



Question(s): Q17/13

**STUDY GROUP 13 – CONTRIBUTION 108**

Source: China Unicom

Title: Business Requirement for big data of telecom operators

**1. Introduction**

With the rapid development of mobile internet, as the over-the-top (OTT) players, such as Google and Tencent, eating into their revenues, telecom operators are under immense pressure as a result of the changing competitive landscape. Simultaneously, the accompanying explosion of big data gives telecom operators another opportunity to stay competitively with internet companies.

**2. Discussion**

Following with cloud computing, internet of things, big data was considered as another technical revolution, which deeply impacts corporation decision-making, business intelligence and even the way of life of the individuals. As the heart of data exchange system, telecom operator exhibits the instinct advantage of possessing personal data, relying on which the data mining presents numerous potential commercial value. Therefore, we propose to set up a new work item that focuses on the Big Data applications in telecom operators and this document should be part of the initial draft of the new work item.

**3. Proposal**

**Requirement 1 Enabling accurate marketing**

Accurate marketing enables the telecom operators to satisfy the subscribers with desired requirements, such as advertisement, appreciate services. As the warehouse of personal data, the underlying big data analysis enables the telecom operators to gain the user profiles, such as behaviour pattern, security and interest concern of the individuals by data mining, relying on which accurate marketing is processed.

**Requirement 2 Enabling revenue generating service innovation**

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Reducing opex and enhancing customer experience are key business objectives of operators that are trying to compete and stay relevant in the cutthroat communications arena. Operators believe that the big data analysis will play a pivotal role in helping them to grab the objectives of the subscribers, relying on which leads to revenue generating service innovation.

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