

Industry Data Analytics Framework

*e*FOCUS

Atos



IDA Industry Data Analytics Framework

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higher product quality

improved availability

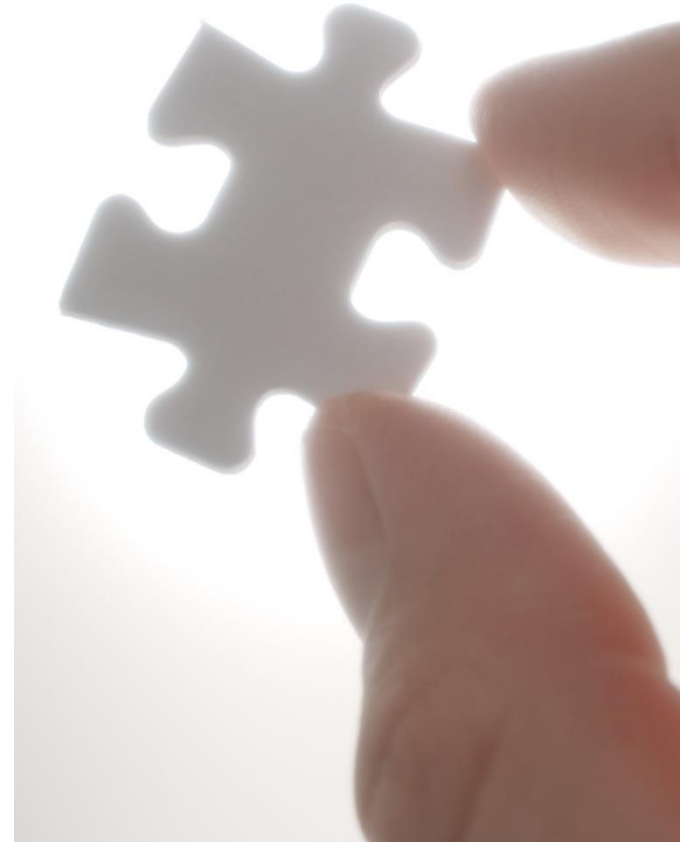
increased revenue

better customer experience

increased competitiveness

Agenda

- ▶ Tools, business, and innovation
- ▶ Data Analytics and the Atos vision
- ▶ Demo scenario – Telco Data Analytics
- ▶ Implementation approach



Tools and business

What innovation can you buy?

**“BUSINESS LEADERS
KNOW THAT THE ABILITY
TO GET AND UNDERSTAND
COMPETITIVE DATA IS
GOLD DUST”**

DAVE LOUNSBURY,
THE OPEN GROUP

**“IT’S LIKE SPONSORING A PEARL
DIVING EXPEDITION – THERE
HAS TO BE SOME RISK AS WITH
ANYTHING SPECULATIVE IN R&D”**

BOB HARRIS, CHANNEL 4

**“THE TRUE VALUE OF DATA
COMES FROM BEING ABLE
TO CONTEXTUALISE AND
UNDERSTAND IT, IN ORDER
TO DELIVER INSIGHTS”**

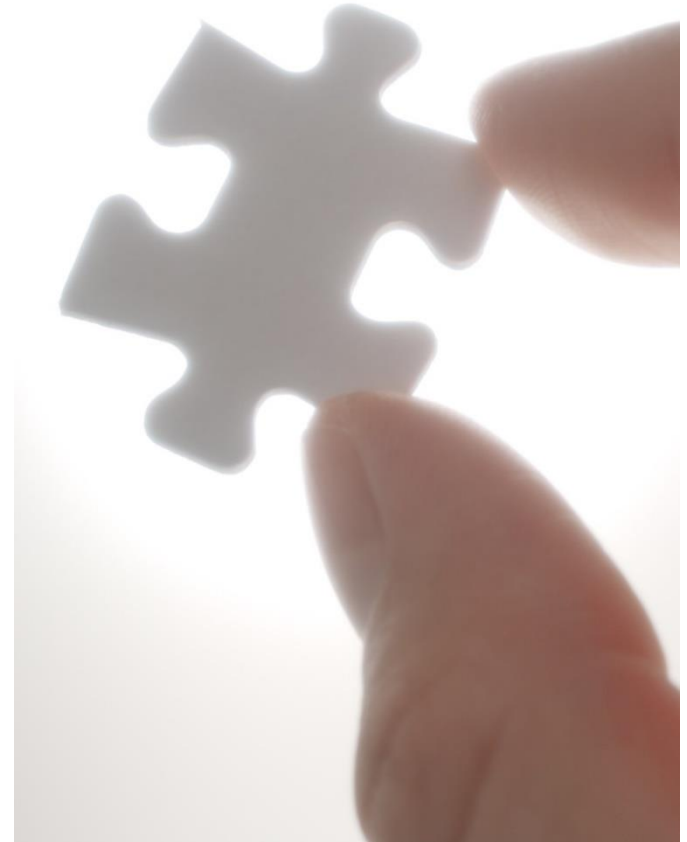
SURANJAN SOM, IMGROUP

**“THE BEST TOOLS OF
TOMORROW WILL NOT JUST
REPORT WHAT HAPPENED,
OR WHAT IS HAPPENING IN
REAL TIME, BUT WILL OFFER
ALTERNATIVE SCENARIOS”**

