



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

빅데이터 (2012)

소셜 SW 와
소셜 네트워킹

소셜 컴퓨팅
소셜 커뮤니케이션
소셜 분석

비즈니스 인텔리전스

고도화 된 분석
데이터 센터의 재정비
차세대 분석

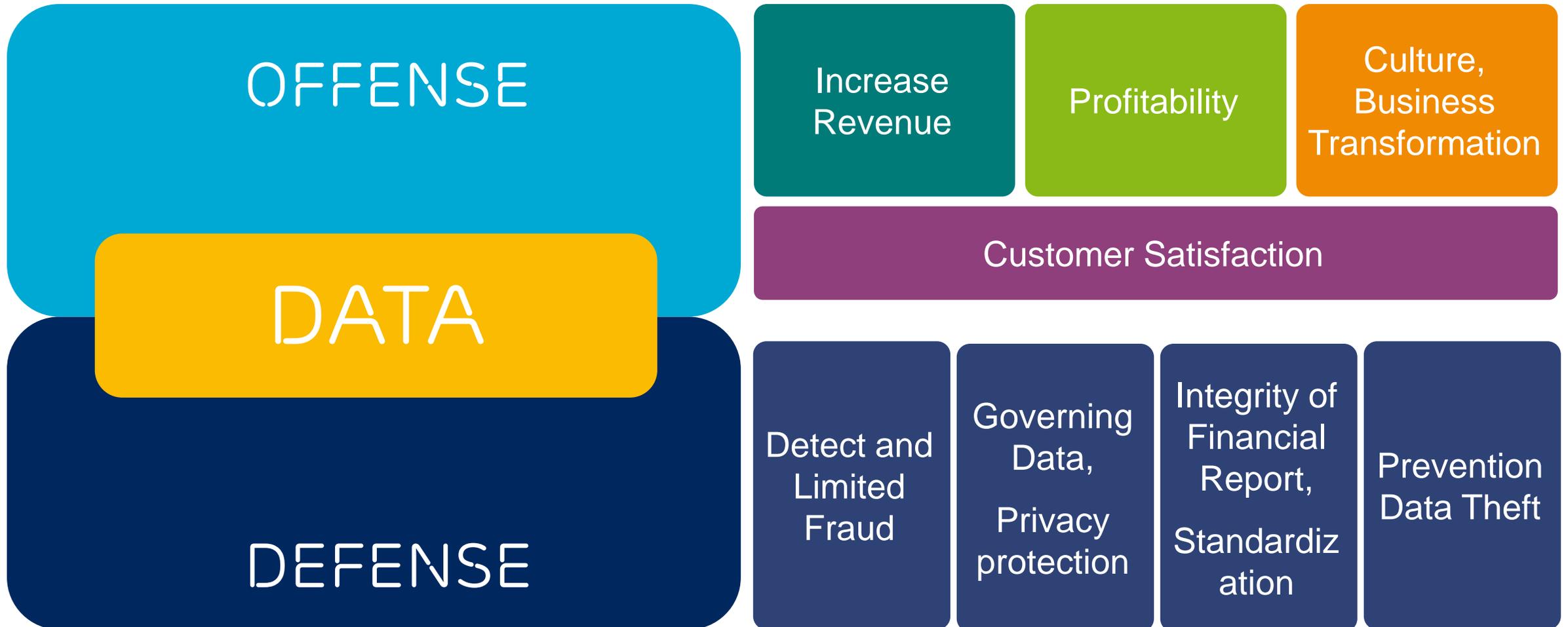
전략적
빅데이터
Actionable
Analytics

진보되고
전반적이고
그리고
