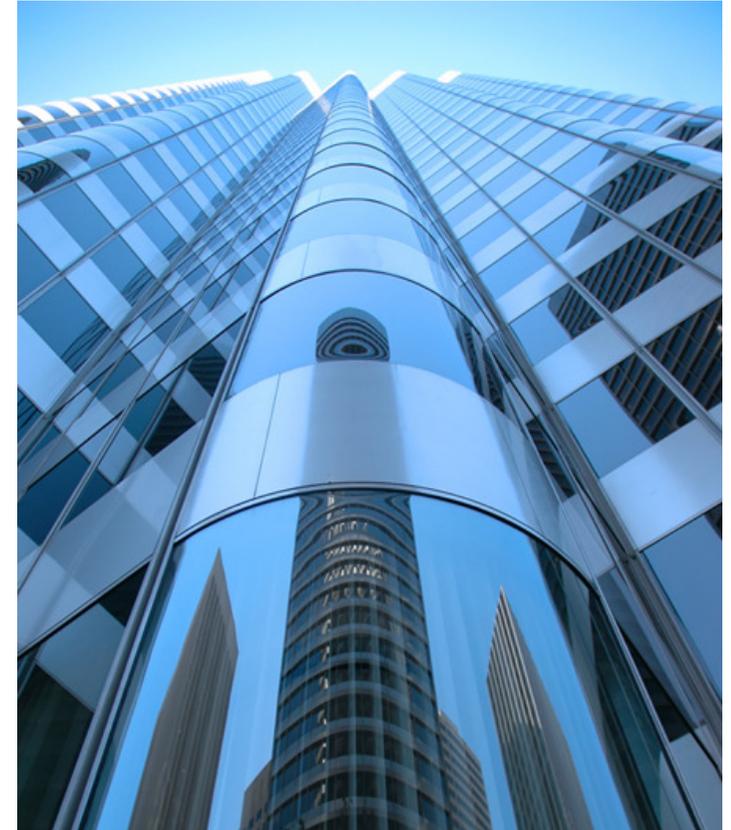


Innovative Anwendungsfälle für die Datenanalyse

„Von Datenflut zu neuem Wissen –
Neue Geschäftsmodelle in einer digitalen Welt“
Münchener Kreis - Fachkonferenz 2012

Dr. Volker Rieger

24.05.2012



Deutsche Telekom Group



Consulting
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DAX® 6.655,63 +0,59%	E-STOXX 50 2.478,15 +0,30%	MDAX® 10.212,17 +0,82%	DOW JONES 12.704,13 -0,10%	Gold (USD) 1.756,91 +0,72%	EUR/USD 1,3156 -0,09%	<input checked="" type="radio"/> Börsenkurse <input type="radio"/> cfi Indikationen
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FACEBOOK, GOOGLE UND CO.

Die lukrativen Schätze der Datenkraken

Daten sammeln als Geschäftsmodell: Nicht nur der Börsenkandidat Facebook macht gute Geschäfte mit dem Wissen über seine Nutzer. Werber und Händler wollen alles über die Kunden erfahren - und daraus Kapital schlagen. Von Ina Karabasz. [Mehr...](#) [4 KOMMENTARE]



„POST-PRIVACY“-AKTIVIST
HELLER
„Wir müssen die Daten-
Monopole aufbrechen“



PRIVATSPHÄRE
Wo Unternehmen die
Daten absaugen



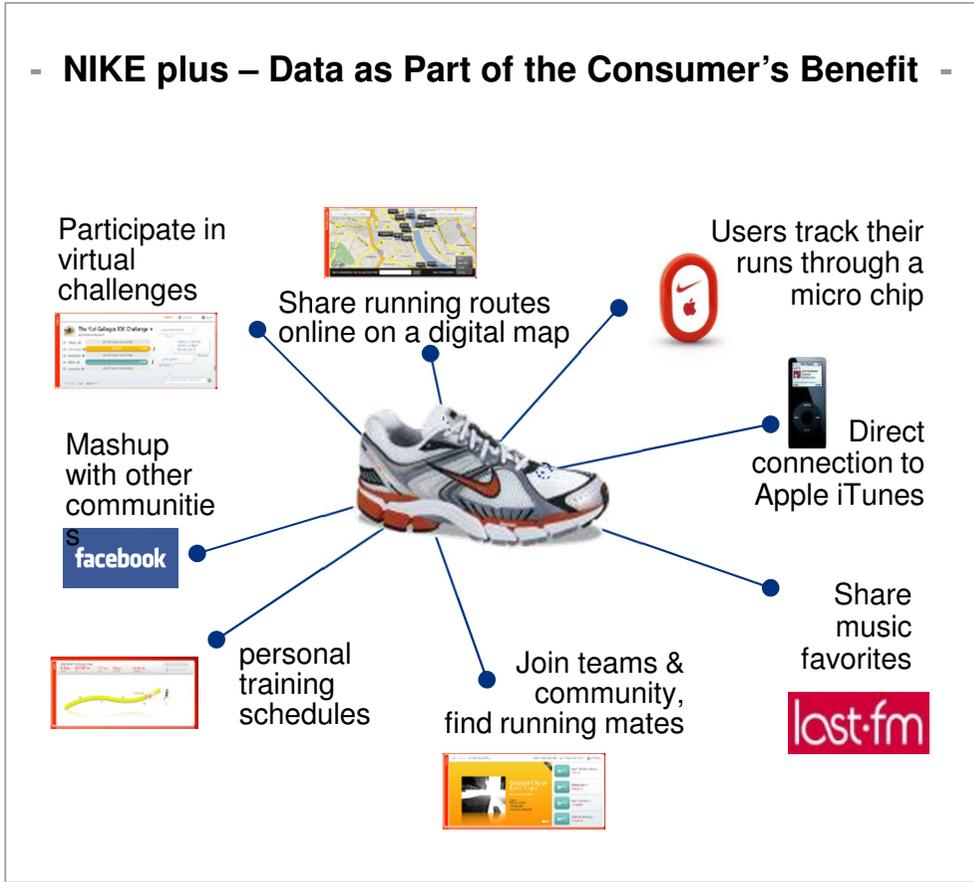
DATENSICHERHEIT
Wie Sie sich im Netz
schützen

