Big-data analytics: speed is of the essence

In a crowded marketplace, today's communication service providers must make use of the data available to them as quickly as possible. *Global Telecoms Insight* talks to Yann Chevalier, CEO of **Intersec**, about leveraging the right data to improve internal performance and provide revenue-making, subscriber-centric services.

Today's communication service providers (CSPs) face something of a challenge when it comes to providing content. The need to offer new platforms and services to their subscribers is a given but, while those services may be useful for OTT players like Google, Amazon and Facebook, they do not always end up with the providers making money.

"CSPs have to invest more in their networks, but it's difficult for them to stay profitable," says Yann Chevalier, CEO of big-data software vendor Intersec. "These companies face major pressure on prices, the need to make significant investments, and a lack of rewards and additional revenues in relation to innovative uses for technology like mobile phones."

> **" We try to get as many feeds of data from the information system as possible and then render services for CSPs. "**

Big data, big rewards

The solution, according to Chevalier, is better use of data. Every minute, petabytes-worth of information flows into the networks of CSPs from sources including everything from social media, websites and mobile handsets to medical machines, sensors, electronic devices and corporations. While a few years ago, the technology didn't really exist for companies to process and analyse that data on a real-time basis, today, the sky is the limit.

"We think there is a big opportunity for communication operators to develop new revenue streams from data-related services," Chevalier says. "In the same way OTT players make money, there is an opportunity to leverage the data of subscribers in a respectful, ethically minded way. Of course, this is data that was already available 20 years ago but, until recently, people never thought to try to use and leverage it from a business standpoint."

Intersec started offering big-data services in 2009, hoping to help carriers extract and leverage data well before, Chevalier says, "anybody was really speaking about it". Today, provides platforms to CSPs around the world.

"We provide a unique big-data platform," Chevalier says. "It's a single platform on top of which you can activate several use cases. We try to get as many feeds of data from the information system as possible and then render services for CSPs, be they home broadband companies, mobile operators or cable providers."

See the service

So what do these services look like and what kind of data can be analysed? According to Chevalier, one of the main uses is internal performance: providing a platform that enables operators to do their jobs better on a daily basis.

"Fraud management is obviously an important example of our internal use cases," he says. "For example, if you do a credit card transaction online, you might receive a one-time password by text. If somebody steals your wallet and then tries to steal your mobile identity as well, they could receive that password and make purchases. This kind of thing is developing in many countries.

"By leveraging location data, which is available from the network operators, CSPs can make sure the credit card being used is consistent with the location of the mobile device of the subscriber. That can enable carriers, as well as banks, to avoid fraud and save a lot of money."

Another major use of big data, according to Chevalier, is in tools that allow operators to offer a hyper-customised customer experience. Take the example of a mobile phone.

"Here we have the opportunity to understand, in depth, what the customer is doing with their handset," Chevalier says. "Firstly, it's important to understand what somebody uses their smartphone to do – say, access email, mobile TV, social networks or surf the web – so that the data that is adapted can render them a proper quality of service.

"Secondly, people now expect instant, real-time services. If you're keen on location-based advertising, for example, you might like to receive coupons for your favourite brands whenever you're entering a mall. For operators, you have to be able to do that within minutes, detecting locations in real time." ◼

Further information
Intersec
www.intersec.com