

MONETIZING TELCO'S BIG DATA



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- Overview of Telco Big Data
- Business Scenarios Exploration
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Big Data Concerned by So Many CSPs

91% operators set big data as a key strategic priority.

Do you agree that big data should be a key strategic priority for operators?

Source: big data survey from European Communications, March - April, 2012

63% of operators in APAC believe that Big Data is "very valuable"

Source: Cisco Mobile Industry Survey APAC - March 2012.pdf

48% of operators are already implementing Big Data projects

48% of operators are already implementing Big Data.
58% of operators agreed that the main long-term driver for Big Data will be generating new business models.
72% of current Big Data implementations are focused on specific business applications rather than on an end-to-end solution.
23% of Big Data currently represents 10% on average of their total IT budget and is expected to increase to approximately 23% in five years.

Source: Informa, June, 2013

..... (big data) presents a much larger potential market at nearly **20% of telecoms revenue.** (Analysis Malson, 2012)

Source: [Strategy Analytics] Big Data/Telecoms Digital Insights 2012.pdf

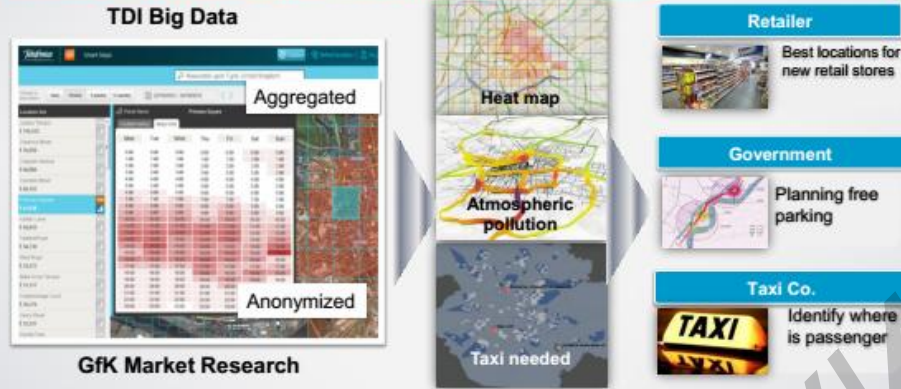
Leading Operators has been practicing!

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Telefonica: Smart Steps



Telefonica Dynamic Insights (TDI) in conjunction with GfK, a global leader in market research, launched its first product -- Smart steps, on 9th, October 2012

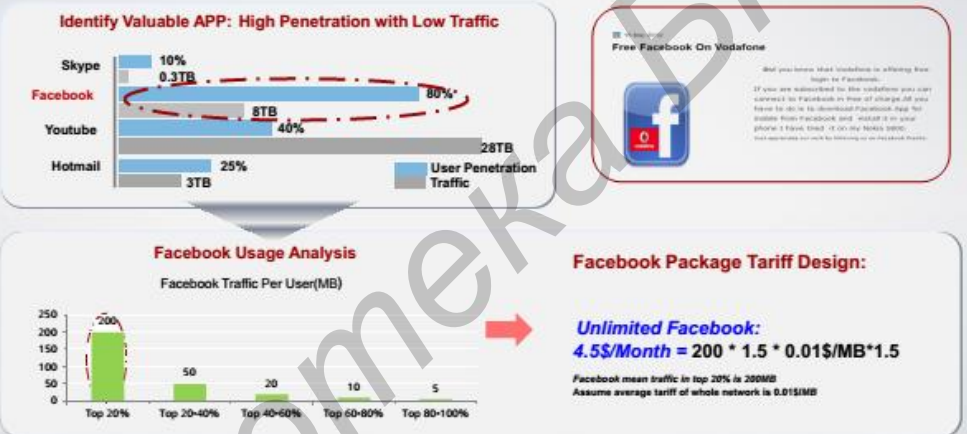


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Package Design for Specific OTT

Real-time Analysis Decision **Pricing-Marketing** Operations Planning Customer Experience Enhancement Innovative Business Model



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MTS, Beeline start sharing data for bank credit scoring



Forbes

Публикация с сайта *Forbes.ru* (<http://www.forbes.ru>)

МТС и «Вымпелком» расскажут банкам о платежеспособности своих клиентов

«Вымпелком» и МТС совместно с несколькими банками запустили пилотный проект по оценке потенциальных заемщиков (скорингу) на основании анализа big data (массивов данных) о своих абонентах, сообщает газета «Коммерсантъ» со ссылкой на источники на банковском рынке в среду, 27 мая.