당연시
되어지는
분석

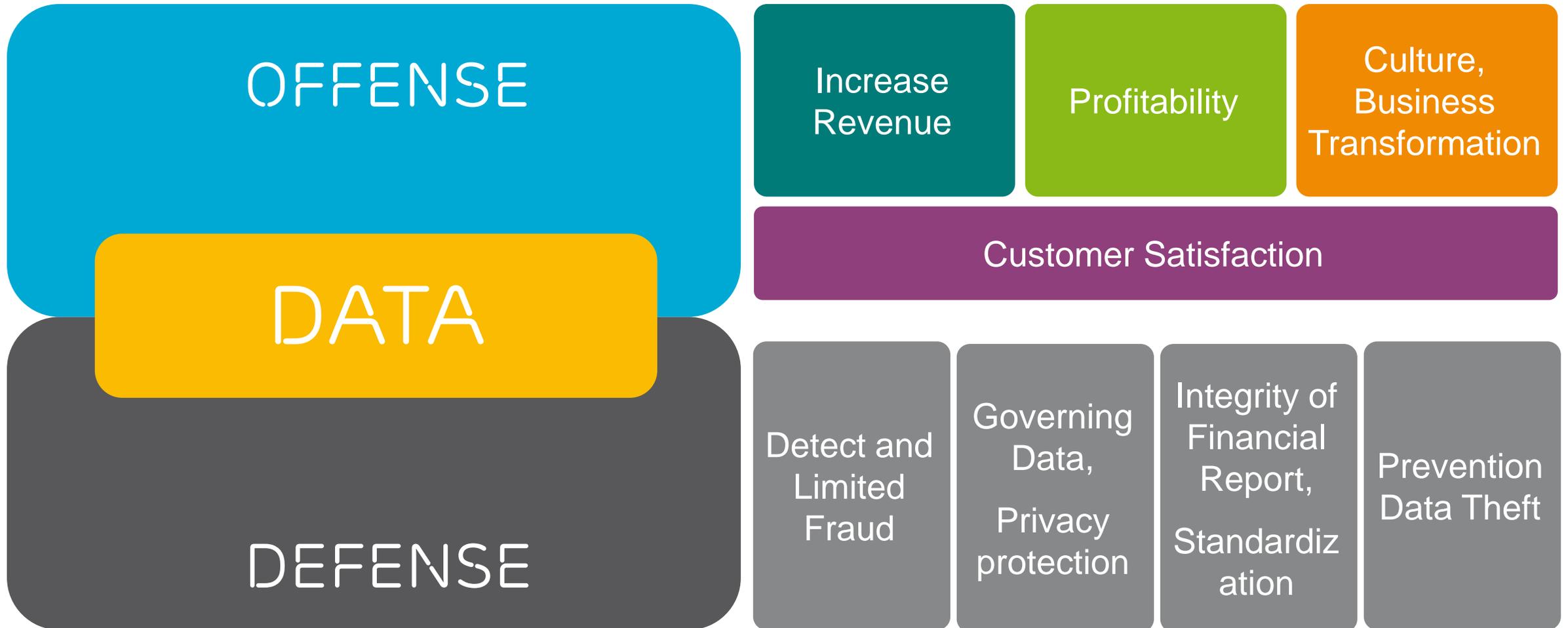
주변/전반
사용자 경험,
진화된 기계
학습

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

VALUE OF BIG DATA ANALYTICS

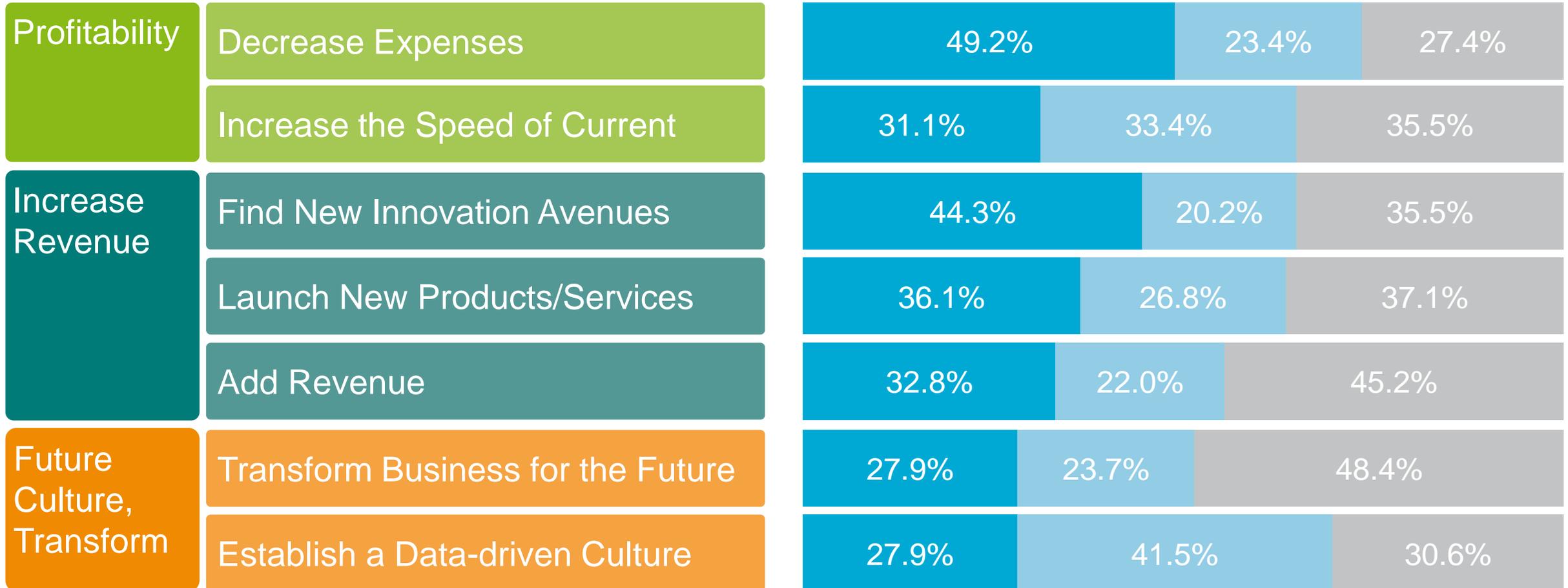


VALUE OF BIG DATA ANALYTICS



