

Can Big Data get its Mojo?

Why Revenue Models and Privacy are slowing the march of Big Data.

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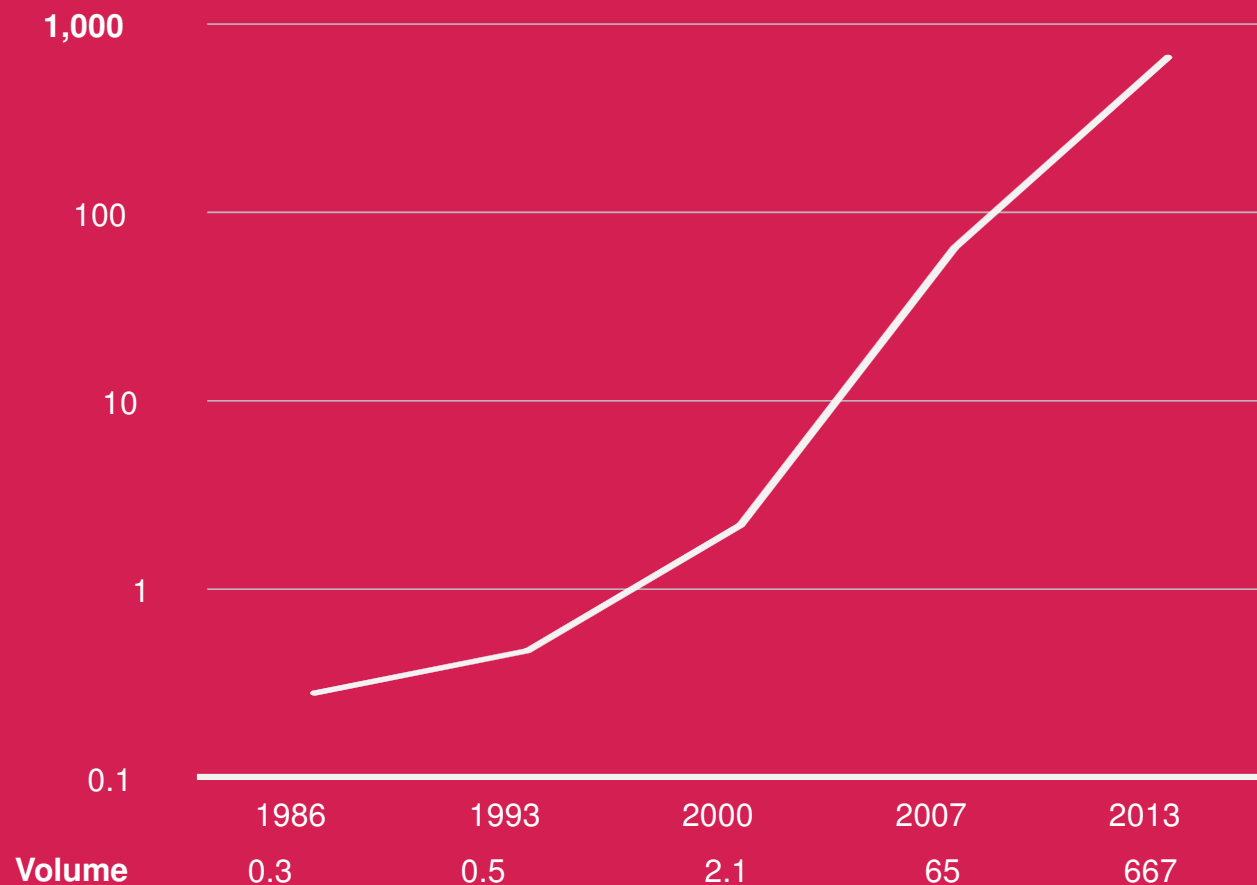
IE Market Research Corporation