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VDF: Revenue Growth is Faster than Traffic Growth



Challenges

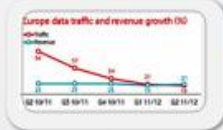
- Traffic grow highly, but Revenue increase slowly, how to minimize the gap?
- How to evaluate the existing market offering and optimize them to increase revenue?

Solution

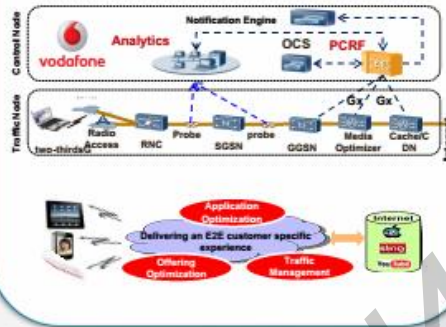
- Comprehensive network information collection
- Policy analysis by Analytics based on user behaviors

Benefits

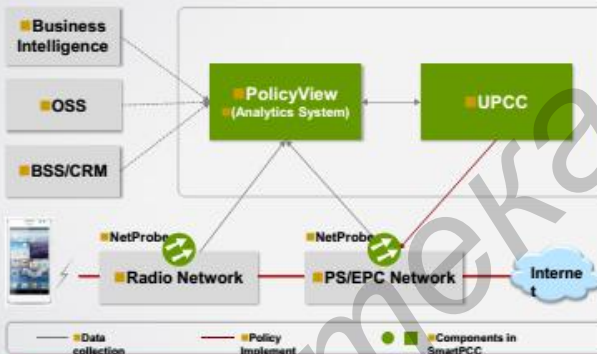
- Optimize offering, Revenue growth
- Limit Low value app, traffic increase decline



Huawei SmartPCC 100% match VDF requirements



SmartPCC: Adding analytics to policy control



Solution Overview

- NetProbe**
 - Get info of network/ content/ user/ terminal
 - Provide info for policy decision in real time
- PolicyView**
 - User behavior and network status analysis
 - Market segmentation, offering and policy recommendation
 - Offering and policy effect evaluation
- UPCC**
 - Implement policy decision

- Same hardware and basic software platform with SmartCare SEQ and NetProbe.
- Network vendor agnostic: supports integration for main stream vendors, such as Ericsson, NSN, ALU etc.

PSPU: understand users behaviors and usages finely



Per User insights

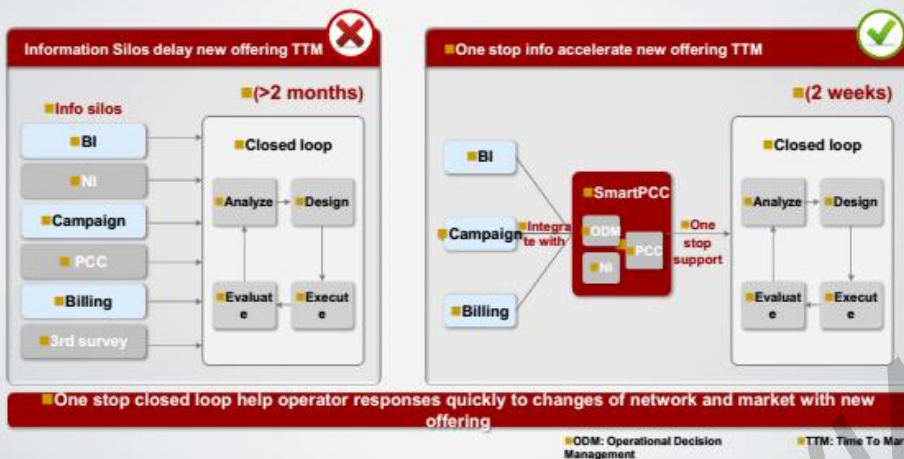
- Location
- Usage Time
- Handset Type
- Content Type
- Roaming Status
- Usage Status
- Category
- Payment info
- Congestion Status

Per Service insights

- Application Visits
- Application Traffic
- Application QoS
- Application accessibility
- Application Contents
- Application usage Duration

Insight of "Who", "When", "Where", "What" content, "How" is the experience.