Provisioning of information – whether as pure-play service or as attachment to an existing product – takes an increasing part of value creation across many industries.

— GS1 – Data products along the Supply Chain —



- NIKE plus – Data as Part of the Consumer’s Benefit -



Pure Data Services (“Pure-play”)

Google

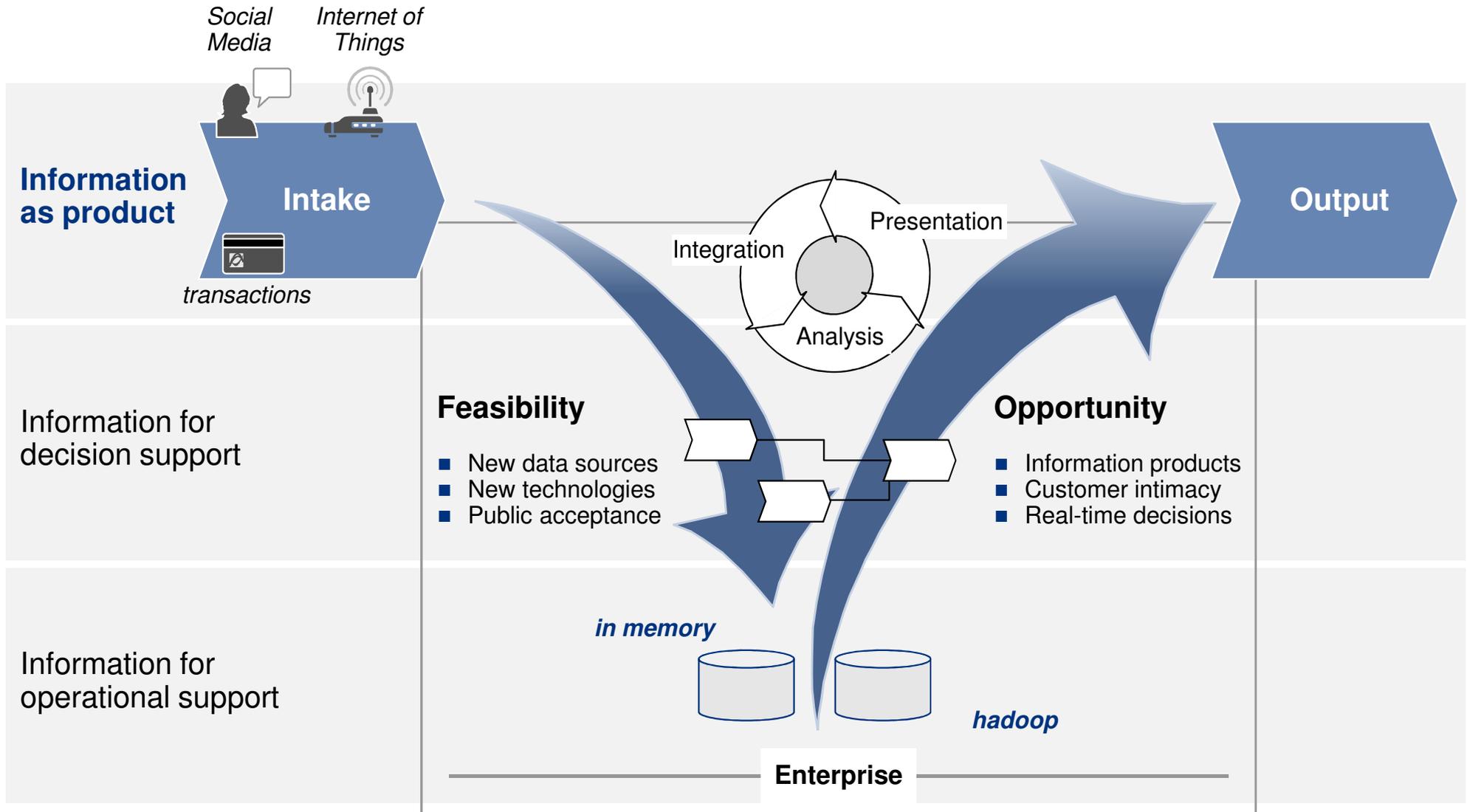
facebook

Products with a Data Sphere (“Hybrid”)

