

## Vodafone Understanding Big Data

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### The Internet of things is based on a number of technologies...







**MANAGEMENT** 



CLOUD



**ANALYTICS** 

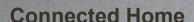


**CLIENTS** 



## Internet of things delivers a connected lifestyle





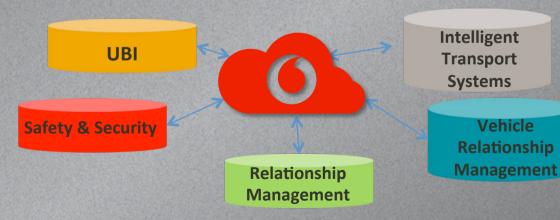


Connected Car



**Connected Living** 

Incremental Charging, Safety & Security, Relationship Management, Efficiency
Management





### M2M enables digitalisation of data

Moving marketing science away from the clicker and clipboard into real time information.

#### Floating vehicle data

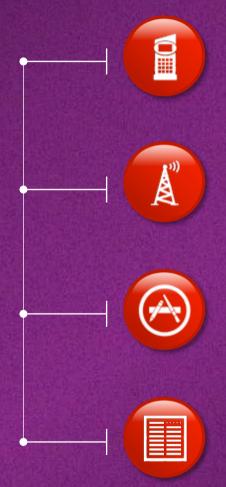
- Origin & Destination
- Journey time
- Accident clusters
- Infrastructure performance & efficiency
- Traffic information
- Service location
- Couponing





### It's all about data & business process intelligence

Collate Aggrega te Analyse Apply



#### **Device Data Sets**

- Location
- Service Use
- Sensor platform (Accelerometers, Temp)

#### Network

- · Customer value management
- · Network Monitoring Reports
- Device optimisation and management

#### **Applications**

- · Efficiency & effectiveness
- Risk management
- Environmental impact

#### External Data Sets

- Weather
- Traffic
- Infrastructure performance



### Big data and permissions – same thing

Data is generated across Devices, Networks and Applications requiring different commercial players to work together.



Permissions, privacy and data security are the principals that guides our activity



# Thank you for your time!