One stop closed loop: shorten TTM from 2 months to 2 weeks

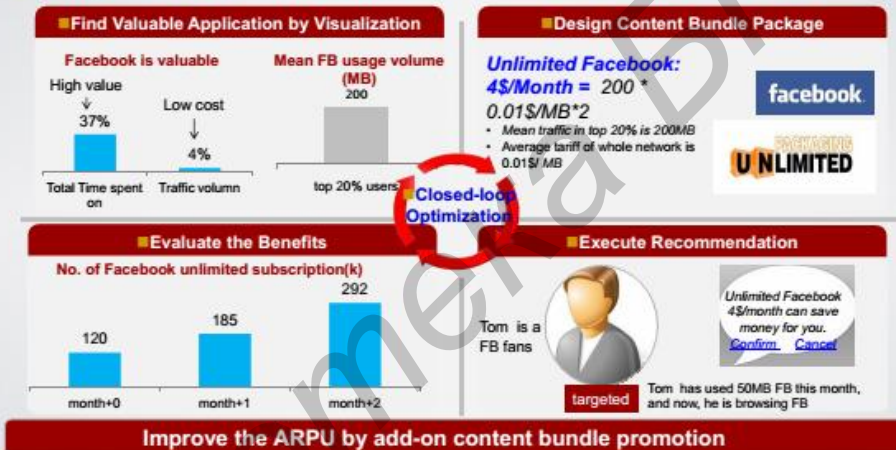


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App Package Promotion

Boost Revenue Improve Experience Maximize efficiency



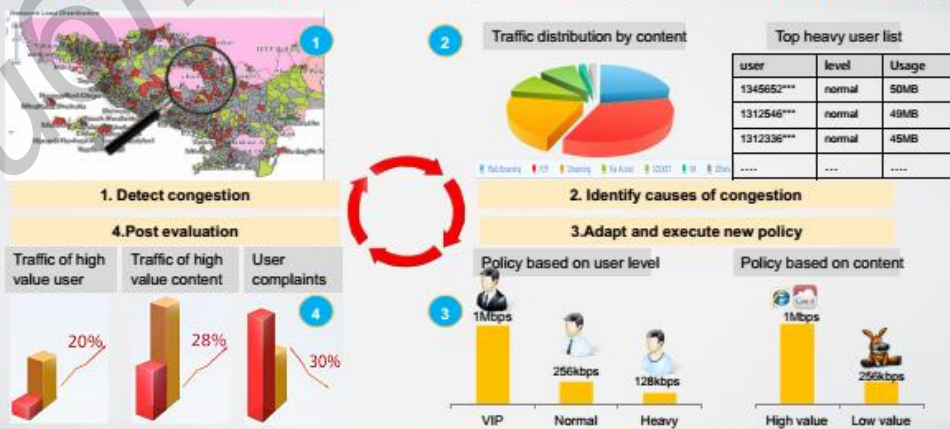
Improve the ARPU by add-on content bundle promotion

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Dynamic Congestion Mitigation Improve Experience

Boost Revenue Improve Experience Maximize efficiency

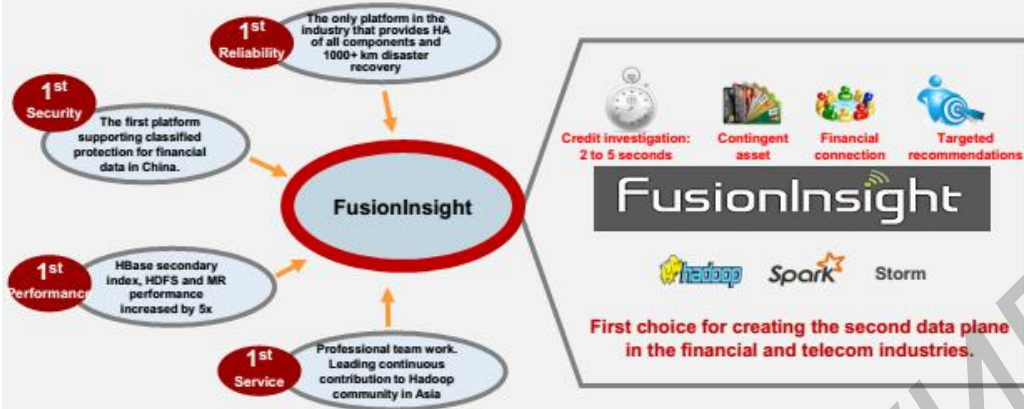


Huawei differentiators : Detect and adapt new policy to enhance experience in 5 minutes.