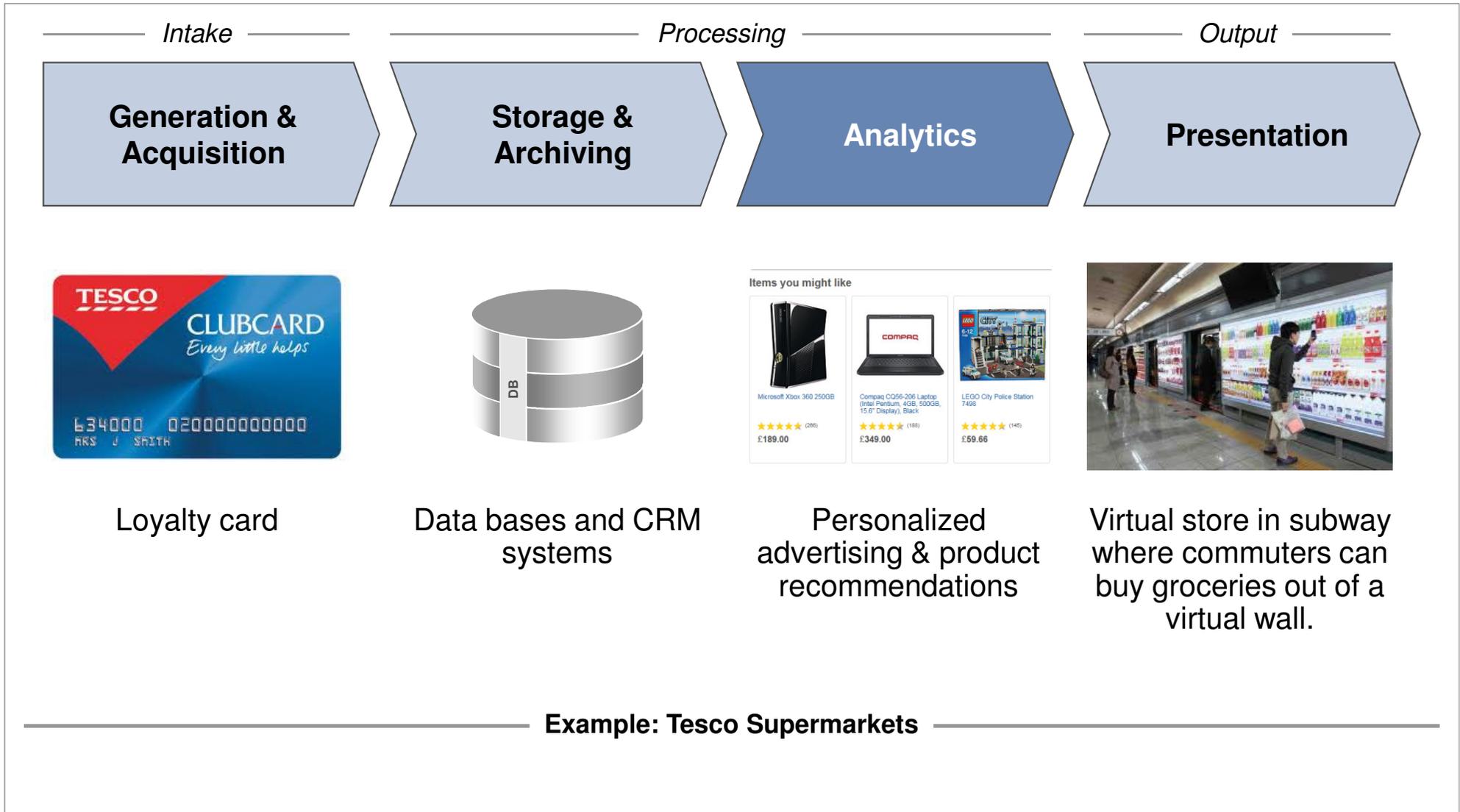
HILTI

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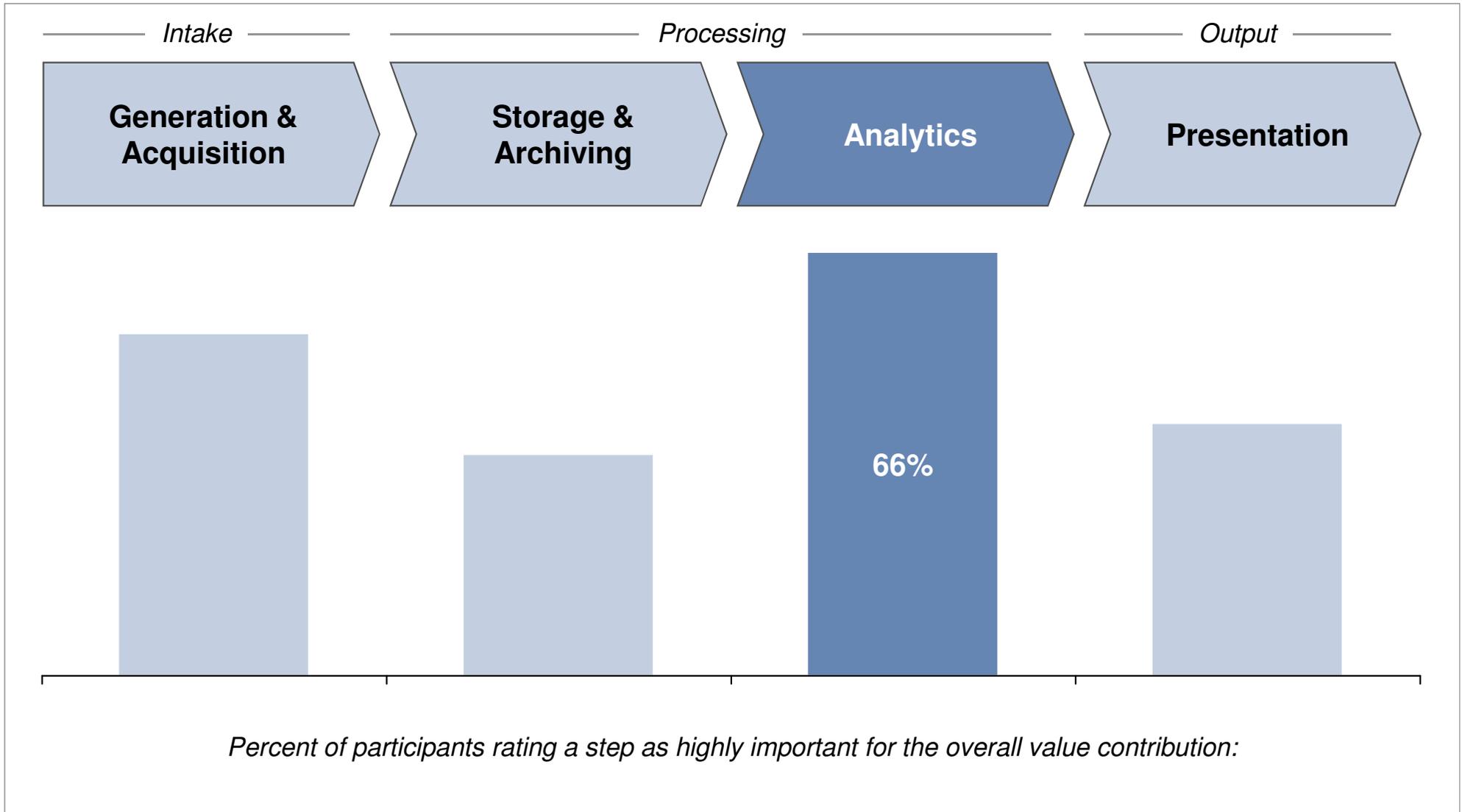
Data analytics has to cover and integrate both external and internal information sources. The results can be used internally or monetized in the external market.



Analytics is one step in the overall information value chain. Linking all elements creates new business models, applications and value propositions.



Most market participants perceive analytics as the key step of value contribution in information-driven services and business models.



Source: Detecon Study

The transformation of business and social life towards digital IT-based processes leaves various data traces requiring new capabilities to handle and analyze data.