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

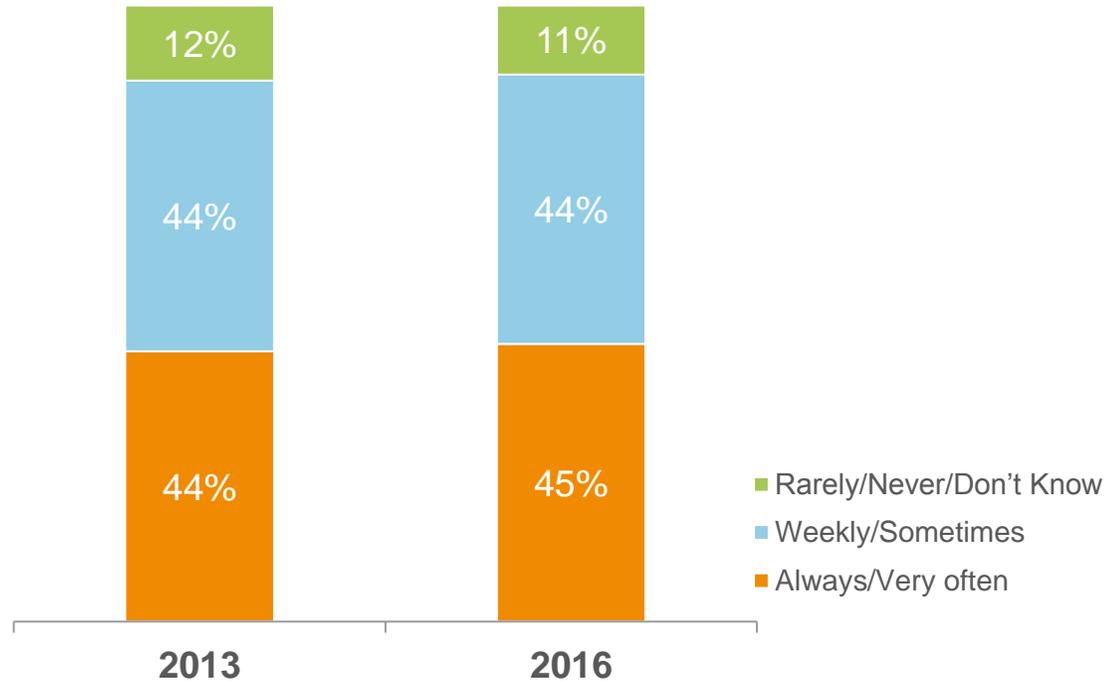
IMPROVE THE
CORE BUSINESS

INCREASE USER EXPERIENCES

INCREASE SERVICE USAGE

IMPROVE EFFICIENCY

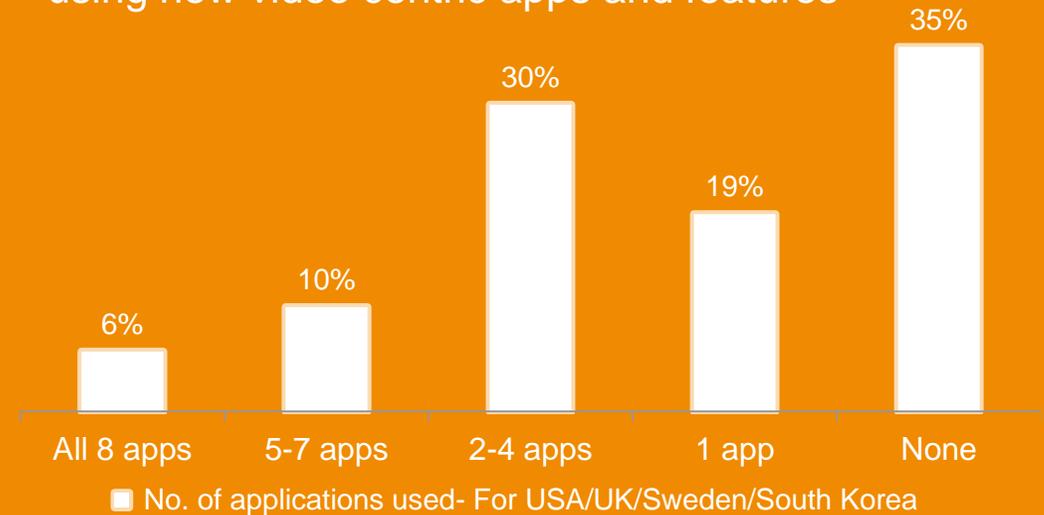