Estimated Data volume on telecoms networks, worldwide, 1986–2013

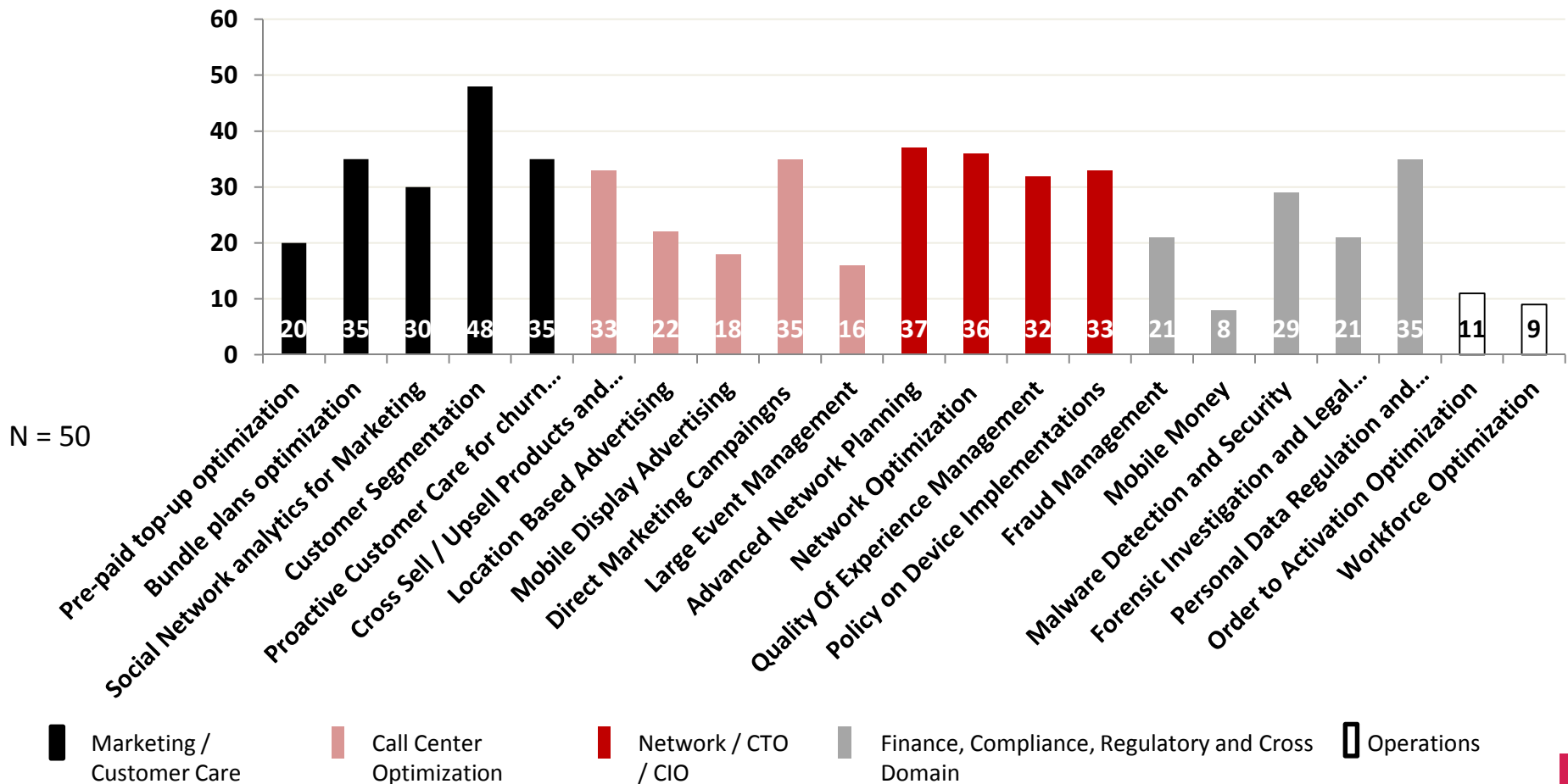
“Annual global IP traffic will surpass the zettabyte (1000 exabytes) threshold in 2016”