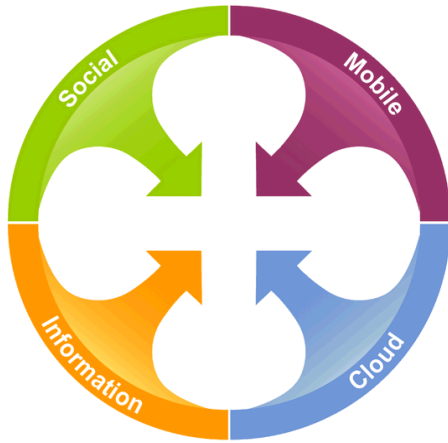
DARREN VENGROFF,
RICHRELEVANCE

Agenda

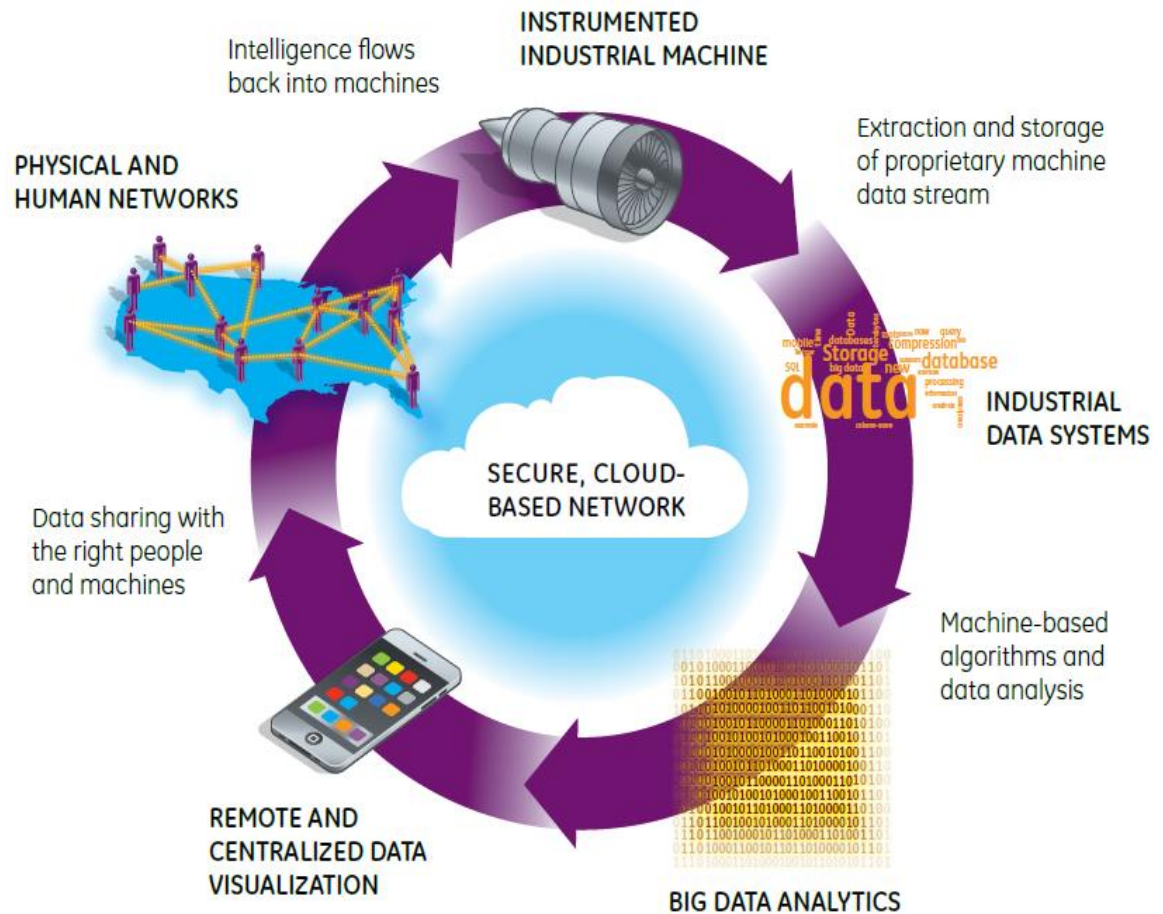
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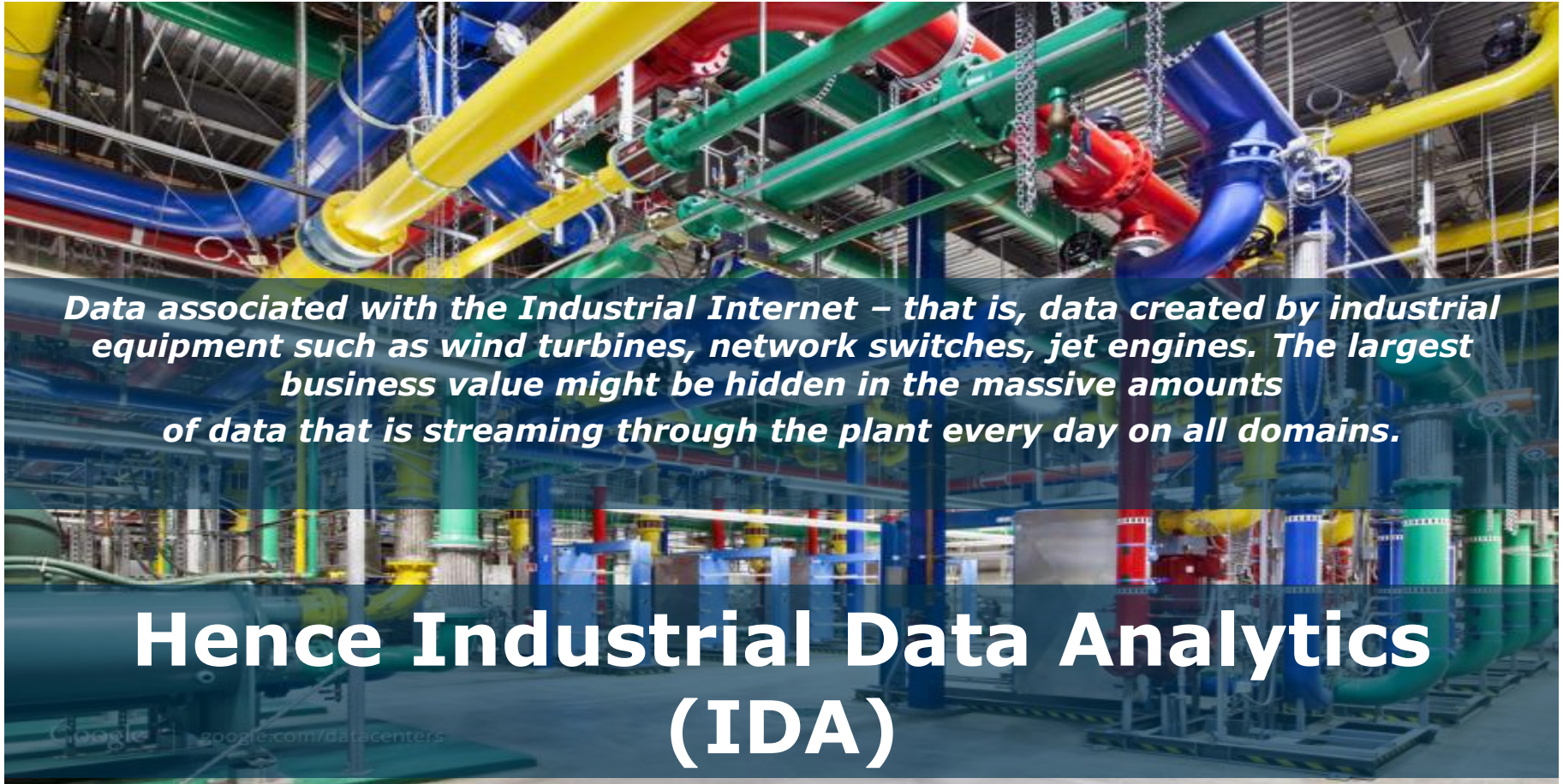
Nexus of Forces – Digital Transformation



Gartner – Nexus of Forces



Not all Big Data is created equal



Data associated with the Industrial Internet – that is, data created by industrial equipment such as wind turbines, network switches, jet engines. The largest business value might be hidden in the massive amounts of data that is streaming through the plant every day on all domains.

**Hence Industrial Data Analytics
(IDA)**

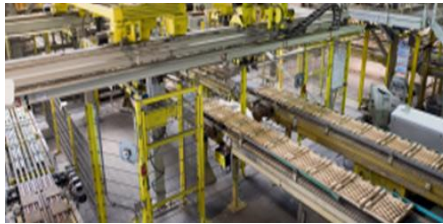
Industrial Data Analytics (IDA)

