



# **Big Data Operator Strategies**

## **Leveraging the power of data to improve your business**

Francesca Sartori, Head of Customer Marketing, SE Region, October 2013

# Defining Big Data through existing literature and thinking

Many “Vs”, yet where is the **Value**?

## Big Data

refers to structured and unstructured datasets whose size is beyond the ability of typical database software tools to capture, store, manage, and analyse

Volume  
Velocity  
Variety  
Veracity

Big Data is one of the worst industry terms ever invented. Not only does it poorly describe the increasingly critical role data plays in our lives, but it has created an obsession with the exact wrong parameter:

**Volume of data**



# No need to reinvent the wheel

What telecom operators can learn from other industries

## Clarity



Must have clear and specific goals rather than trying to answer all business questions at once.

## Skills



Ensure they have highly qualified teams and proper tools. Big data is not a simple task.

## Tools



Understand what is the gap between what is possible with Big Data, and what is feasible based on the resources available

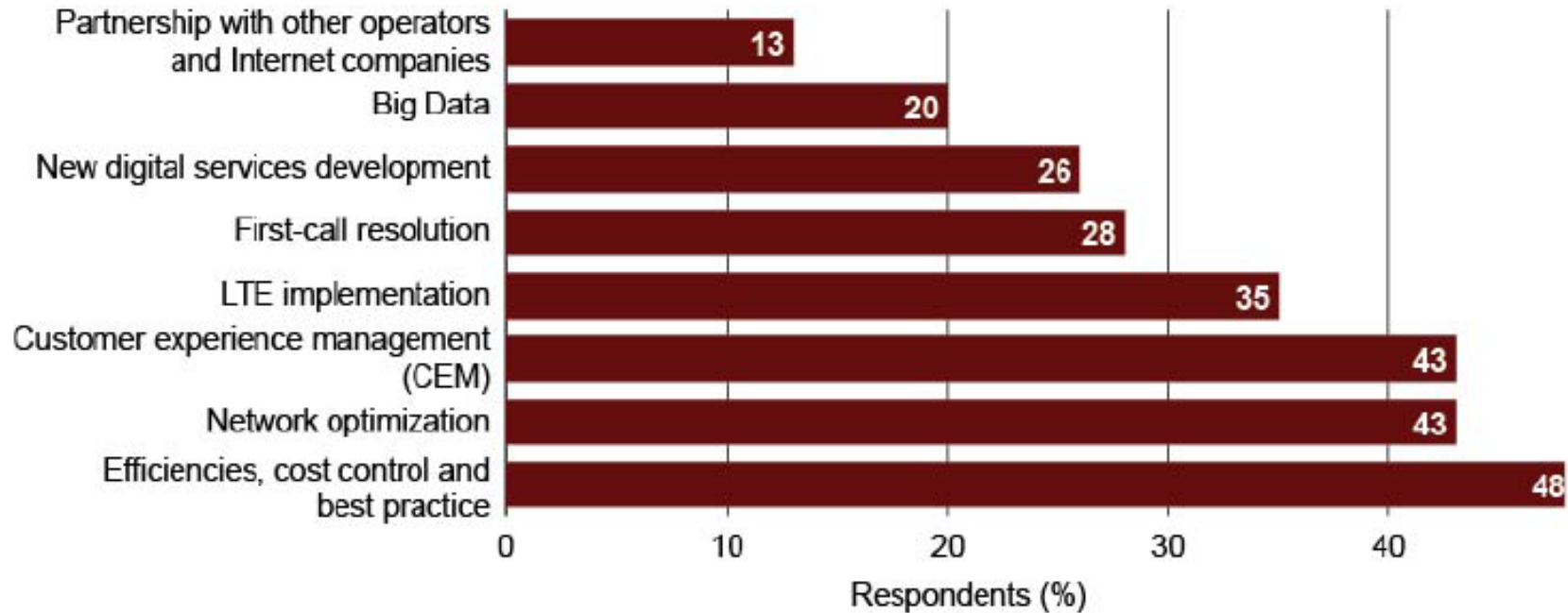
## Value



Generate insight and create actions that are aligned with your goals, adding value to your customers and making them feel in control

# Strategic priorities for telecom operators

Is Big Data really not that important? Let's look again...