– Cisco Visual Networking Index, June 2014



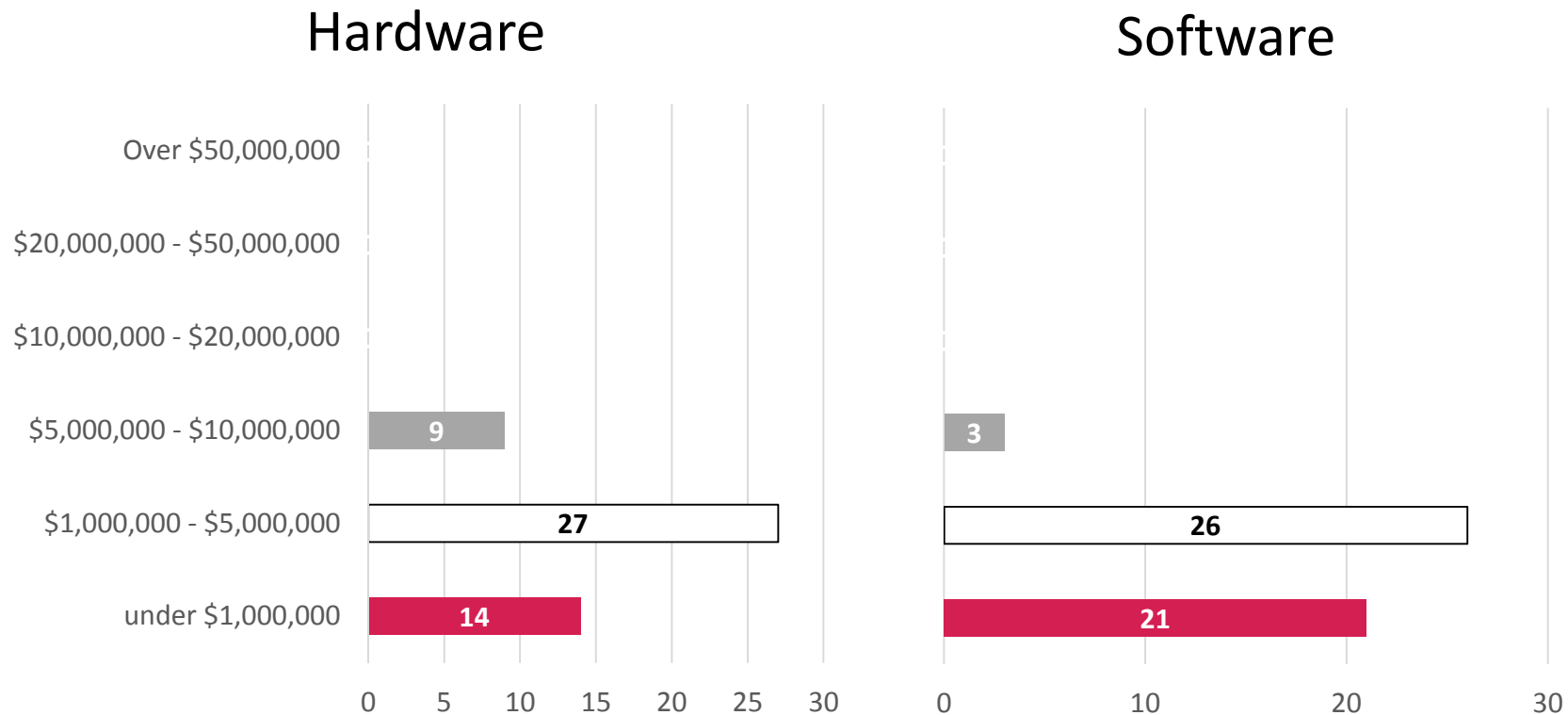
Marketing, Customer Care, Network and Policy-based big data analytics are the most common use cases

Q. Which of the following use cases best describes the nature of your BDA application requirements? (Global Sample)



However, budgets at CSPs are tight. . .