The future digital world

Fully IT-based business processes in all industries

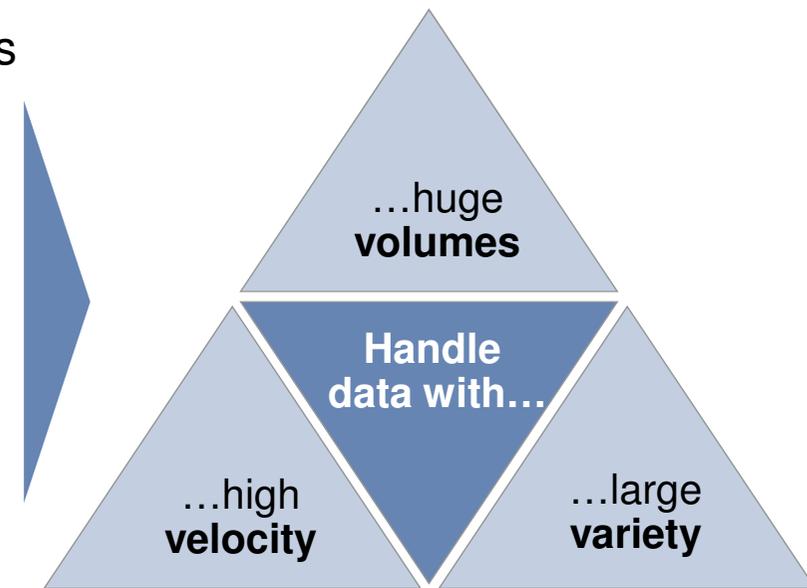
Web-based and mobile customer interaction

Social life via social media networks

Ubiquitous Internet-of-Things

Closed-loop real-time decision making

Required new data capabilities



The big data triangle

New big data analytics applications impacting core business processes can be found in all industry and services sectors.

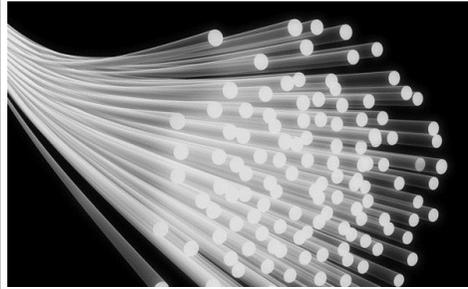
Utilities

Analyze energy data to improve demand and supply forecasting



Telecommunication

Perform customer analytics to retain existing customers



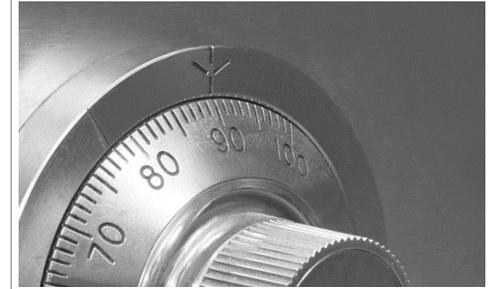
Media

Analyze social media data for market research.



