

Use Your Data Creatively and Generate New Revenue

Identify New Revenue Streams Using Existing (Big) Data Sources in Your Company

Telecoms using *big data analytics* are **2.4 times** more likely to excel in developing insights regarding their customers and marketplace

"Inside the mind of Generation D", IBM Center for Applied Insight, 2015



Solution Overview

Wherever they go and whatever they do, customers leave "breadcrumbs" of their activities on various digital platforms. Capturing and analyzing this data can help you understand your customers better and create new business models and innovative services.

By consolidating big data sources, you can gain valuable insight into customer behavior, and by analyzing this information you'll be able to identify new revenue streams and create new business opportunities.

Gartner predicts **30%** of businesses will be monetizing their information assets directly by 2016

Gartner Business Information & Analytics Summit 2013

83% of telecommunication company **CEOs** expressed their intention to improve the ability to draw meaningful and executable insights to understand customer behavior from available information



IBM Global CEO Study 2012

Solution Benefits



Advanced use and monetization of available data

Churn identification and reduction

Personalized approach to customers

Enhanced customer segmentation and offer adaptation

Simplified identification of new revenue streams

Transaction data records and user behavior analysis

Additional value-added services for third-party companies

Retailers, public utility companies, traffic authorities...

The Technology Behind the Solution



Use the already available geolocation data of your mobile users and apply real-time analytics using Infosphere Streams, IBM's leading technology for stream processing. Preprocess and anonymize that data on-the-fly and offer it to external customers through appropriate APIs or "heat maps" visualizations using IBM Cognos or other BI tools. Finally, inject it into data warehouse or Hadoop-based storage for big data analytics in order to deepen knowledge of your customers.

The People Behind the Solution



For more information on how to use your existing data sources and create an engine for providing new business opportunities, contact our Big Data Analytics experts.