WHILE NETWORKS IMPROVE, NO CHANGE IN ISSUES OVER THE YEARS




 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

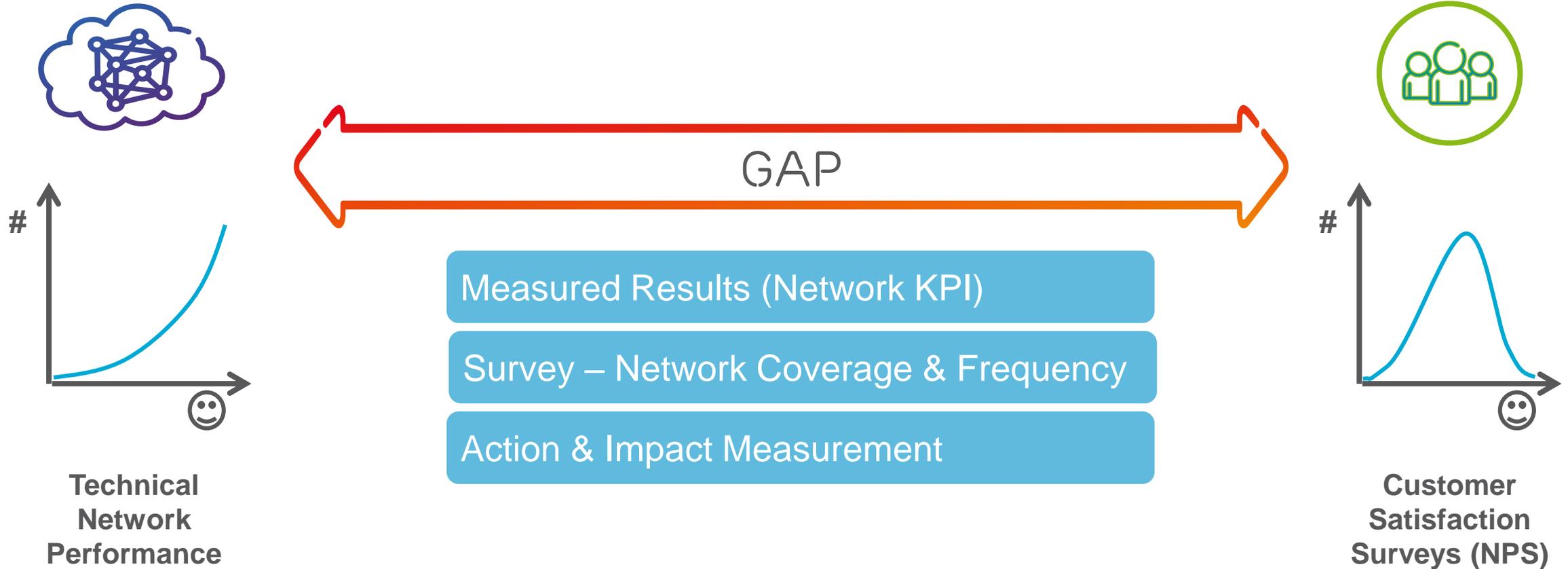
Percentage of smartphone users globally using new video centric apps and features