50 million EUR Innovation R&D program

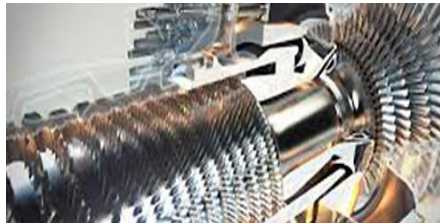
Telco



Manufacturing



Power Generation



Energy Transparency



Retail



Payment



Smart-Grid



Earth Observation



Water



Healthcare



Railways

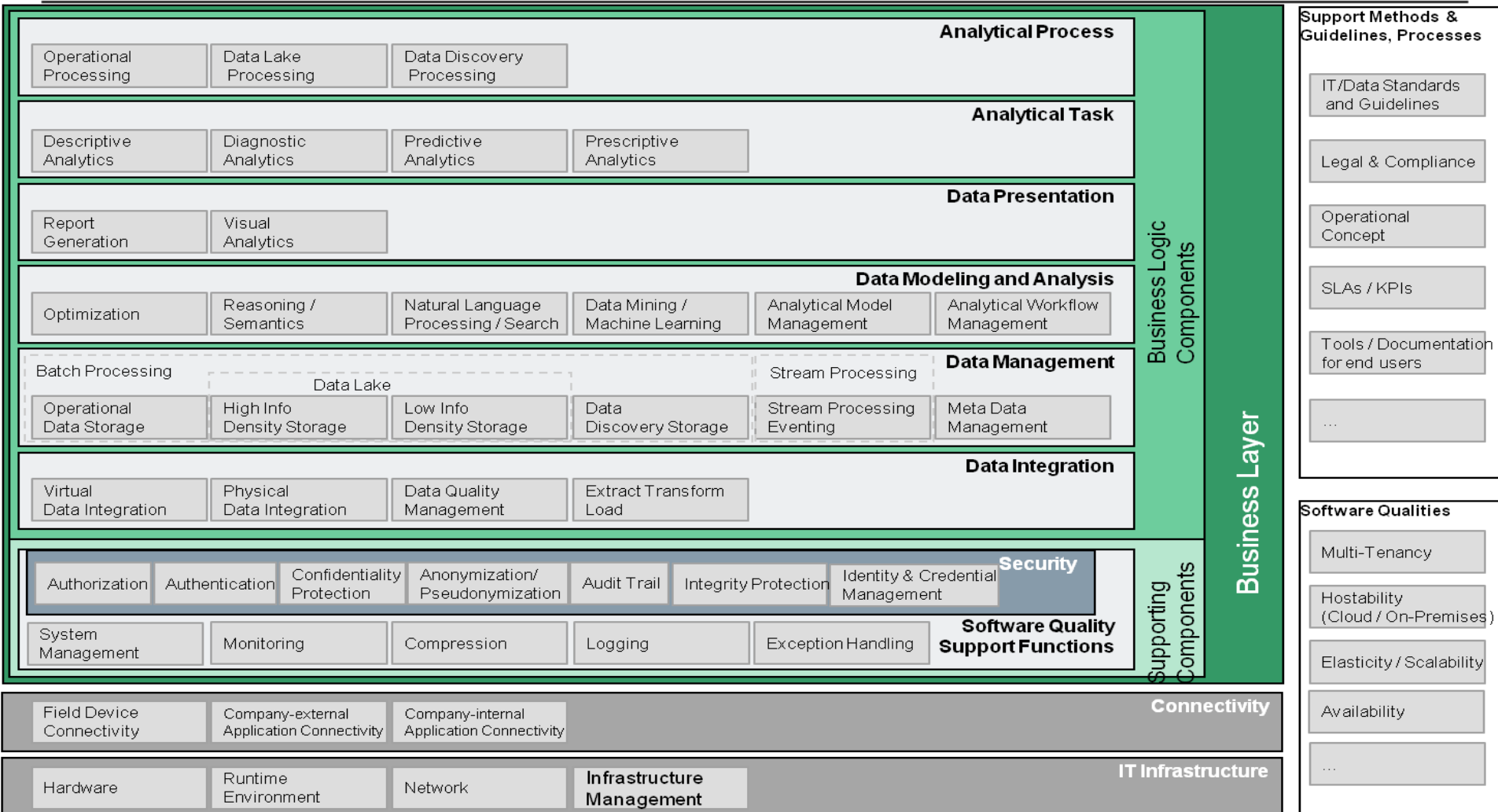


Oil & Gas



Common IDA Functional Architecture

..... Platform variants



Prove business value



**"Proof of Value"
approach**

Build timescales