Q. For BDA projects that you have worked on in the last year, what is the typical budget range for these projects in each of the following categories:

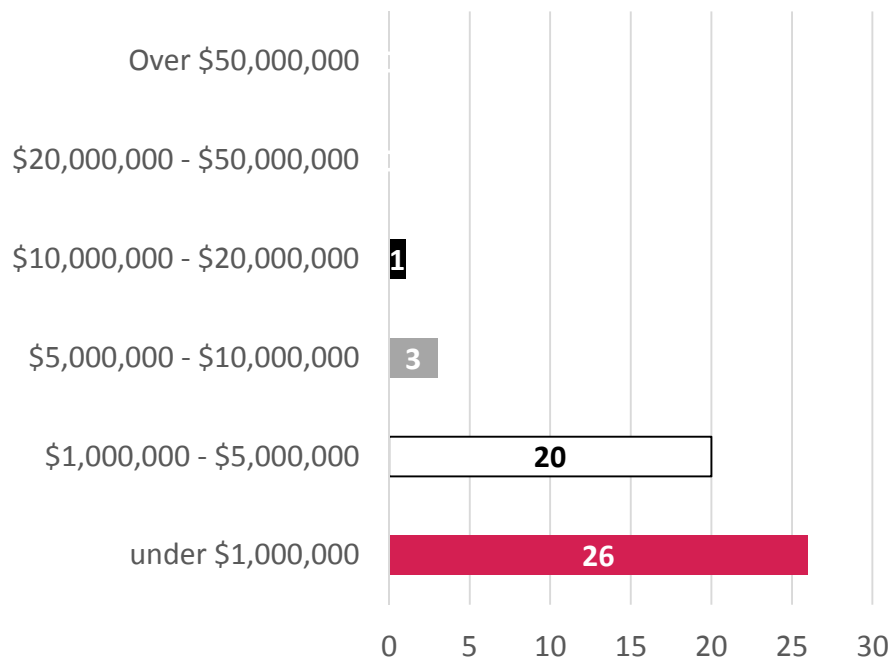


N = 50

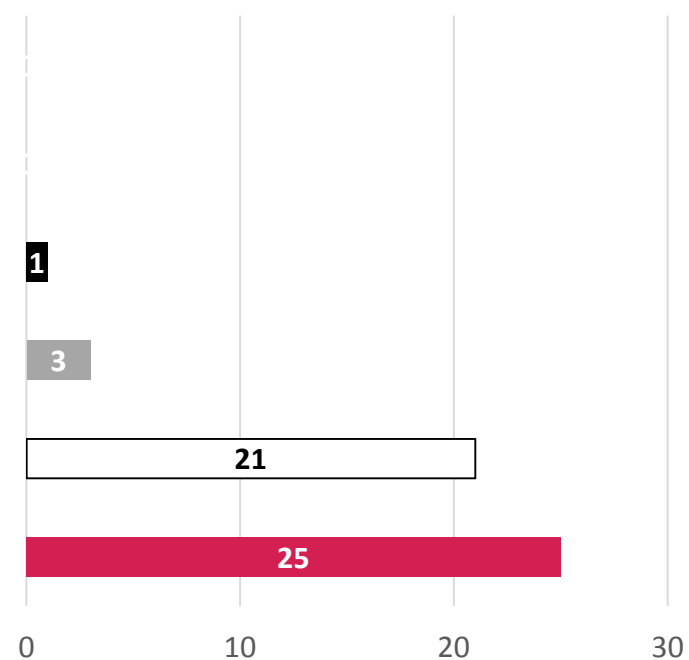
However, budgets at CSPs are tight. . .

Q.9 For BDA projects that you have worked on in the last year, what is the typical budget range for these projects in each of the following categories:

Data Science Services



Administration Services



N = 50

What's holding CSPs back?