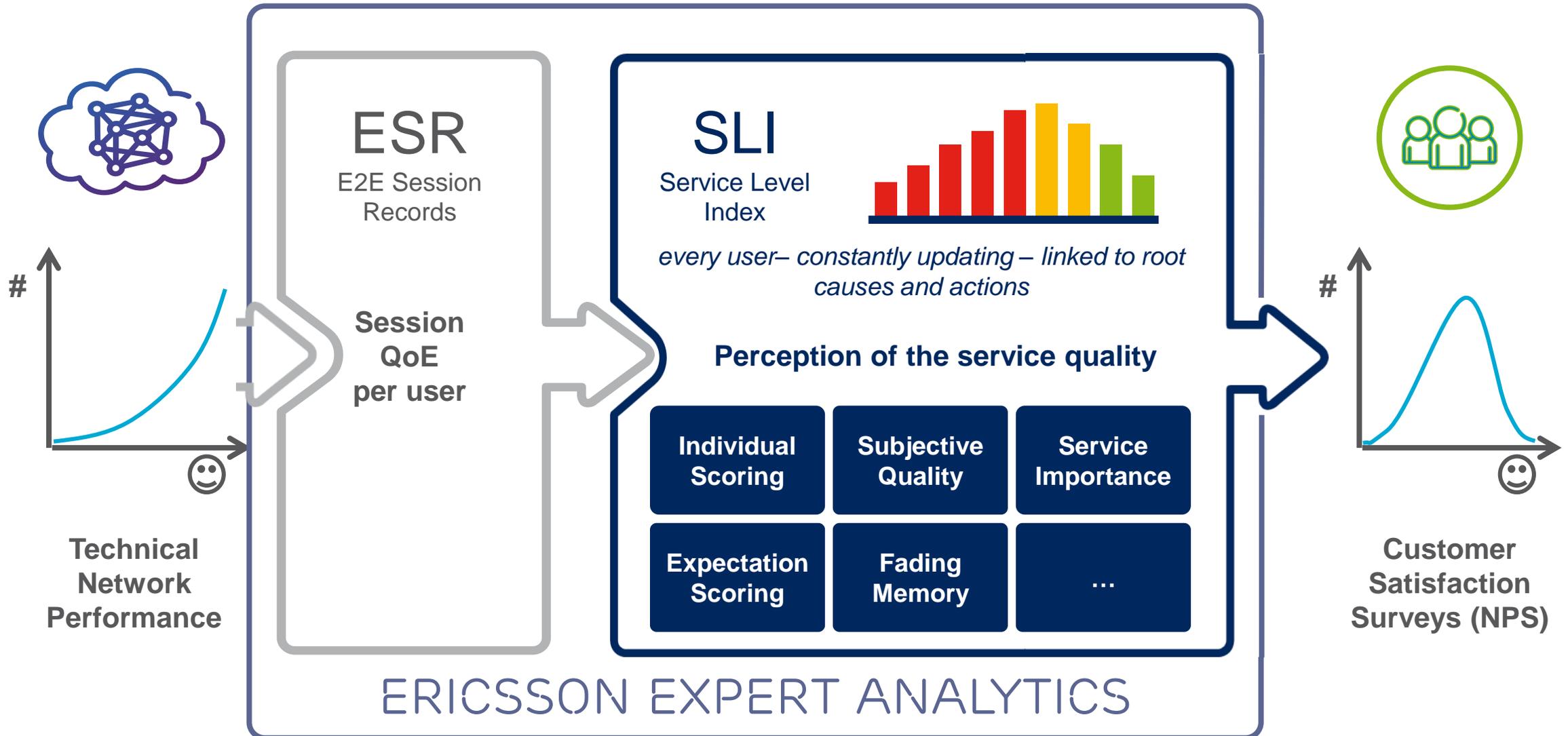
EMERGING APP BEHAVIORS ARE VIDEO CENTRIC

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

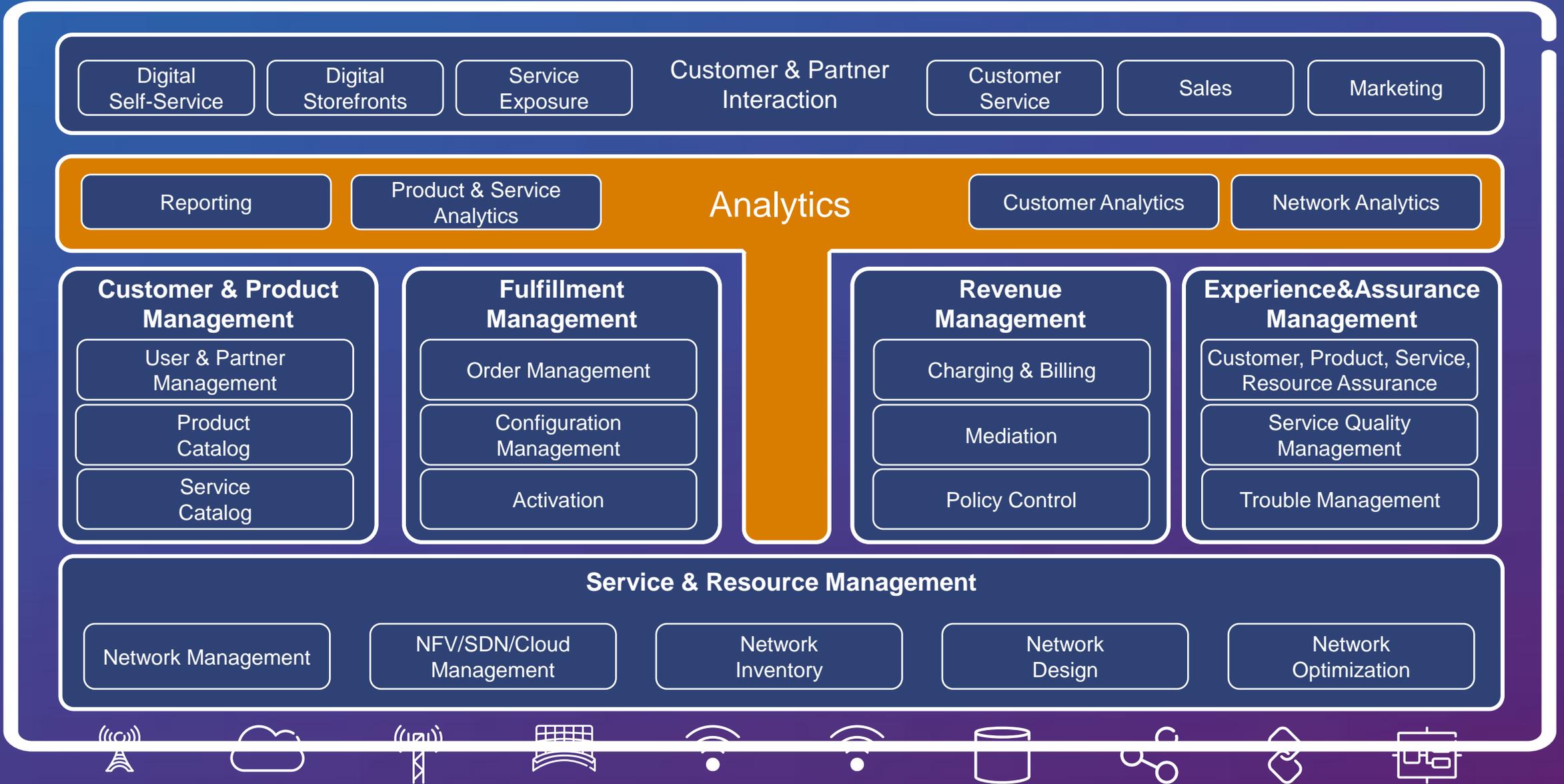
Revenue
Management

Experience & Assurance
Management

Service & Resource Management



ERICSSON DIGITAL AGILITY SUITE