Insurance

Make free-text analysis of claim reports.



Financial services

Use event-processing for trading and risk management



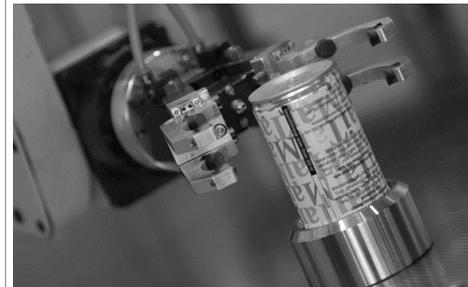
Health care

Determine efficacy of pharmaceuticals by insurance data analysis



Manufacturing

Analyze machine data from sensors for preemptive maintenance

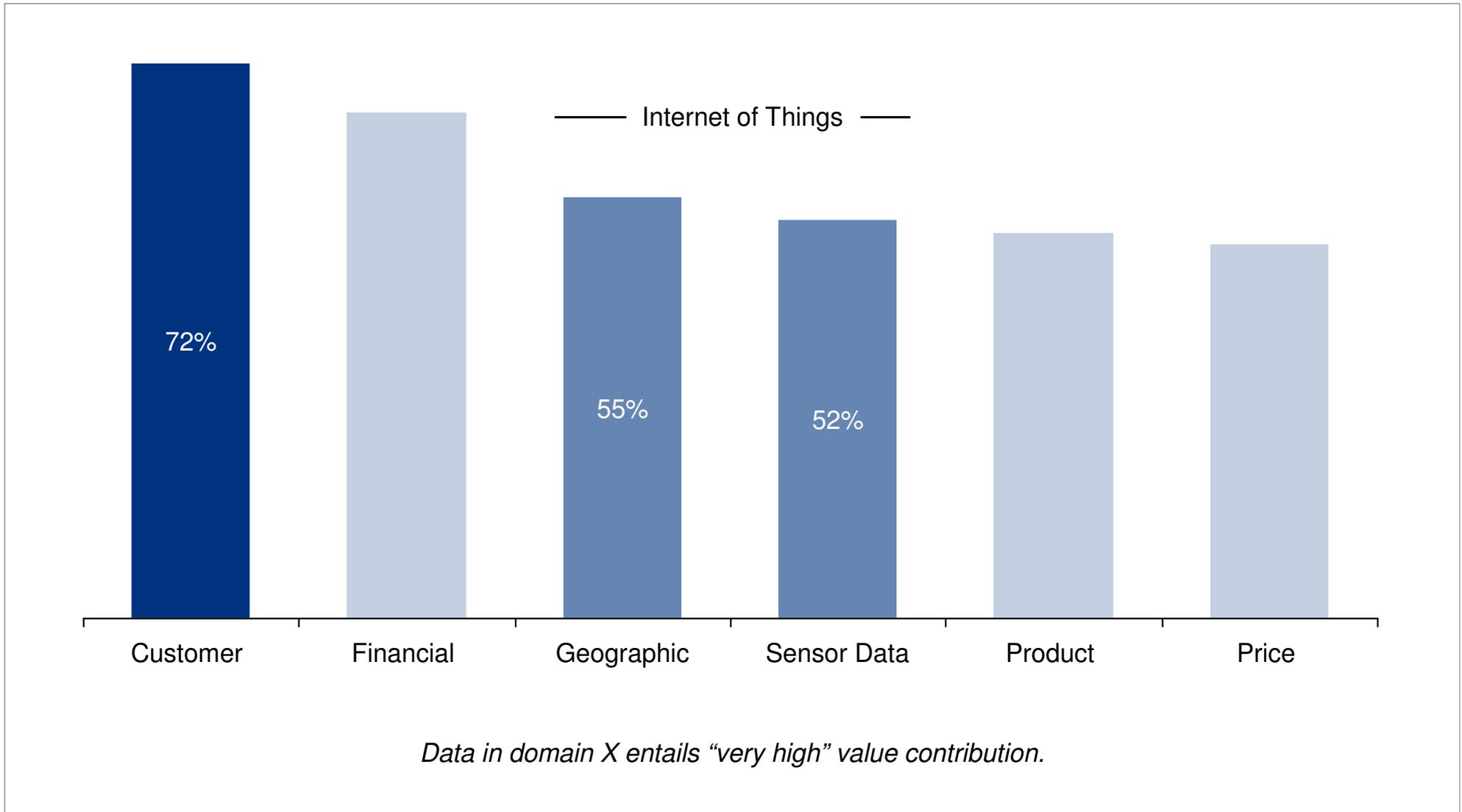


Logistics

Optimize logistics by analysis of location data from transport vehicles

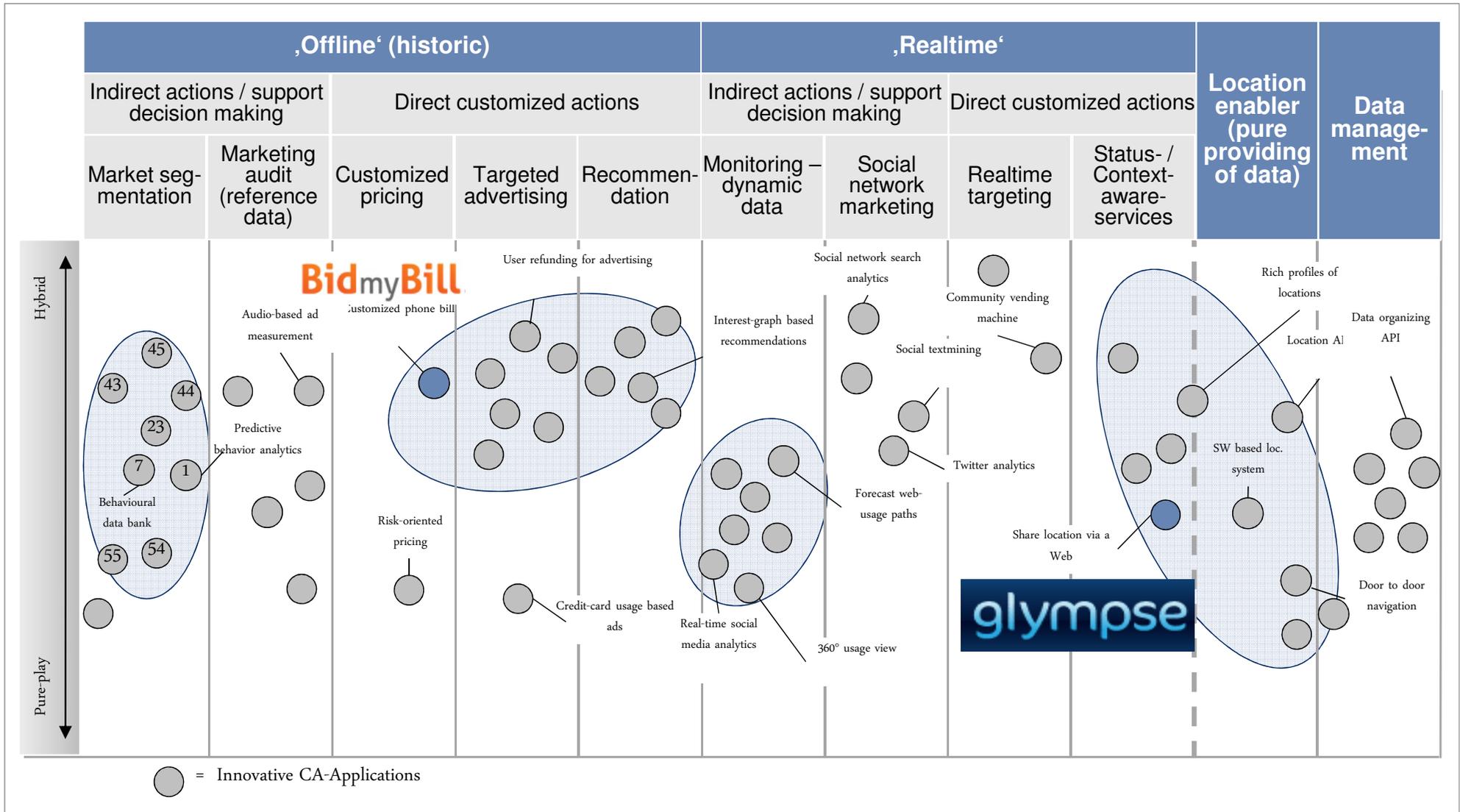


Customer data is perceived as being the most valuable data domain. A domain of growing interest is sensor data – representing the progress of the Internet of Things.



Source: Detecon Study

Customer analytics has been the focus of many innovative start-ups. Both historic and real-time data is being used to support enterprise decision making and new services.



