# BellaDati

# Data Monetization
## Leveraging Telco Data to Create New Revenue Channel

# Executive Summary

Changes in technology and consumer demand are enabling mobile operators to learn more about their customers than has previously been possible. The increasing data richness and availability as well as a need to develop new revenue channels apart from core business drive telco operators to make significant investments in data monetization.

BellaDati enables carriers to sell telco data and deliver customer analyses and insights to B2B clients as a ready-made solution via analyses portal, custom reporting applications, smartphone, tablets or email reports.
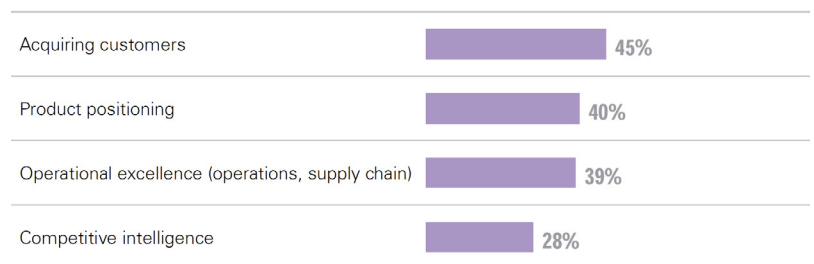
## Current Trends in Telecommunication Industry

Having finally recovered fully from the global economic downturn, the industry had to contend with the ongoing issues of how to grow and become more profitable. Market Research Reports outline key challenges to lay in monetization of new business models and leveraging customer data by investing in analytics. Furthermore, wholesales carriers need to face:

- Decline in revenues and margins as a result of regulation and intense competition
- Increase in customer churn and losing share to lower cost producers
- Utilization of investments into existing infrastructure and data centers
- Monetization of traffic over networks and capturing revenue of Internet players
- Utilization of available customer centric data

## Future Vision - Enhanced Customer Analytics

The future success depends to a considerable extent on enhanced customer analytics. Companies need the ability to gather and analyze data about customers and then use it to create the right mix of price and services for each customer segment and determine profitability over the entire customer life cycle. Carriers are moving quickly to embrace data and analytics with majority of executives (58%) rating the data analytics to be the main driver in customer acquisition, product positioning, operational excellence and competitive intelligence.

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|---|---|
| Acquiring customers | 45% |
| Product positioning | 40% |
| Operational excellence (operations, supply chain) | 39% |
| Competitive intelligence | 28% |

# BellaDati is Agile BI, Pure Web Application, Complete BI Solution for Telco Operators

## Cloud or On-Premise
Deploy in the cloud or install On-Premise. All you need is web-browser or mobile device.

## Analytics Platform
with API and SDK for creating Embeded Data Solutions. Deliver BellaDati as Your Brand.

## Mobile BI
Pull reports out of your pocket on- or off-line with BellaDati Mobile for iOS and Android. Filter, share and comment or harvest new data on the go.

## Telco Apps
Take the fastest paths. Leverage pre-built Telco dashboards, reports and measures to cut down costs and time.

## BIG Data and Predictions
In Memory Real time Statistics and Prediction with SAP HANA.
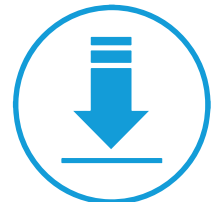
## NO-SQL/SQL biz data integration and analysis
from more than 100 databases, APIs, Cloud Solutions and Social Networks.

## Social network for Data Discovery
Realtime collaboration on the insights. Search, share, copy, export, get notified on data changes.

**BellaDati Cloud**

**BellaDati On-Premise**

# Data Monetization via BellaDati

Telecom organizations generate enormous volumes of demographics, location, usage and communication data. This data nevertheless represents huge potential and golden mine for B2B customers in various industries.