ESR CAN BE USED TO IDENTIFY PROBLEMS AND BANDWIDTH COSTS ACROSS THE NETWORK



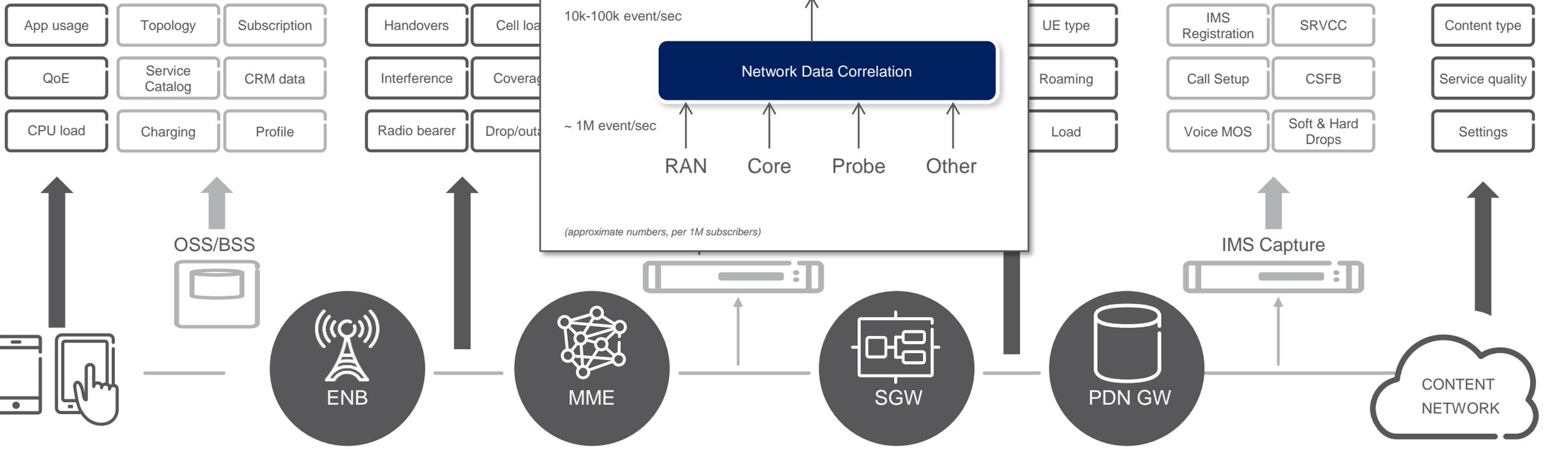
End-to-End Session Record (ESR)

all user traffic

in real time

User	Service	QoE	D	Transport	Incidents	...
------	---------	-----	---	-----------	-----------	-----