Source: Telekom Innovation Laboratories, Detecon Analysis

Bid my Bill establishes a new business model: it provides an exchange platform and acts as intermediary between mobile operators and potential customers.

BidmyBill

Home AUCTIONS BIDS Help

Welcome Bob Bobby

Live Auction (123)

Requirements

Handset: Apple iPhone4 32GB Black
Network: O2,3,T-Mobile
Contract Length: 24 Months
Gifts or Cash Back: Free Xbox 360
Comments: None

06 23 40 46
Days Hrs Mins Secs

1 BID(s)

Latest Bids

Veolemeter	£15.50
------------	--------

View All

Bill History (3 months average)

O2 simplicity 20 for iPhone £20.42	Monthly Bill £25.37	Contract End 20-09-2011	Minutes 216.76	Texts 46	Data OMB	Bolt Ons iPhone Web Bolt On,
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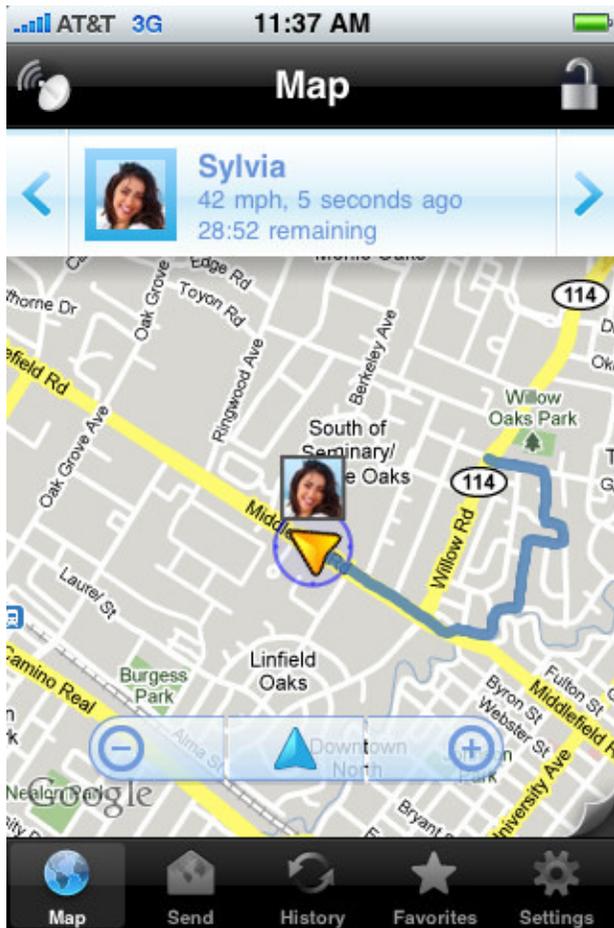
More Details