**Ready to use in
hours**

Vendor lock-in



**Vendor
independence**

"New" skills



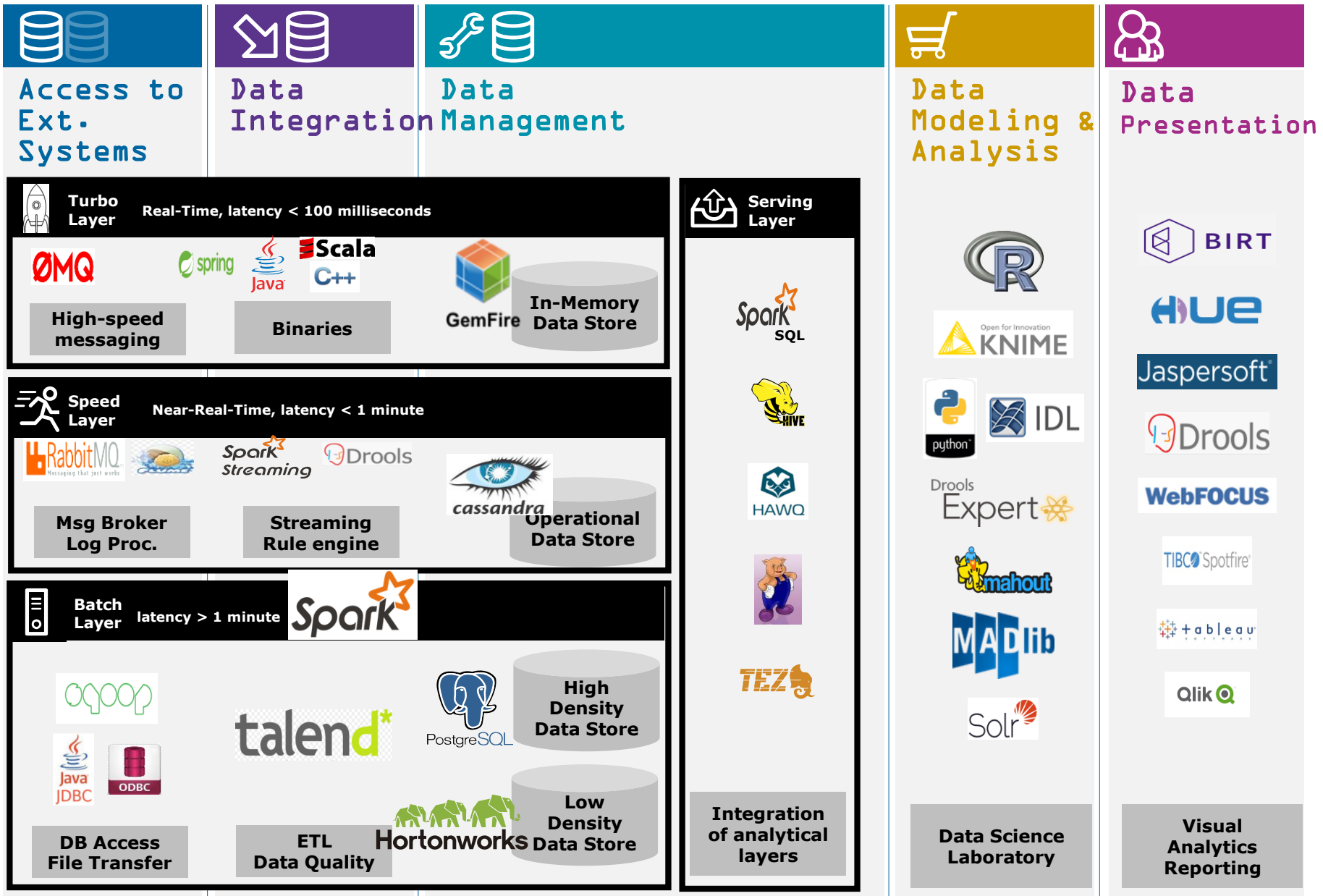
Skills included

Capital investment

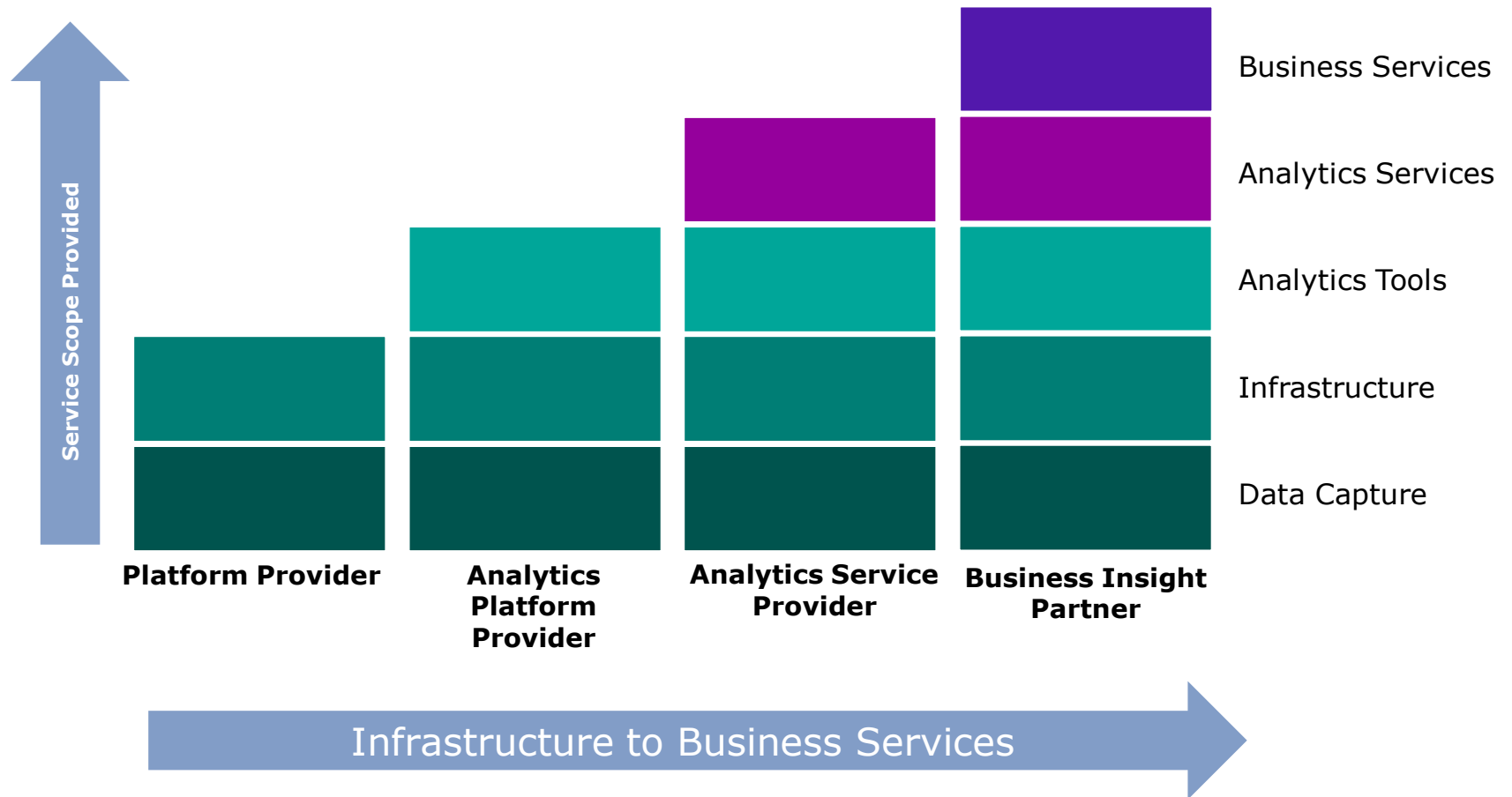


Elastic opex model

IDA Architecture – Overview

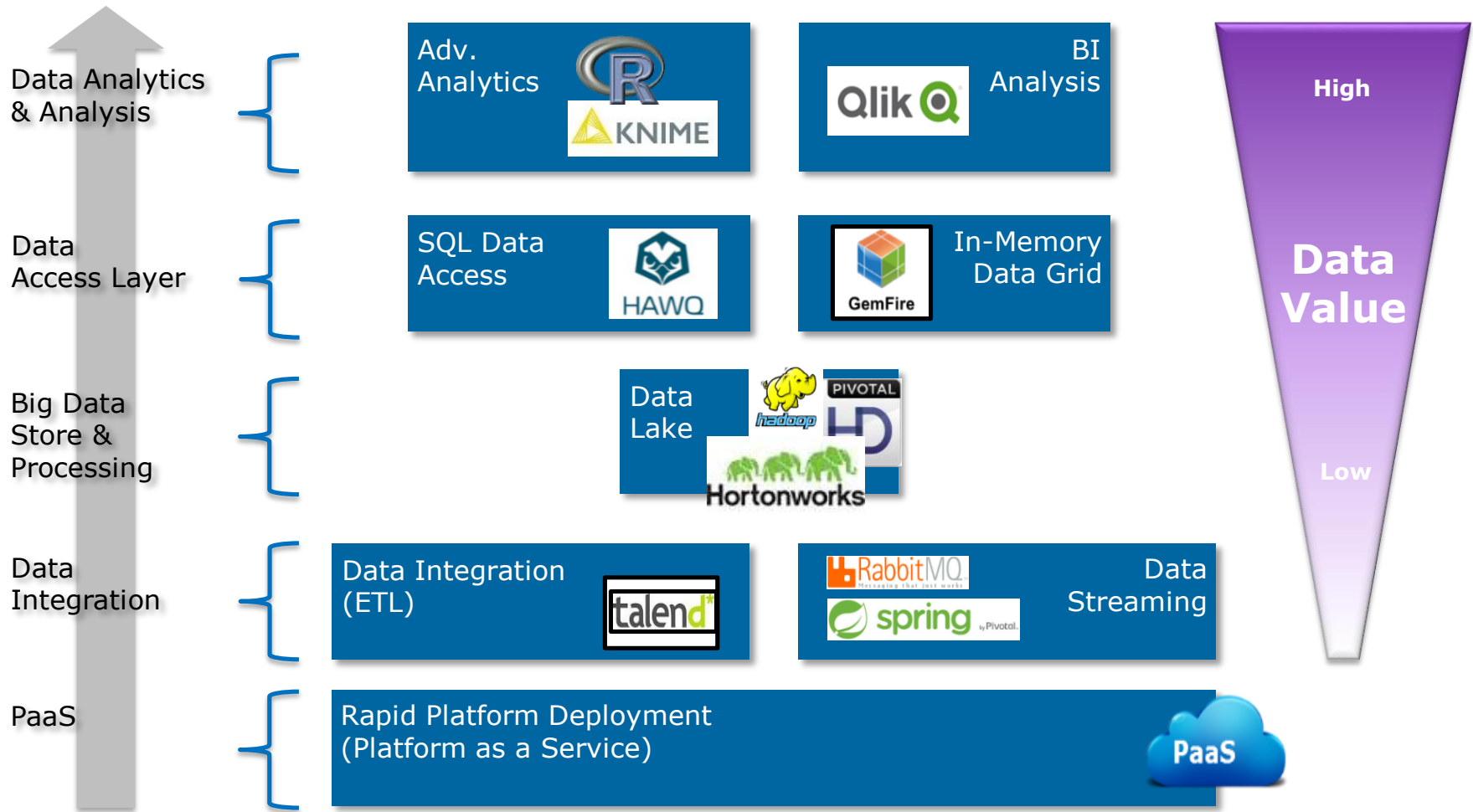


Moving up the value chain



BDaAP: Ready-to-user Data Science Toolbox

Tailored for Quick Start of Big Data and Analytics



Today's journey..