Network Data Correlation for Data Enrichment and Scalability



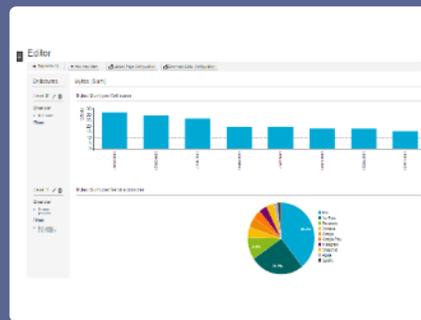
EEA ENABLES THE IMMEDIATE, FLEXIBLE INSIGHT CONSUMPTION



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

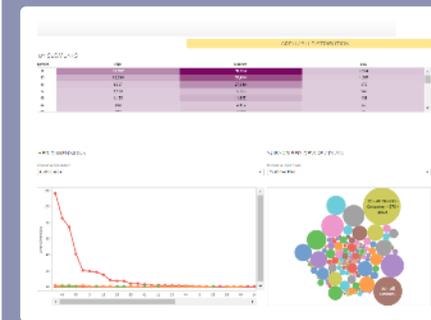
Productized Applications

- › 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

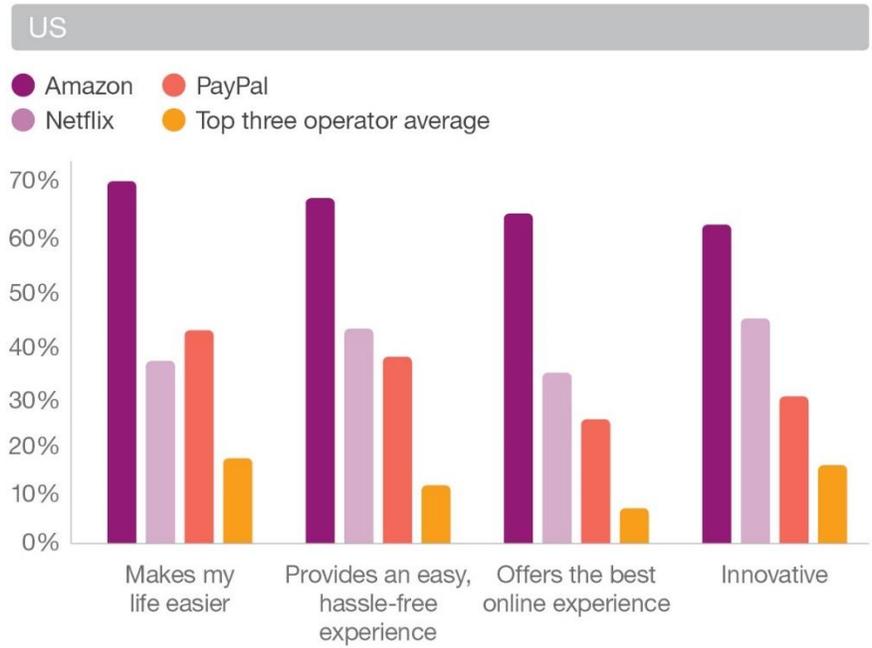
FROM DATA TO INSIGHT TO CASH

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

GEO LOCATION



ACTIONABLE
RELATIONSHIP

BEHAVIOR
INSIGHTS

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

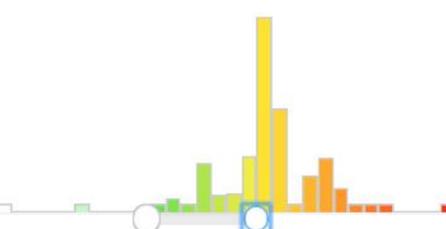
Location Demographic Mobile Behavior Timeline Footfall Export Heatmap Animate

Heatmap

- Cell
- Absolute
- Movement
- Red
- Borders off
- Postal area
- Relative
- Home
- Multicolor
- Borders on

12/8/2015 12 - 15

Audience time +0h



Expert Analytics Application DATA MONETIZATION

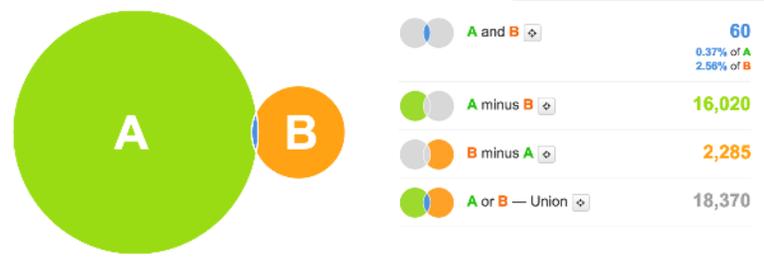
Monetizing anonymous location data to External Analysts