Pursuing the right strategy, carriers can find vital revenue stream in anonymizing, aggregating and selling customer data to

- shopping malls
- travel agents
- retailers
- advertisers
- media agencies
- entertainment companies
- marketing organizations
- governments

in form of visualized insights, reports and analyses.
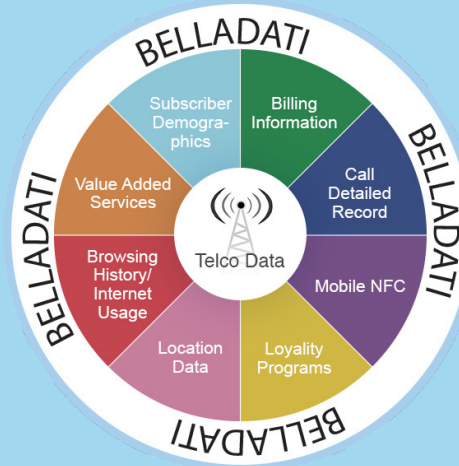


**BellaDati Data Monetization Platform**

**Salable Insights and Analysis**

- Customer Profiling
- Customer Behaviour/ Activities
- Lifestyle/ Travel Habits
- Mobile Transactions
- Network Traffic

## Typical Deployment

With all these insightful analytics catered for different industries ready, one of the biggest challenge is that Telco needs to deliver the reports to different enterprise customers in a fast, secure and easy way, with consideration of rapidly increasing volume of data.
BellaDati enables carrier to integrate, agregate, sell and deliver reports and alayses via:

- Analyses portal
- Personalized Databank with Custom login
- Smartphones and Tablets
- Emails
- PDF Reports
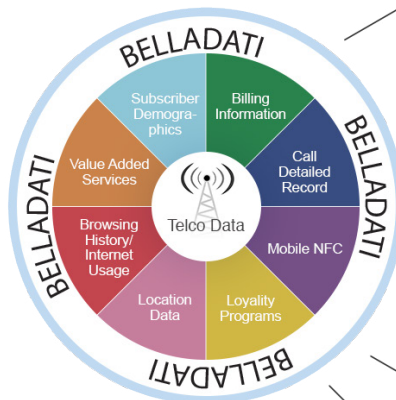


**BellaDati Data Monetization Platform**

**Delivery Options**

Analyses Portal

Personalized Databank with Custom login

Smartphones and Tablets

Emails

PDF Reports

**Customers**

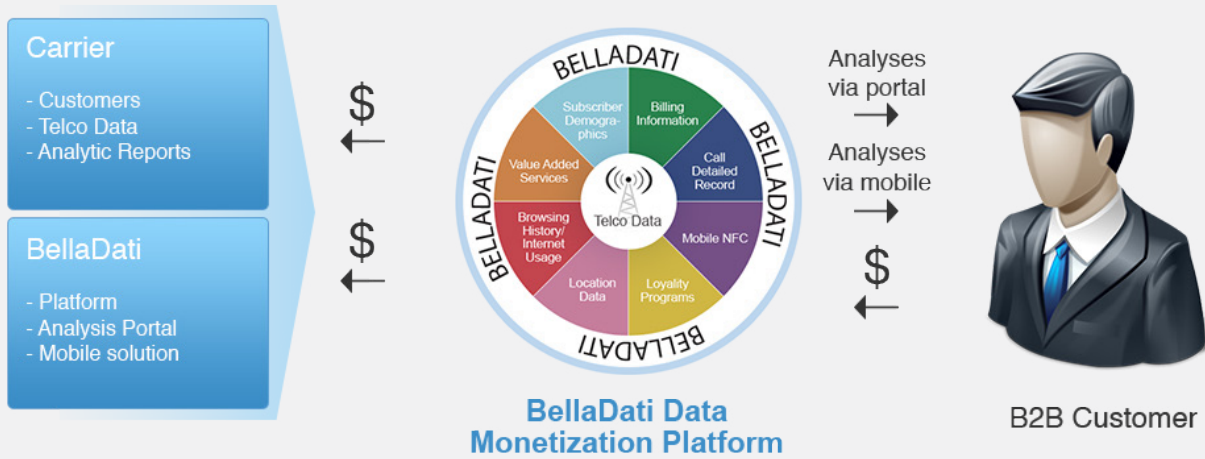| Shopping malls | Media agencies |
| Travel agents | Entertainment companies |
| Retailers | Marketing organizations |
| Advertisers | Governments |