Quickly deployable – accelerate time to value

Modular – deploy what you need then expand

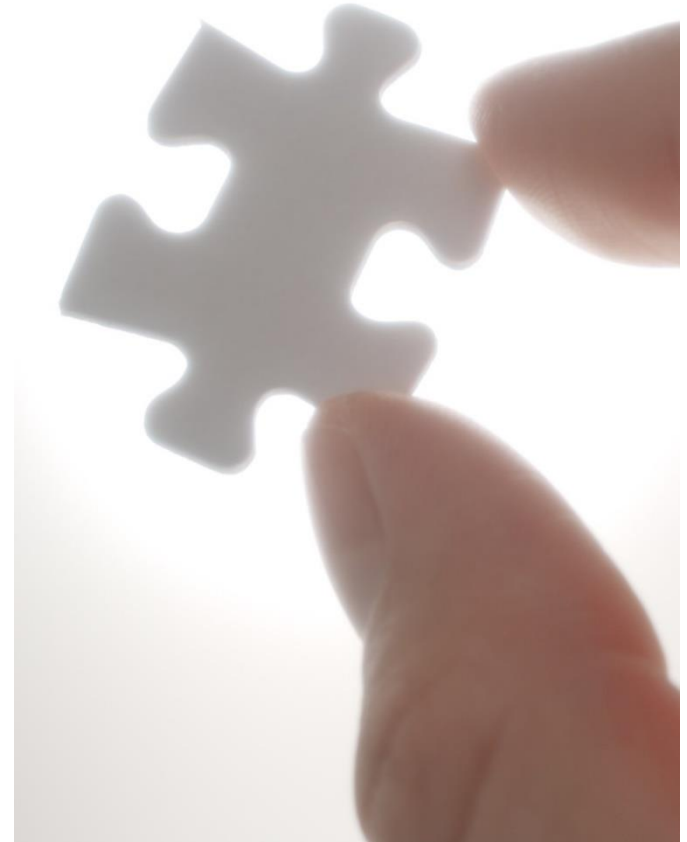
End to End services – data center to data science

Build, deploy and scale data-centric micro-services/applications



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Everything is changing too fast to keep up

#5 in a world
more and more connected

“Massive” capacity & coverage demand growth

Service & Support complexity – off the scale



- Connected people
- Connected cars
- Connected homes
- Connected cities



New service demand
New quality expectations
New business models
New margin challenges

Only one single managed Personal Experience required

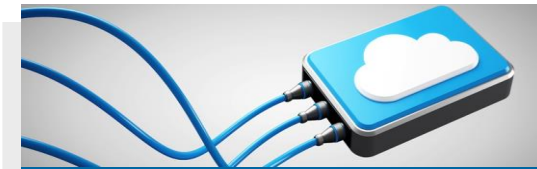


Mobile



IPTV

Personal Connections
Multiple Networks
Multiple Services

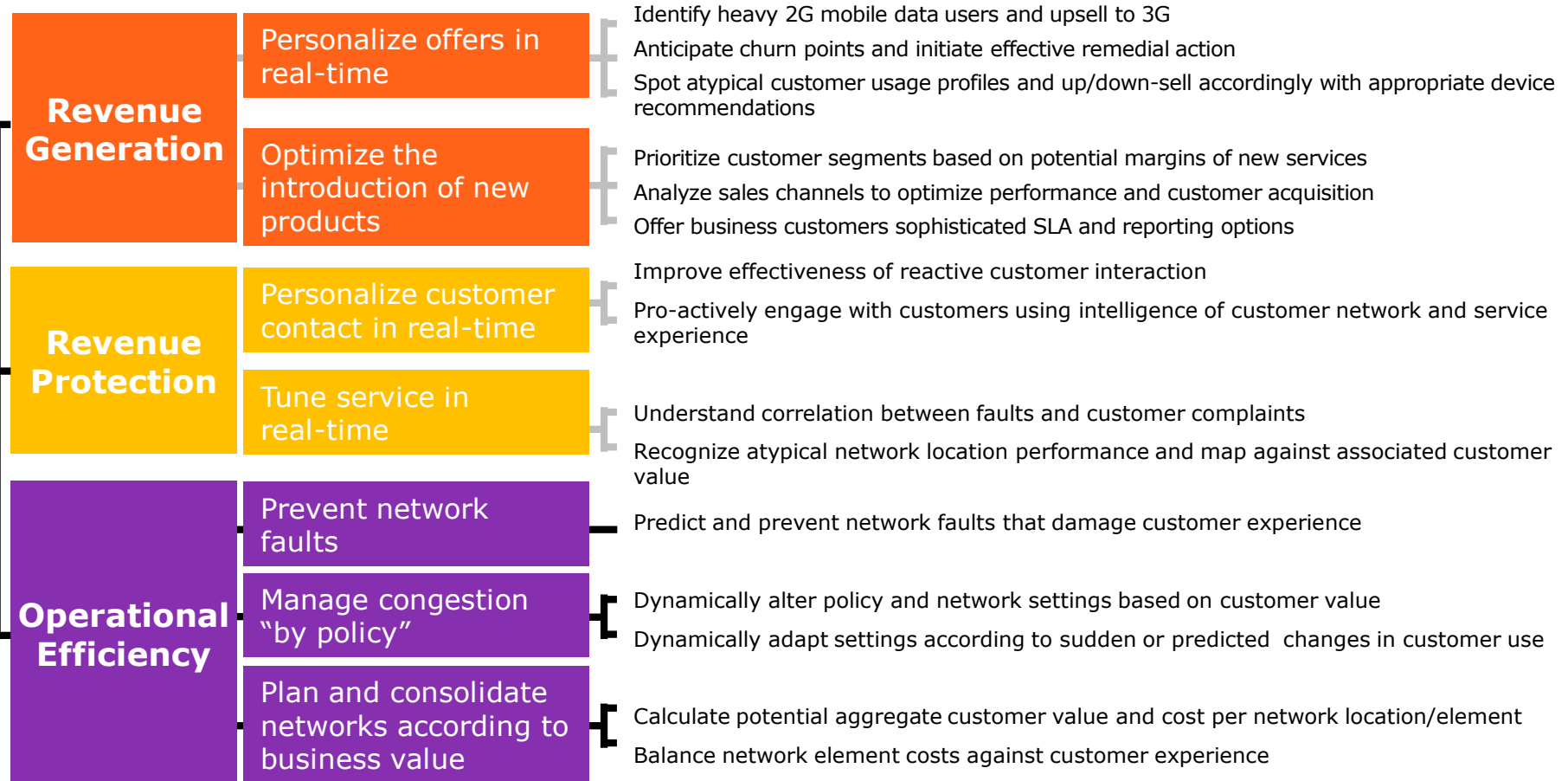


Fixed



IoT

The Atos Telco Data Analytics team “use cases”



We focus on what our clients tell us is essential for improved customer experience and operational efficiency

Sample use cases



- **Accurate churn prediction**
- **Reduced churn**
- **Improved NPS score**
- **Reduced numbers of problem calls to call centre**
- **Reduced time to resolution of calls**
- **Improved customer engagement**