Website Terms of use | Privacy Policy | Acceptable Use Policy
© Copyright 2011 Bid My Bill Ltd

Customized mobile tariffs

- Reversed mobile phone buying process: phone companies bid for the user's contract based on historic billing data
- Extensive analytics on historic minutes, text and data usage
- User can add personal requirements (e.g. phone choice, network preferences, etc.)
- Launch: October 2011

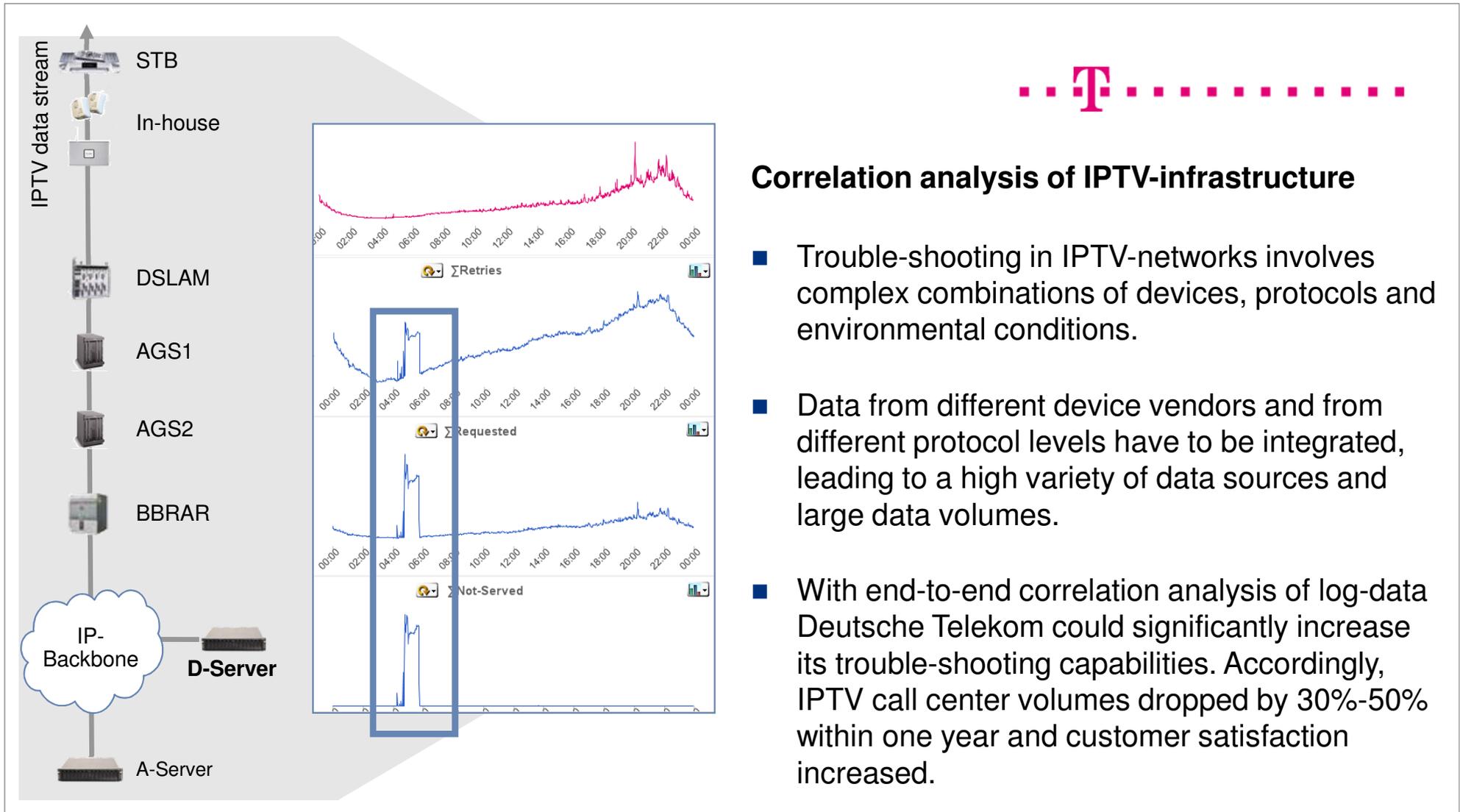
Glympse leverages the possibilities of retrieving location data. It addresses data privacy issues by leaving the decision – when to share his location and to whom – to the user.



