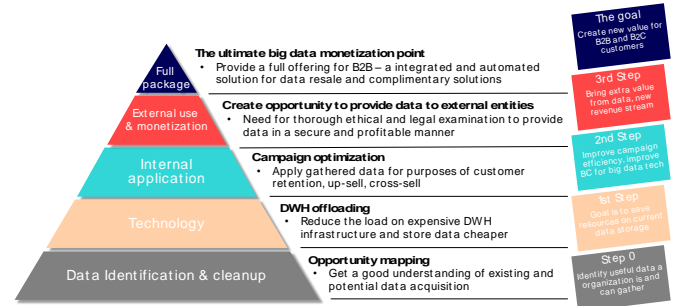


# BIG DATA MONETIZATION

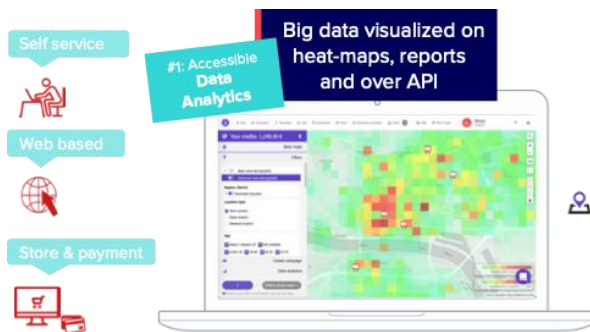
The monetization of big data at data rich industries typically focuses on 2 main areas / use-cases:

- **internal use-cases** (customer segmentation, prediction modeling, next best action calculations etc.)
- **monetizing the data externally** (new revenue & new business / government services).

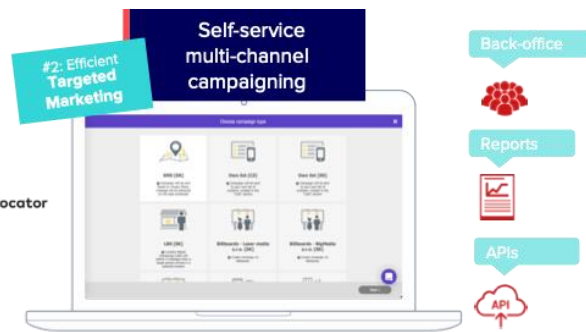


## MARKET LOCATOR

Market Locator is a **big data driven monetisation and marketing platform** allowing you to give your data a new **multi-million EUR per annum value**. Imagine you can **take data from telco** - aggregate them, anonymize them, for



GDPR compliance and these statistics about the telco's clients you **provide to other 3rd party businesses & the public sector** such as coffee shops, retail institutions, banks, or public institutions. For **location intelligence, risk scoring & targeted communication** via multiple channels.



## THE OPPORTUNITY

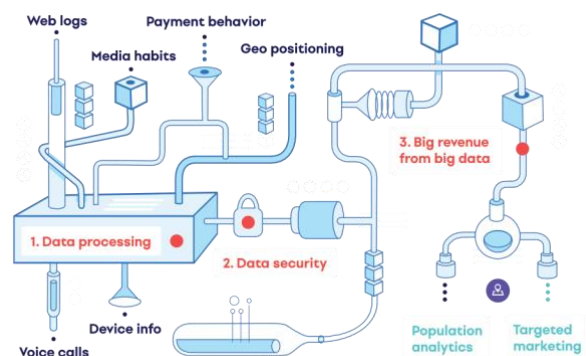
- **Unique offering for B2B & public sector:** self service, web & API based data insights & marketing – implemented with the likes of DTAG, Orange, O2, STC in CEE & Middle East
- **Location intelligence:** simple possibility to sell anonymised location intelligence & population analytics - new data revenue stream
- **Marketing platform:** simple integration of communication channels (such as SMS, MMS) for internal as well as external resale purposes - revenue from sent campaigns by 3<sup>rd</sup> party
- **Smart city & smart government** offering for population insight & emergency messaging
- **API risk scoring:** providing a telco data driven risk score to financial institutions over API

## MULTICHANNEL MARKETING PLATFORM

- **Multichannel** - connect to your SMS, MMS, email, app or OOH channels & utilize them optimally
- **External & internal use** - provide B2B customers and internal marketing with an effective tool for targeted marketing (based on user attributes, real time location, browsing behavior).

## LOCATION INTELLIGENCE PLATFORM

- **Anonymisation and aggregation** into a legally and ethically compliant (GDPR) form for resale
- **Self service & web based:** ability to purchase access to valuable location intelligence
- **Location analytics** (what sort of people spend time in a location, where to open a new branch)
- **Smart city enablement** how many people live & work in parts of the city, how they move etc.



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