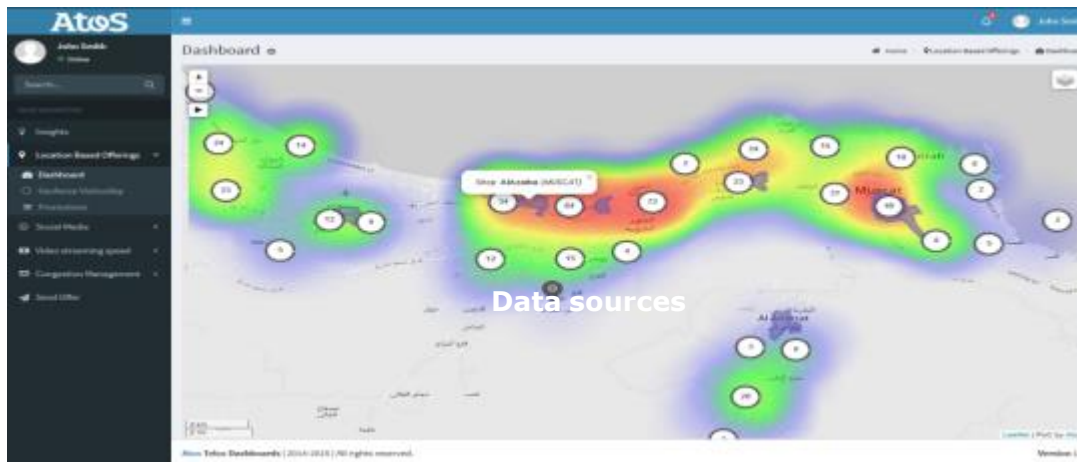
Use Case 1: Real-time Location Based Offerings

Targeting the right service to the right customer, at the right moment & place

Consent based Targeted Marketing using
Identity + Location = Value for subscribers, Retailers and Telco



Transparency, Control, Value, Trust



This was the offer I was looking for!!

Only the
Best Deals
for our No. 1
Customer

OOREEDOO PRESENTS THESE
EXCLUSIVE OFFERS FOR YOU...

Hey Ahmed, please select an
offer...

Get a bundle of 100 SMS messages for
only \$10.

[VIEW DETAIL](#)

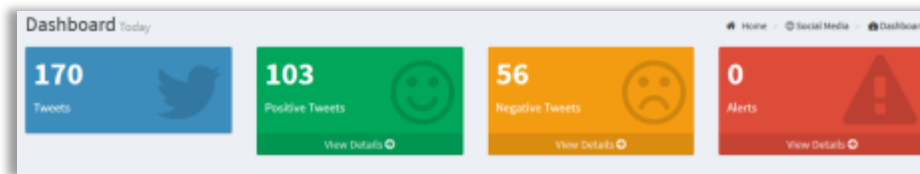
Get \$7 of airtime for only \$5.

[VIEW DETAIL](#)

Use Case 2: Social Media Monitoring

Using social network monitoring as a springboard for customer engagement ...

Get an accurate picture of NPS and reward the most influential customers



Your Feedback Gets Actioned

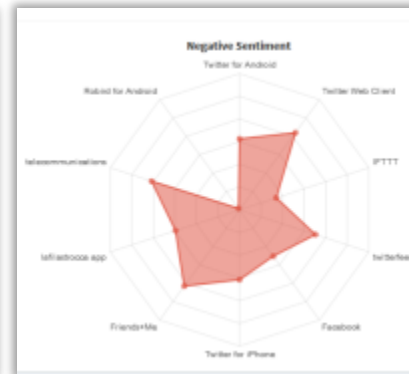
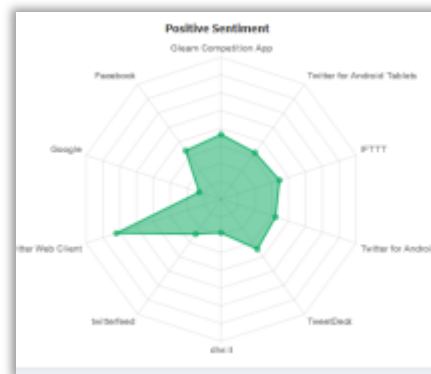
PLEASE TELL US ABOUT YOUR SERVICE EXPERIENCE ...

Ahmed, please complete this quick survey to access Ooredoo's exclusive offers to you.
Are you happy with your Ooredoo service?

☒ Yes

☐ No

SUBMIT



Push {Survey} and {Offer} to {Subscriber} when {Influence = High} and {Sentiment is critical}

Use Case 3: Video Streaming Speed

Proactively manage the QoE for IP streaming services

Identity + Quality of service + Location = Insight into service usage & behavior



Only the
Best Deals
for our No. 1
Customer

OOOREEDOO PRESENTS THESE
EXCLUSIVE OFFERS FOR YOU...

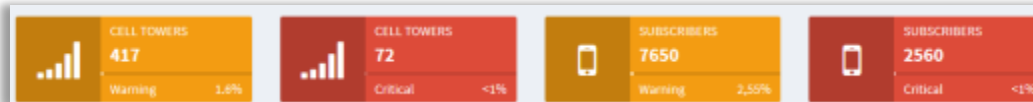
Hey Fathima, please select an
offer...

Get a bundle of 100 SMS messages for
only \$10.

[VIEW DETAIL](#)

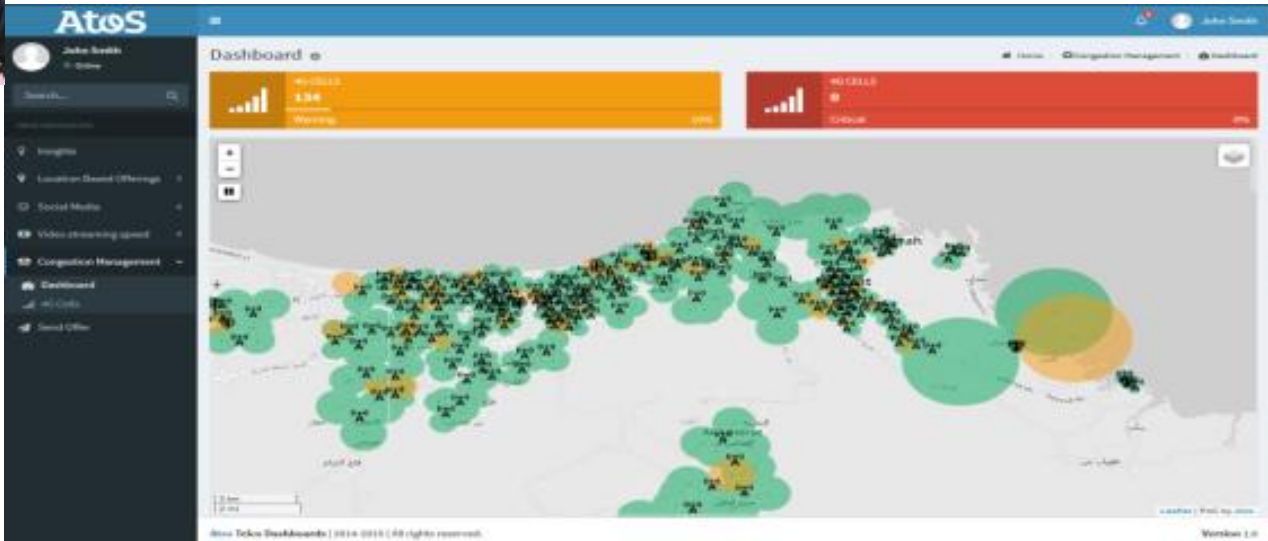
Upgrade to an iPhone 6 for only \$40 per
month on a 1 year contract.

[VIEW DETAIL](#)



Use Case 4: Value Based Congestion Management

Identity + Quality of service + Location = Insight into service usage & behavior



Sample outcomes



Churn

- 64% reduction in “false positives”
- 22% reduction in cost of churn prevention
- Measured improvement in NPS score



Customer Contact Centre

- 37% reduction in “dropped call complaints”
- 13% increase in calls “closed on first contact”



Service quality improvement

- 11% improvement in video stream quality for Tier 1 customers.