Share location data

- Users can share their own location data with friends in real-time
- Friends receive a link to a map where they can “follow” the current location, and see the estimated arrival time at a certain location
- The location information can also be propagated to Facebook.
- Launch: 2008

With big data technology highly granular and yet exhaustive data is analyzed to troubleshoot IPTV networks. Hence, call-center volumes can be reduced by 30%-50%.

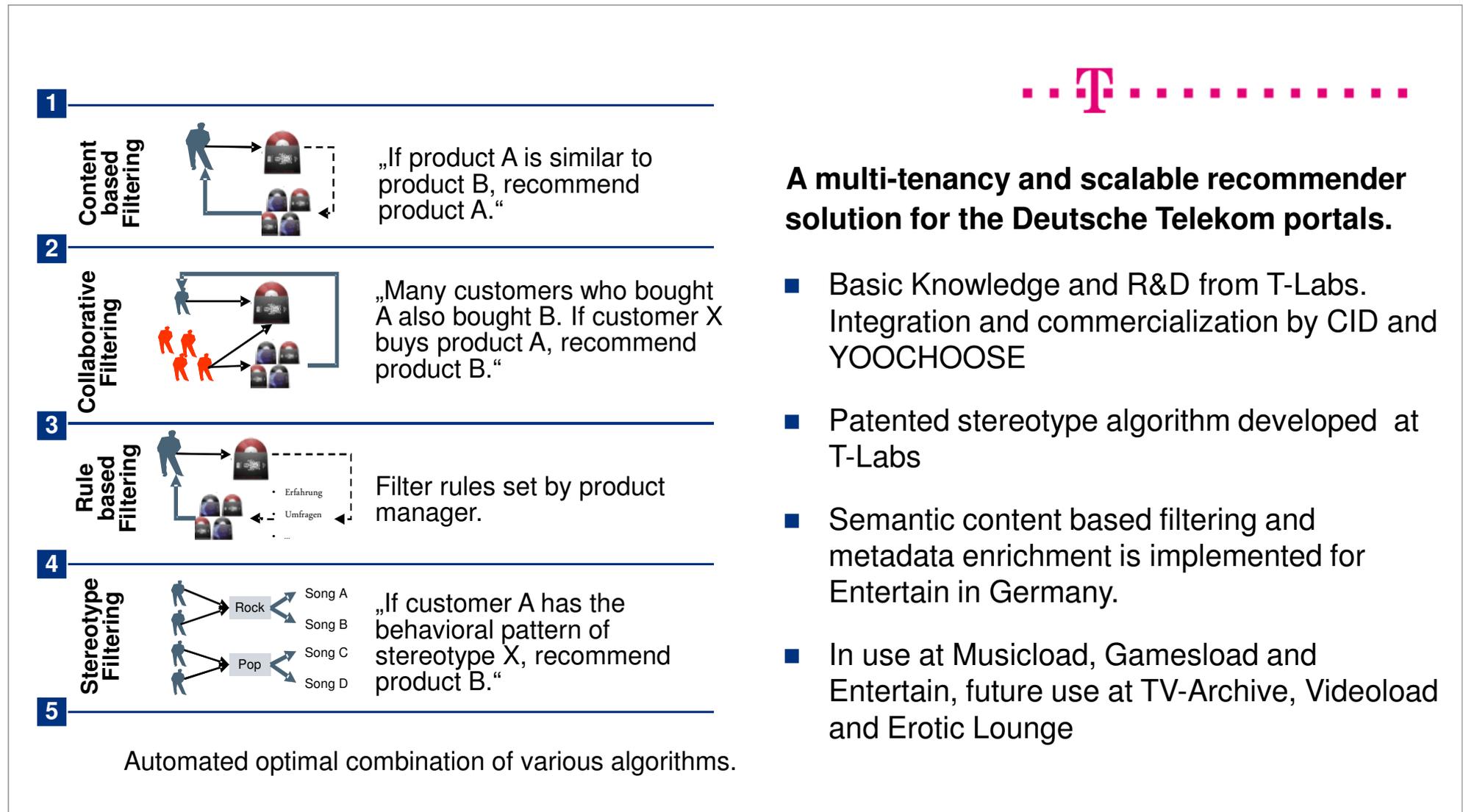


Immoscout24 uses its real-estate listings to derive market prices and offers these information as a paid service to home owners.

Real estate

- The real estate is a market known to its high degree of information asymmetry, giving rise to a high big data value potential
- The Deutsche Telekom subsidiary Immoscout24 is market leader (67% of visitors in 2010) among real estate portals in Germany
- Immoscout24 derives real-estate market prices based on its listings with a high level of granularity in regard to location, size, condition, features, etc.
- For a fee, value estimation based on the market prices is offered to real-estate owners

Deutsche Telekom's media portals (Musicload, Entertain, Videoload, ...) use both product and customer-derived data to improve user experience and enhance sales.



Trust and value are key to data analytics. Openness and win-win situations create benefits and acceptance.

1 — **Data analytics covers numerous applications fields**

Customer data is an important but only one of many fields

2 — **Only value for the customer is true business value**

Use analytics to improve your product and customer service

3 — **Data has market value**

All analytics initiatives should look to monetize data assets

4 — **Data likes to interact**

The combination of internal and external data yields maximum benefits

5 — **Machine data from the Internet of things will grow significantly in the next years**

Connecting remote assets and products to internal IT systems



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