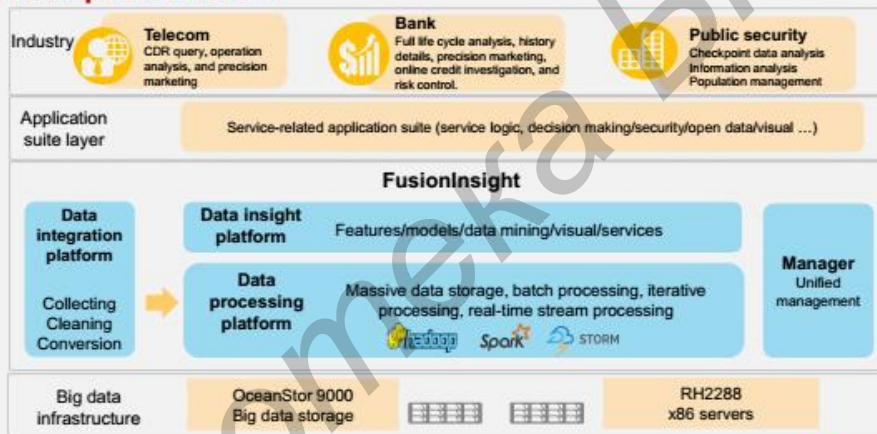
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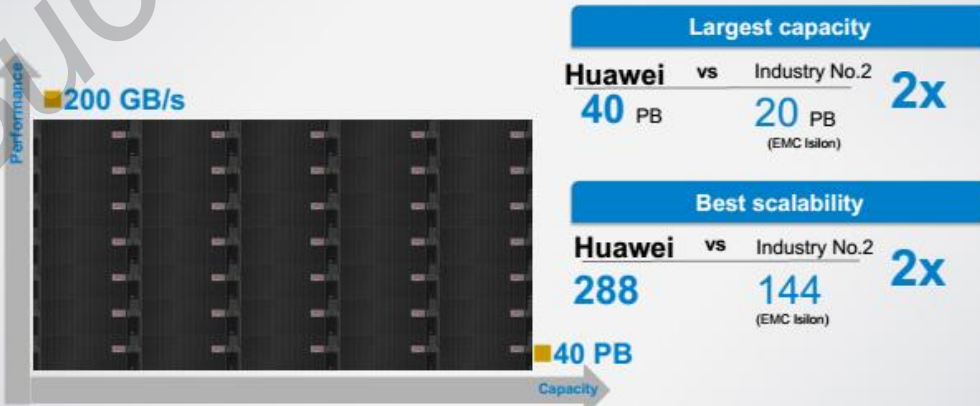
FusionInsight Lets the Wisdom of Data Speak



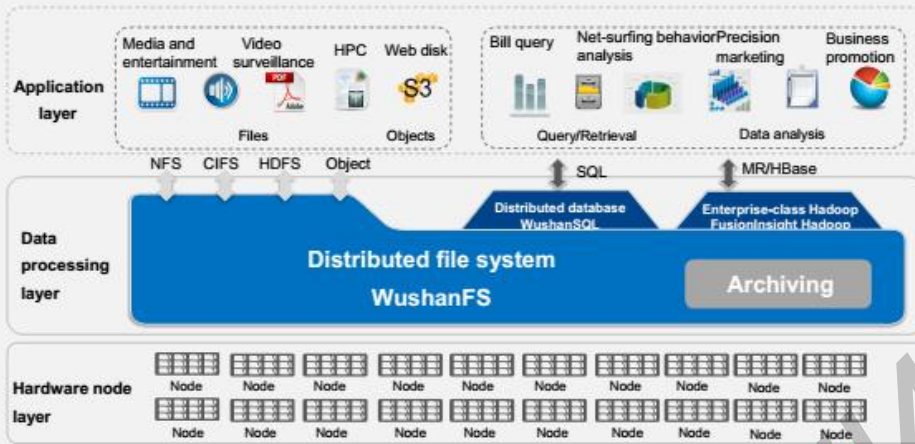
Huawei Solution – a Big Data Storage, Processing, Analysis, and Consumption Platform



OceanStor 9000 born for Bigdata



OceanStor 9000 system architecture



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