Corporate data innovation challenges and opportunities

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2013 NEM Summit – Big Data Workshop
29th October 2013
Towards Data Driven Economy: The landscape

Promises and opportunities are huge

The XXI\textsuperscript{th} century's oil would be at the reach of Big Calculus!? 

How to turn the data and technologies deluge into business fuel?
Three main opportunities area for a carrier

- Integrate external data (Open Data):
  - To enrich the services
  - To increase the customer and market knowledge

- To provide technical infrastructures and networks

- To Develop a strategy associating Data Valuation & Open Data
Two big challenges

Challenge 1 : Where is the value ?

- We know that the value may come from data combination
- We know that external customers/partners have part of the answer
- But it remains that a great part of the value generated by data is unknown !

⇒ Open Innovation is key to address these issues

Challenge 2 : Privacy, security and trusted management

⇒ They are cardinal points
Challenge 1: Where is the value?

Co-innovation Strategy

Browsing

Apps

Audience TV

Phone Calls

Heat map

Movements

Not sensitive data

Sensitive data

Highly sensitive data

Open Data Strategy

4G

Video à la demande d’Orange

La fibre

Not sensitive data

Sensitive data

Personal Data

My calls history

My contacts

My videos

My Movements

My apps

Not sensitive data

Sensitive data

Highly sensitive data

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Challenge 2: Insure privacy and produce anonymous Data
Mobile Call Detail Record example

signature: number of calls per day on a given period of time

<table>
<thead>
<tr>
<th>Day</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature</td>
<td>2</td>
<td>5</td>
<td>1</td>
<td>8</td>
<td>0</td>
<td>1</td>
<td>10</td>
</tr>
</tbody>
</table>

Above a threshold of 10 users per segment
50% of the population is excluded from the sample

A trade-off between risk and useful information must be determined for each data set and each usage case
Reaching the market:
Flux Vision: Taking part of Orange Mobile Network

- Build mobility indicators in order to estimate populations flows
- Help Town and country planning
  - Transportation and movements, Citizens information, New services of geo-localization
- Targeting new market: Tourism, Urbanism, Geomarketing
Co-Innovation and Open Data

My Business Trips Cool
Orange Price

eMark
Town visit planification
Data: Google, Facebook, Foursquare, Orange, OTC Nice
Co-Innovation and Research projects

Mobile CDR From Orange  Ivory Coast

Fixe Internet Logs (European FP7)

X-Data : Big Data project
Co-Innovation and Research projects:
What can be done with Personal Data?

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Co-Innovation and Research projects: Visualization Research

Telethon 2011: Real Time Mobile calls analysis

Cinegraph 2013
Real Time Facebook’s messages + Cinema locations


Marseille-Provence 2013
Real Time Mobile calls analysis

http://mp13.orange-labs.fr/
Thank You !
Telco’s are moving to data monetization market

Targeted advertising improvement through cross canal audience analysis

AT&T’s line of business AdWorks targeted advertising with aggregate subscribers data (Internet, Mobile TV)

Geo Targeting and advertising

Mobile Street Marketing
Partnership with Intersec
IGLOO Geolocator
Dedicated Team (Dataming + new data exploitation)

Singtel - Amobee mobile advertising platform

A step forward: leveraging mobile geo-localization capabilities

Telefonica Dynamics Insight
- separate information business
- SmartSteps in UK

Verizon: Precision Market Insights

Offers Near Me (Motorola Solution & GPS)

http://blog.digital.telefonica.com/#filter=*media=Big-Data-Watch-Smart-Steps-in-action