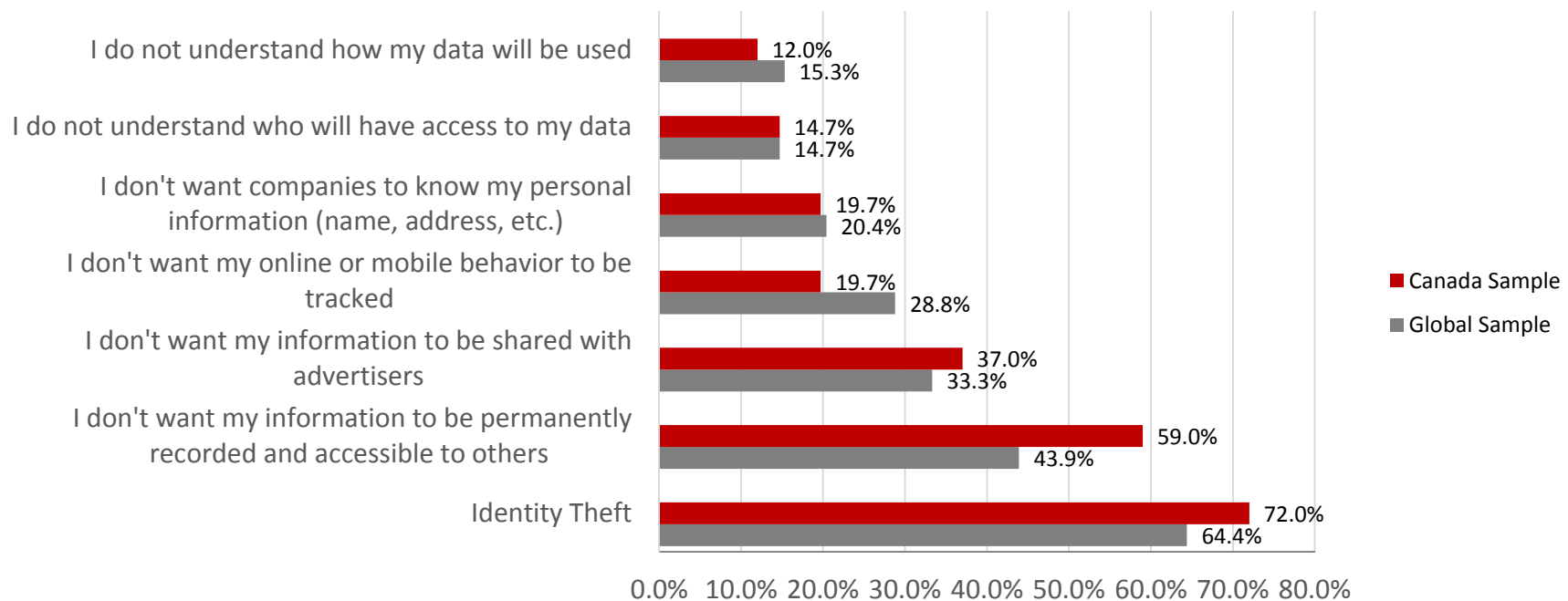
- Capital budgets spent on traditional domains (RAN, Core, Backhaul, OSS/BSS) leaves little incremental room for BDA use cases
- For most Marketing use cases, link between BDA and actual revenue uplift is tenuous at the moment:
 - ★★★★★ Pre-paid top-up optimization
 - ★★★★ Bundle plans optimization
 - ★★★ Customer Segmentation
 - ★★ Social Network analytics for Marketing
 - ★★ Proactive Customer Care for churn management
 - ★ Cross Sell / Upsell Products and Services
 - ★ Location Based Advertising
 - ★ Mobile Display Advertising
 - ★ Direct Marketing Campaigns
 - ★ Large Event Management

What's holding CSPs back?