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

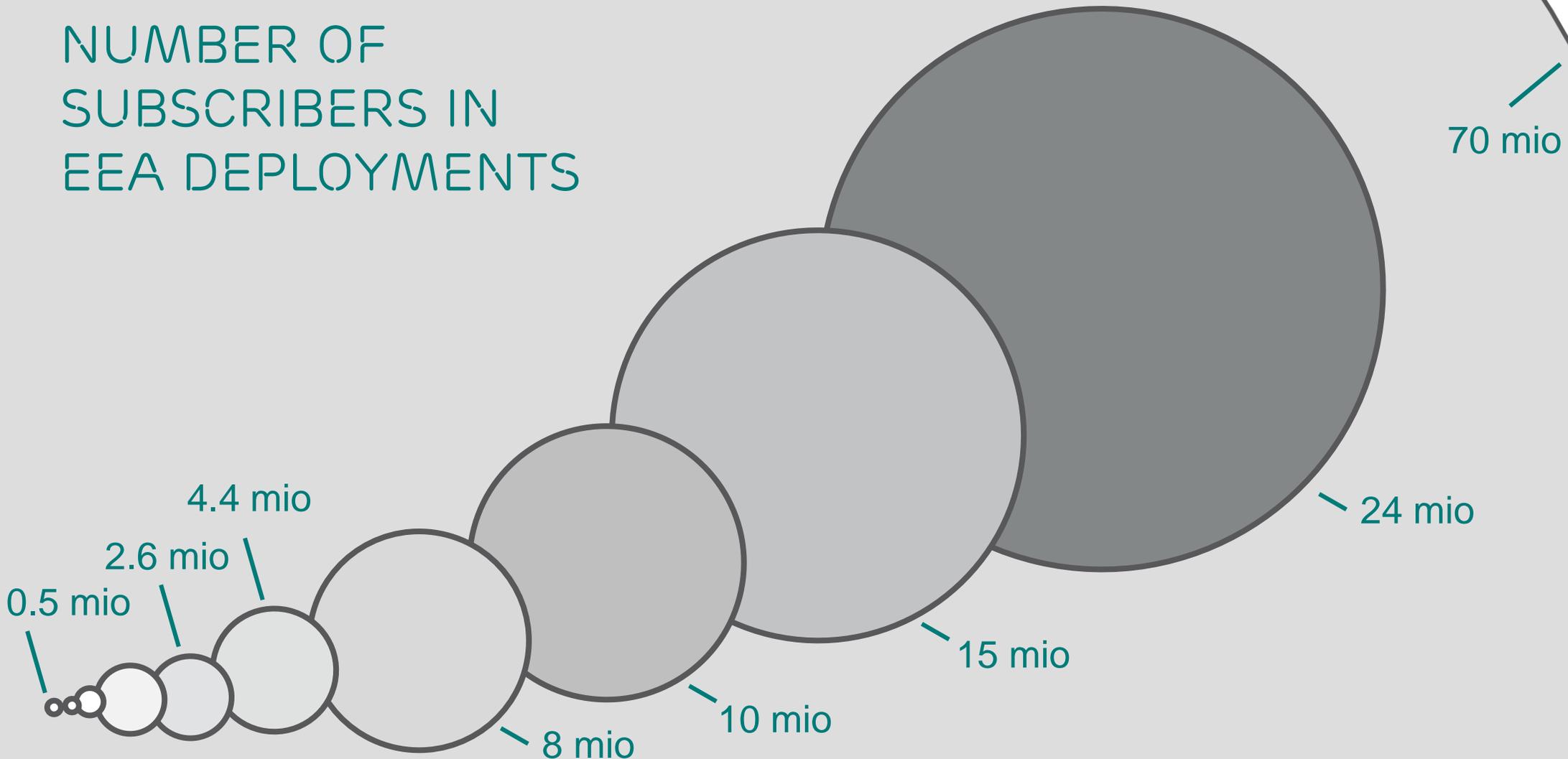


Numbers Percentage OVERLAP MATRIX

	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	23.64 %	27.01 %	24.94 %	1.75 %	1.68 %	0.71 %	0.52 %
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 %

EEA IS DEPLOYED IN SMALL AND VERY LARGE OPERATORS

NUMBER OF SUBSCRIBERS IN EEA DEPLOYMENTS



SEEING ANY VALUE ?

How Fortune 1000 – Using Big Data