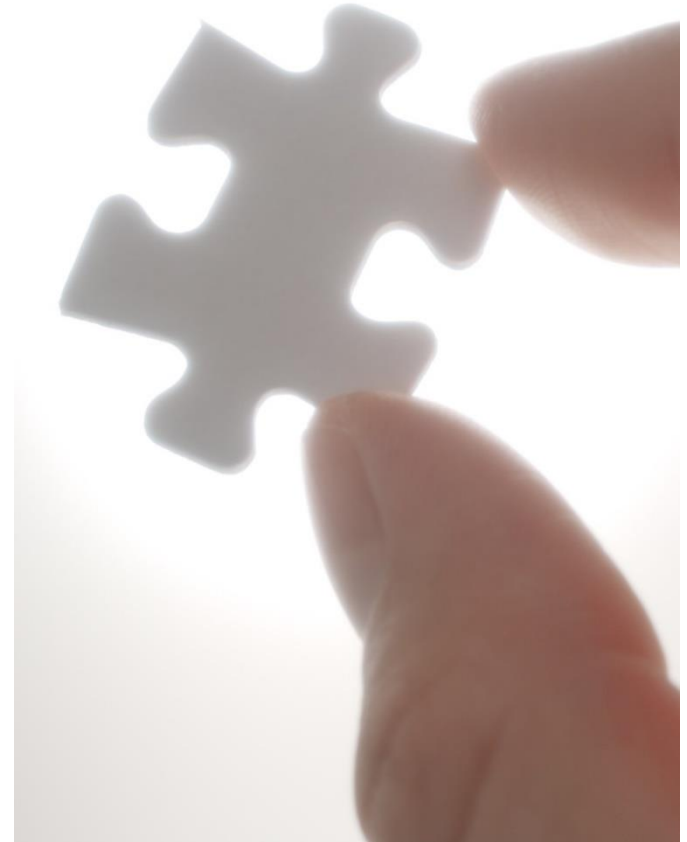
New Service adoption

- increased service adoption rates for targeted customers and services

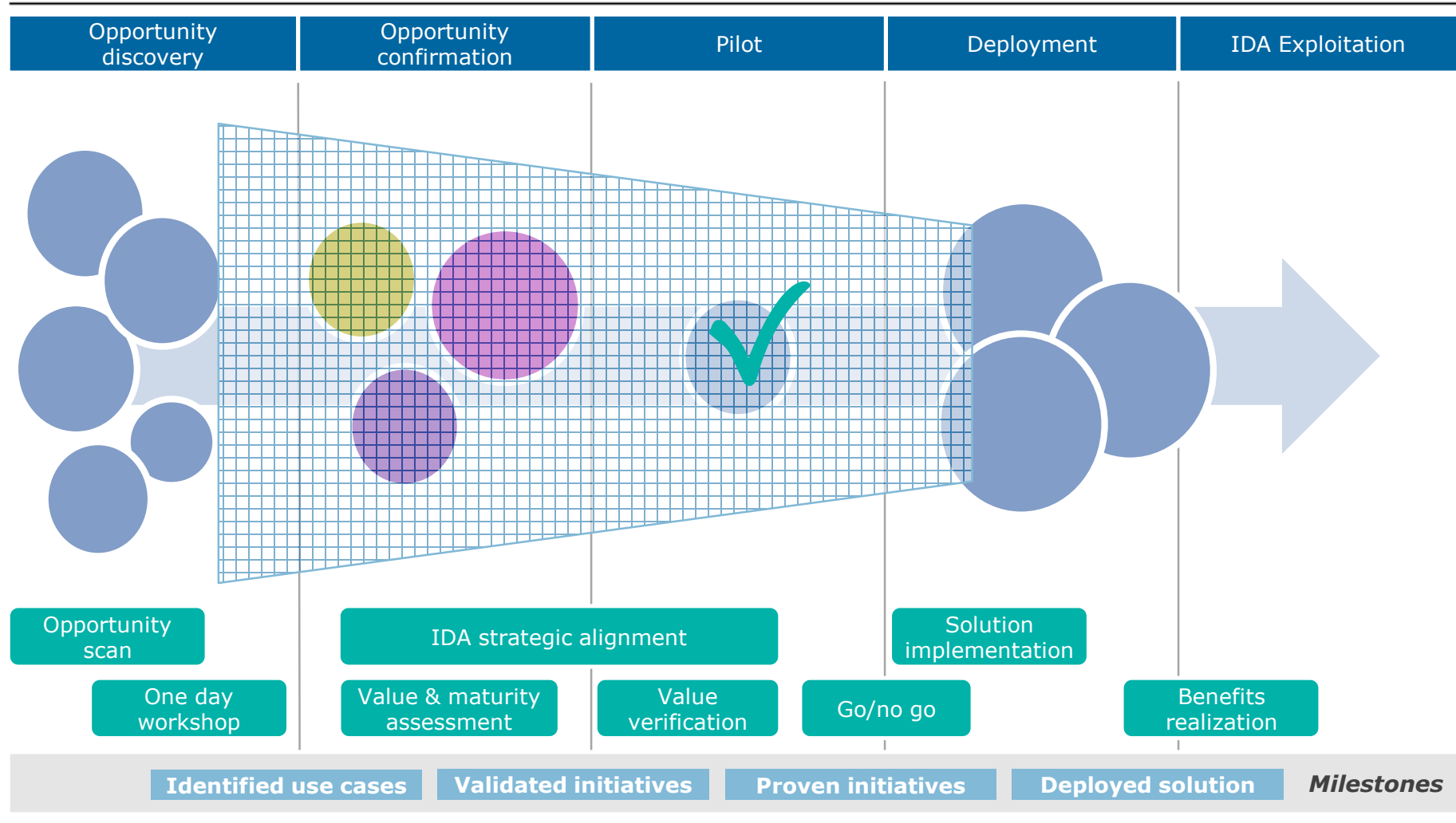
Note: - figures based on un-published client data – not verified by Atos

Agenda

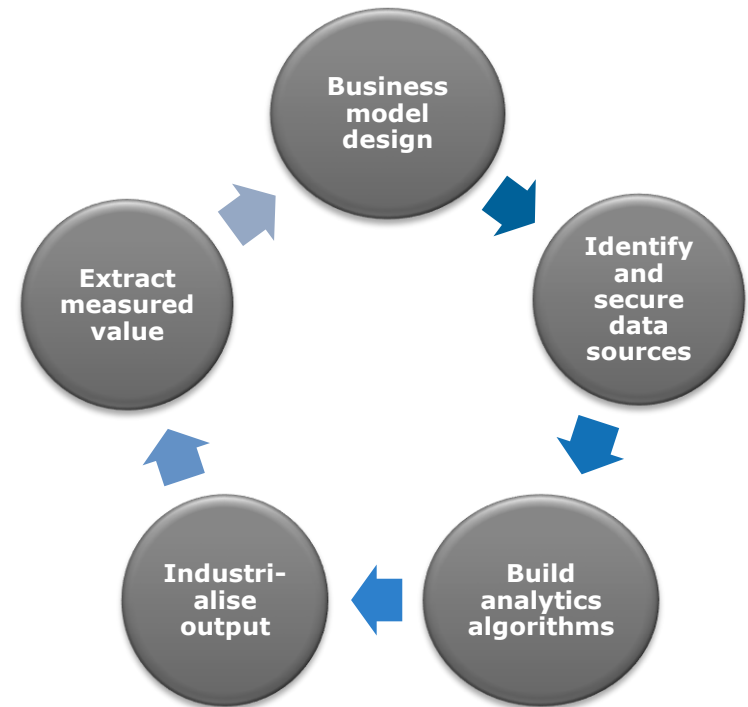
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The IDA consultative approach to realise benefits