# Recommended Business Model

## Carrier

- Provides Telco Data
- Anonymizes, aggregates and creates analyses
- Sells and markets the solution to B2B customers

## BellaDati

- Provides BellaDati platform for Telco Data integration, cleaning and reports development
- Offers analyses portal
- Creates personalized databanks with custom login
- Delivers mobile app for iOS and Android
- Offers flexible licensing to different size of enterprise customers

## Customer

- Purchases or subscribes to telco data analyses and customers insights
- Accesses reports via analyses portal
- Consums data via smartphones and tablets
- Receives analyses in Emails and PDF Reports



**Carrier**
- Customers
- Telco Data
- Analytic Reports

**BellaDati**
- Platform
- Analysis Portal
- Mobile solution

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BELLADATI

Subscriber Demographics

Billing Information

Value Added Services

Call Detailed Record

Browsing History/Internet Usage

Telco Data

Mobile NFC

Location Data

Loyalty Programs

**BellaDati Data Monetization Platform**

Analyses via portal →

Analyses via mobile →

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B2B Customer

## Benefits

- Creates new revenue channel by selling analyses to B2B customers
- Increases existing mobile advertising revenue by delivering timely and relevant promotions to customers
- Provides insights to third parties to better understand their customers and design targeted marketing campaigns
- Enhance partnership with mobile ecosystem players and app developers to offer better mobile user experience

Customer Profiling

Customer Behaviour

Lifestyle Habits

Mobile Transactions

Network Traffic
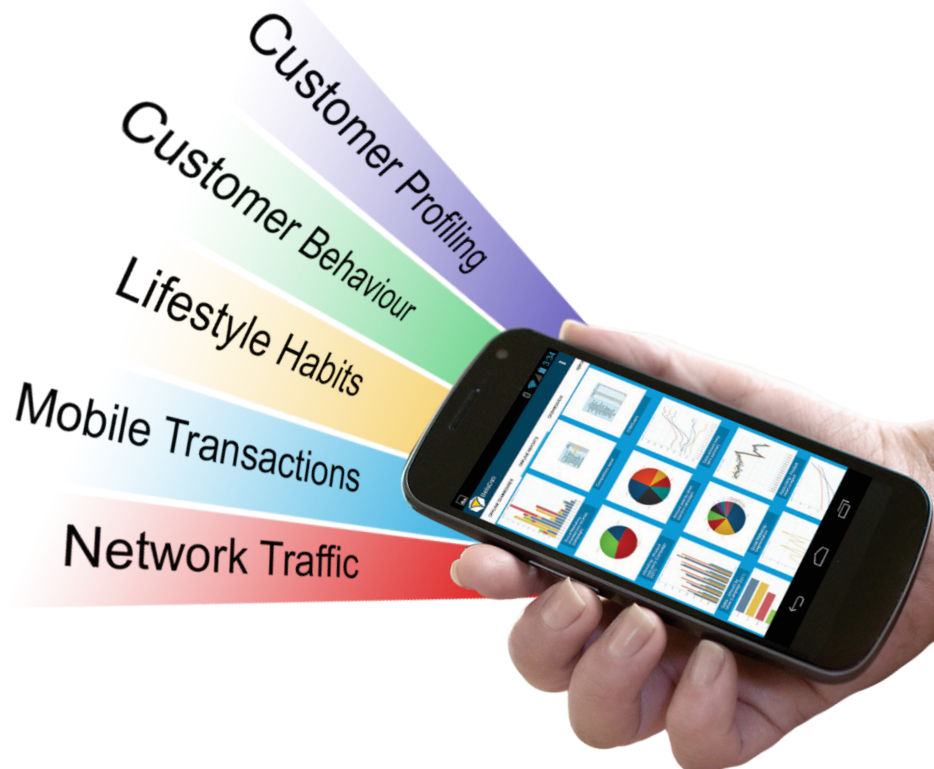
# Ask for more use cases...

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BellaDati