- For most Network use cases, link between BDA and cost reduction is more robust:
 - ★★★★★ Advanced Network Planning
 - ★★★★★ Network Optimization
 - ★★★ Quality of Experience Management
 - ★★★ Policy on Device implementation

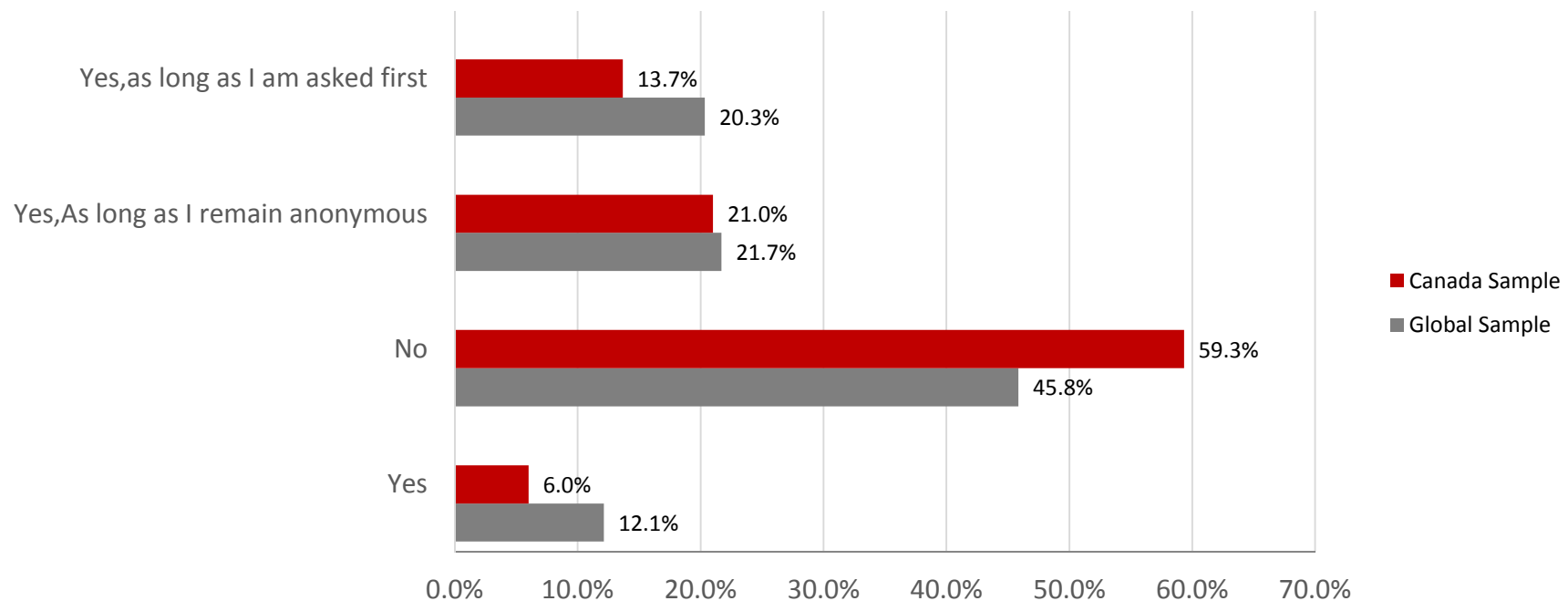
What about Consumer Attitudes on Privacy and Security?

Q. Which of the following areas are you most concerned about when it comes to your personal privacy, security, or safety when performing certain activities online? (“I am very concerned”)



What about Consumer Attitudes on Privacy and Security?

Q. Are you willing for your telecommunications service provider to share your personal information (demographic data, location, usage patterns, etc.) with a third party player (retailers, advertising companies, etc.)?



What about Consumer Attitudes on Privacy and Security?

Q. Would your attitude change in terms of your willingness to allow your telecommunications service provider to share information with a third party player if you gained valuable rewards (discount coupons and deals) in return?

