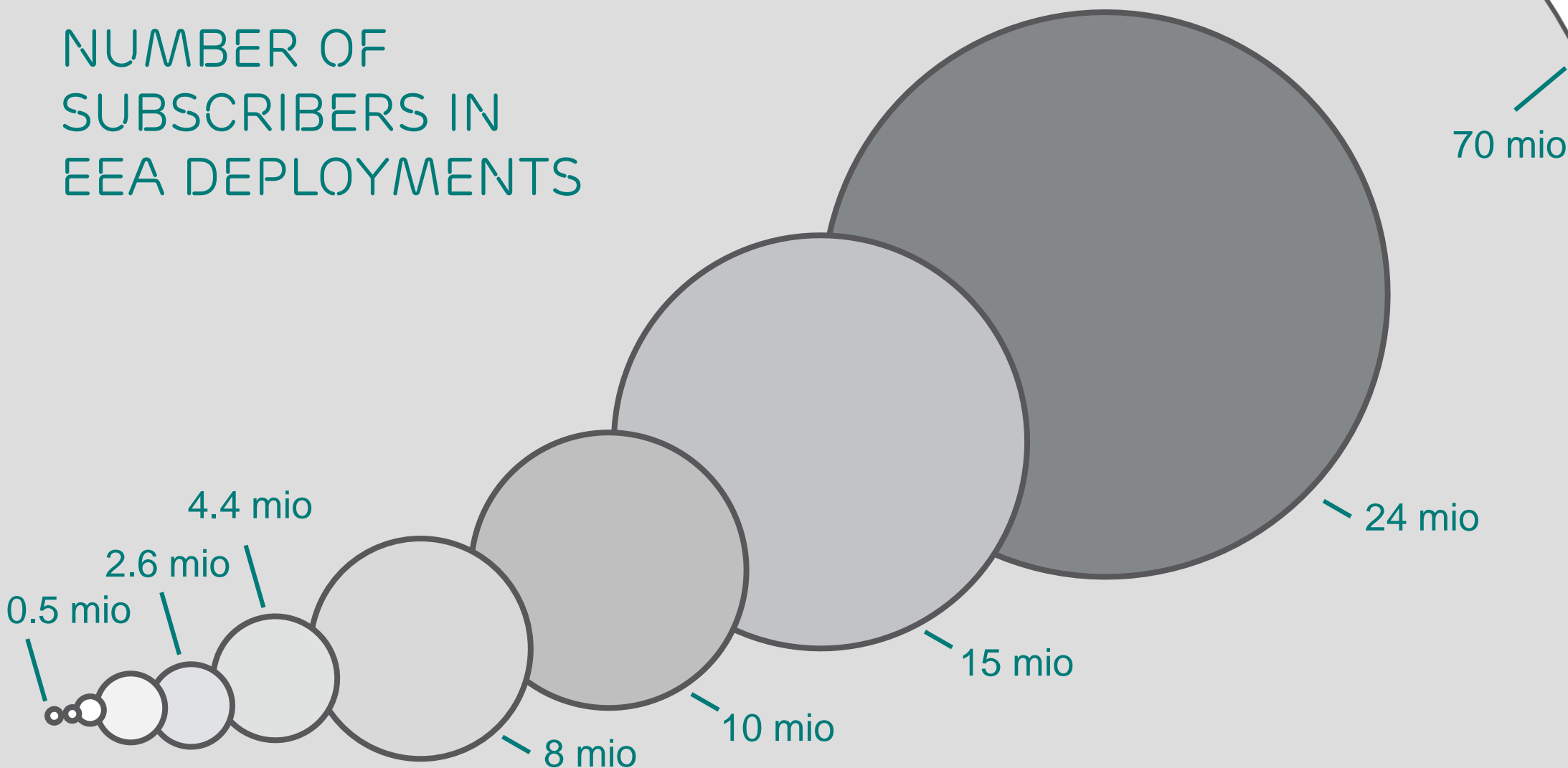
Percentage

OVERLAP MATRIX

		NHL	MLB	NFL	NBA	CFL	UFC	MLS	Fifa
NHL	17,218		39.46 %	13.24 %	2.43 %	2.12 %	1.88 %	0.51 %	0.38 %
MLB	22,805	29.79 %		15.31 %	2.89 %	1.83 %	1.42 %	0.51 %	0.42 %
NFL	11,707	19.47 %	29.82 %		4.09 %	3.29 %	1.74 %	0.58 %	0.48 %
NBA	2,317	18.08 %	28.49 %	20.67 %		1.17 %	1.73 %	0.47 %	1.04 %
CFL	1,544	23.04 %	27.01 %	24.94 %	1.75 %		1.68 %	0.71 %	0.62 %
UFC	1,641	19.74 %	19.74 %	12.43 %	2.44 %	1.68 %		0.43 %	0.67 %
MLS	377	23.34 %	30.77 %	18.04 %	2.92 %	2.92 %	1.86 %		3.98 %
Fifa	475	13.68 %	20.00 %	11.79 %	5.05 %	1.68 %	2.32 %	3.16 %	
		NHL	MLB	NFL	NBA	CFL	UFC	MLS	Fifa

EEA IS DEPLOYED IN SMALL AND VERY LARGE OPERATORS

NUMBER OF
SUBSCRIBERS IN
EEA DEPLOYMENTS



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