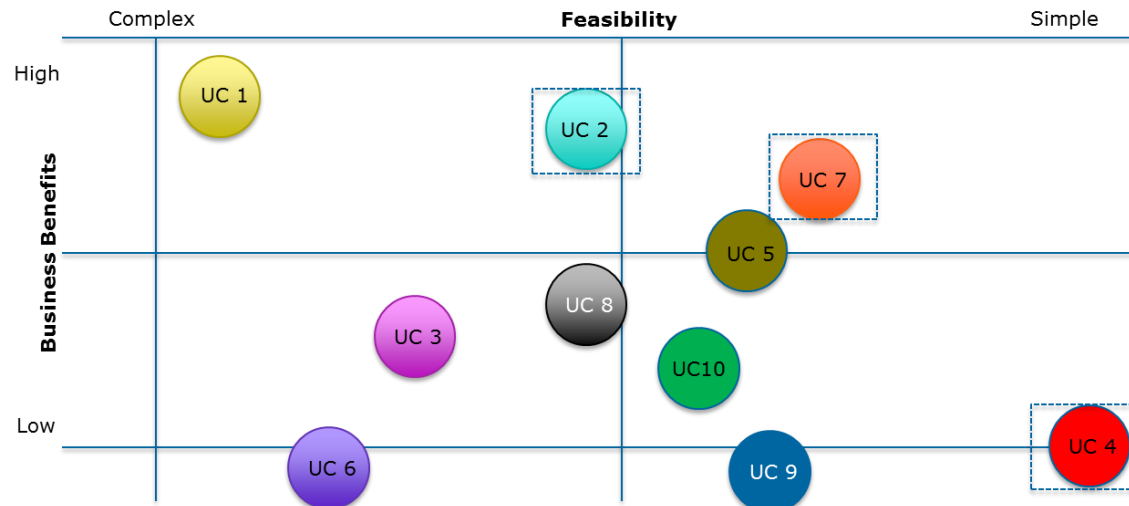


- **Qualify business objective**
- **Identify relevant data sources**
- **Build minimum viable solution**
- **Fine tune output**
- **Industrialise value delivery**
- **Measure and report outcomes**

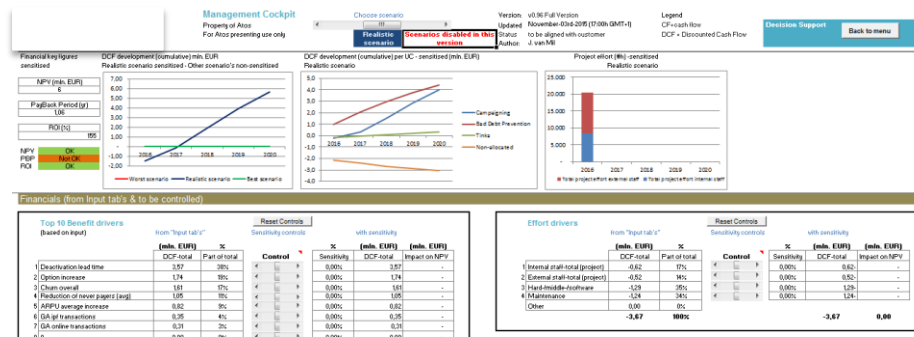


Use case identification and rating

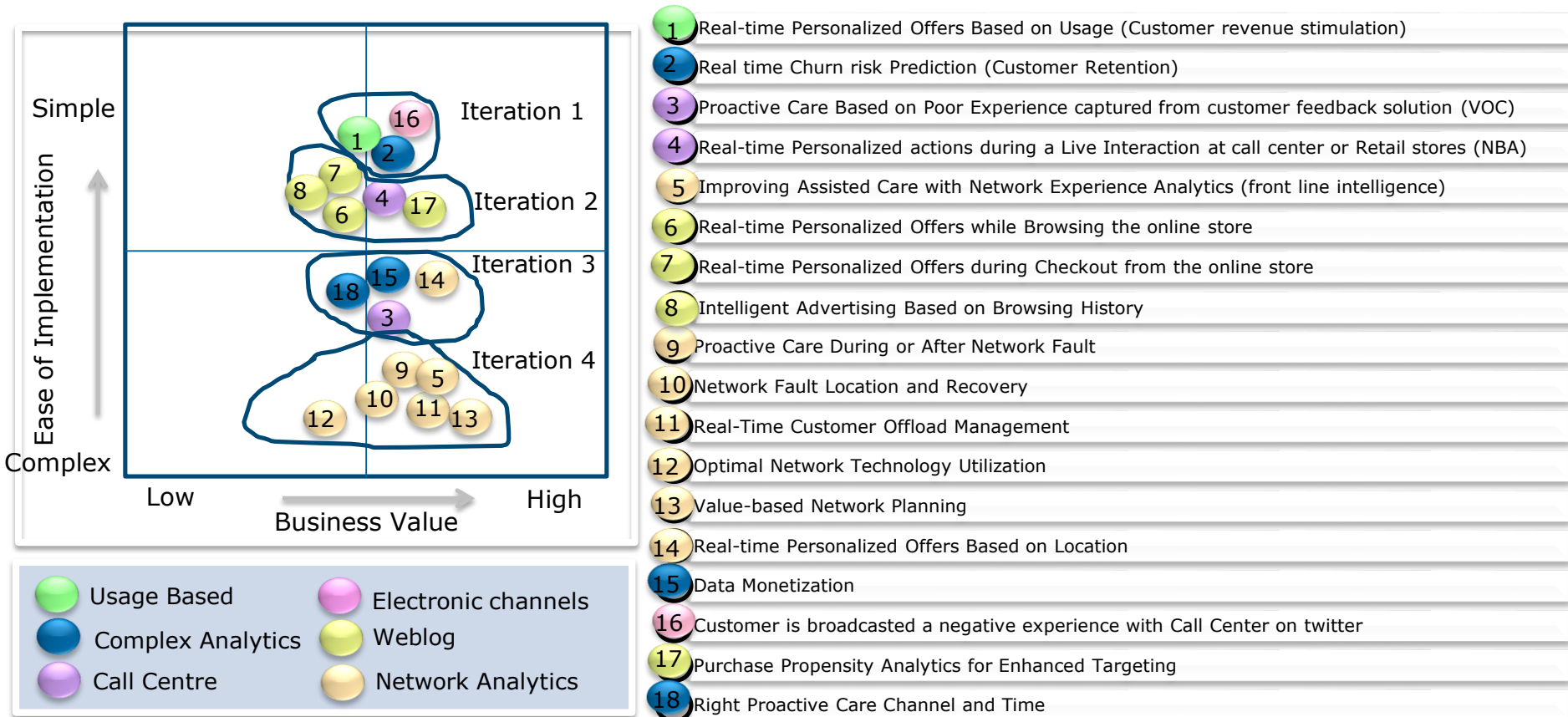
Use Case Magic Quadrant



Use Case Prioirization						
	Benefits	Efforts	Technical	Legal/Security	Other	Overall
Use Case 1	100	20	100	20	50	58
Use Case 2	70	70	30	100	70	68
Use Case 3	10	100	100	100	50	72
Use Case 4	90	65	80	85	85	81
Use Case 5	60	60	20	100	50	58
Use Case 6	20	80	80	20	100	60
Use Case 7	80	90	70	100	85	85
Use Case 8	100	60	60	100	90	82
Use Case 9	50	70	90	80	70	72
Use Case 10	70	70	100	100	60	80



Use case selection for implementation iterations



Proof of Value Approach

Define value use case and
identify required data

1-2 weeks



1

Ingest data and begin
analytics

1-2 weeks



2

Ongoing client feedback on
use case results. Define
Future Mode Operation

6-8 weeks



3

Thanks

For more information please contact:

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Ďakujeme za pozornosť