N=120 (operators). Respondents choosing one of the two top options.

Source: Informa Telecoms & Media

Big Data ranks quite low among strategic priorities of telecom operators

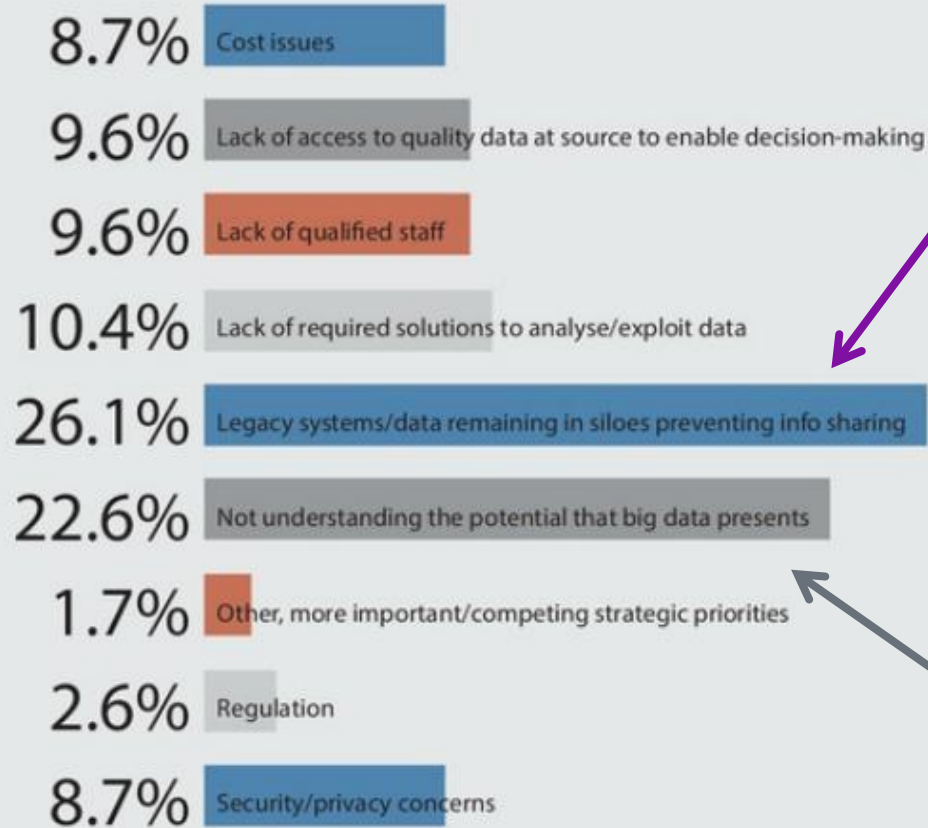
“Focus is still on efficiency, network optimization and customer experience management (CEM). However, these priorities are strongly linked to

## Big Data”

Informa Telecom&Media

# Barriers to Big Data in telecom

Fig.3 What do you think is the biggest barrier to operators successfully executing a big data strategy?



## Silos

So many silos and so many different architectures prevent the launch of global strategies

*Survey respondent*

Operators are currently not structured or organized as holistic organizations capable of responding and of making the most of this opportunity

*Jaen-Michel Chapon, DigitWorld*

## Where is the \$?

# How can mobile operators introduce big data?

Profit optimization

Customer Experience

Efficiency

"The proliferation of smart devices and services has led to a considerable increase in the number of customer -- telco interactions. [...] As a result, **mining a greater volume and variety of data, and doing so in realtime, is becoming a powerful competitive advantage for telcos.**"

*Ovum, 2013*



## Key factors for a successful Big Data strategy

Clarity

Right Data

Skills

Silos

Tools

Sponsorship

Value

Control



Ευχαριστώ

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