How do we extract value from data?

Experience the Data Journey

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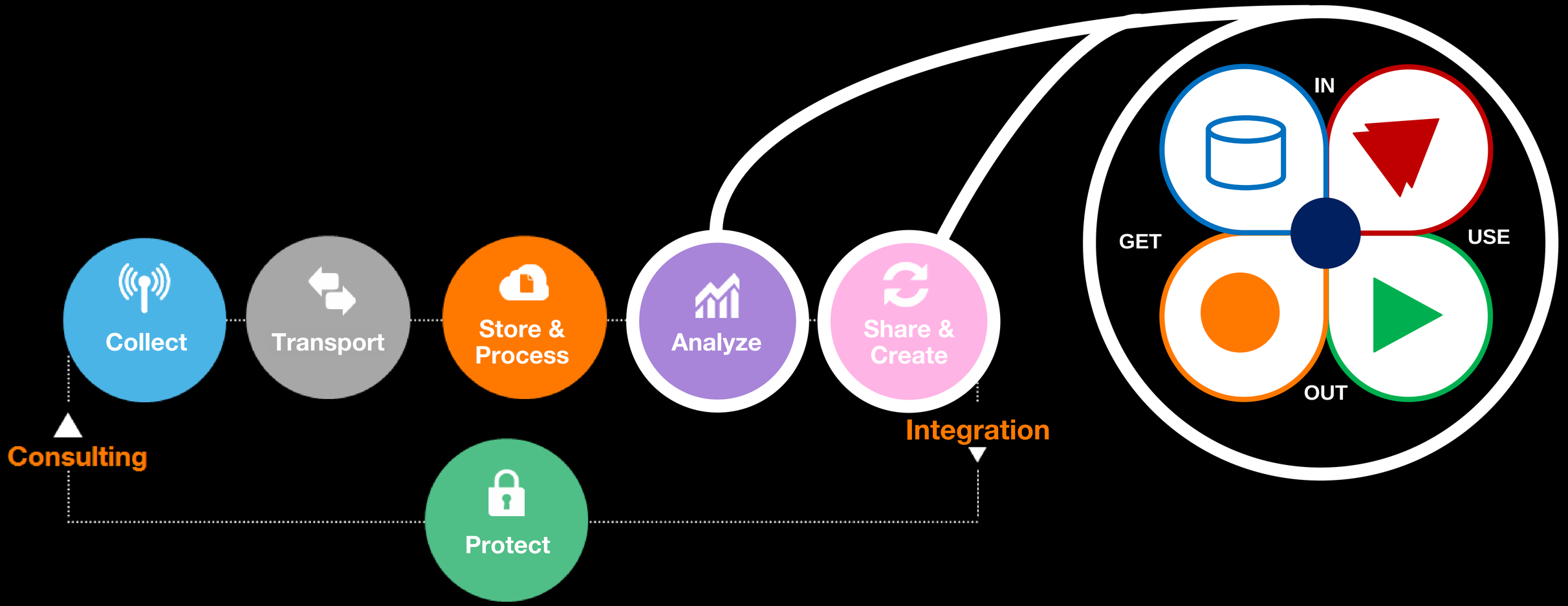
Data analysis: what are we talking about?



Data analysis disrupts all industries

75%

of companies plan to implement AI and big data

Source: The Economist

203

billions of $ generated by big data by 2020

Source: IDC

50%

of BI requests will be done vocally by 2020

Source: Gartner

1.7

megabyte of data will be created every second by each person in 2020

Source: IDC

1st

Glassdoor ranking job is Data Scientist

Source: Glassdoor

Data helps addressing 4 business challenges

Do better

#1

Optimize operational efficiency

51% of businesses believe that they can boost productivity and generate savings by improving internal processes. (EBG)

Do more

#2

Better understand customers to better serve them

49% of businesses think that data science helps track customer behavior more effectively. (EBG)

Do right

#3

Anticipate financial, security, regulatory, e-reputation and fraud risks

72% of businesses believe that big data can play a vital role in detecting Fraud. (EY)

Do new

#4

Detect, choose and create new services based on data

96% of businesses say that they could create more value through the widespread deployment of data Analysis. (Bpm'online)

#1 Do better

Optimize operational efficiency

How the Port of Antwerp optimizes logistics thanks to data science?

Port of Antwerp

Use case:
traffic intensity, waiting time, forecast of arrival times...

Multi-disciplinary team (data architects, data engineers, data scientists)

Data Lab co-creation

How to optimize mail delivery services?

LA POSTE

Fulfill timely delivery, optimize carriers' rounds and stops, focus on customer service

Big Data Technology to analyze 40 million mails, 2,400 sorting centers, 75,000 mailmen

Savings, availability to deliver new services

#2 Do more

Better understand

customers to better serve them

How data analysis helps proactively propose customized real-time offering?

Car Manufacturer

Increase leads generated for car dealerships

Behavioral predictive score calculation to optimize media campaigns buying

Conversion rate x3

How to create a “smart resort” to improve tourist experience?

Flux Vision

Population flow statistics (based on mobile data)

Customized information or services

Waiting time reduction

Real-time mobile application

#3 Do right

Anticipate risks

How to fight against VAT fraud in Europe thanks to data science?

Public financial regulator

Exploring **big data** sources from 28 member states of the EU

Expected ROI is cutting VAT carousel fraud by 98% within fiscal year

Tax revenue significant increase

(1 billion euros per year)

How to use unexploited customer data for credit granting?

Large Financial Services Company

Exploring customer data and requests for loans of liberal profession (*) segment

Customers' risk evaluation and potentials

Daily consolidation of requests and amounts

Process automation, liquidity forecast,

Reduced time (even pre-established option) for file acceptance

(*) lawyers, notaries, doctors…

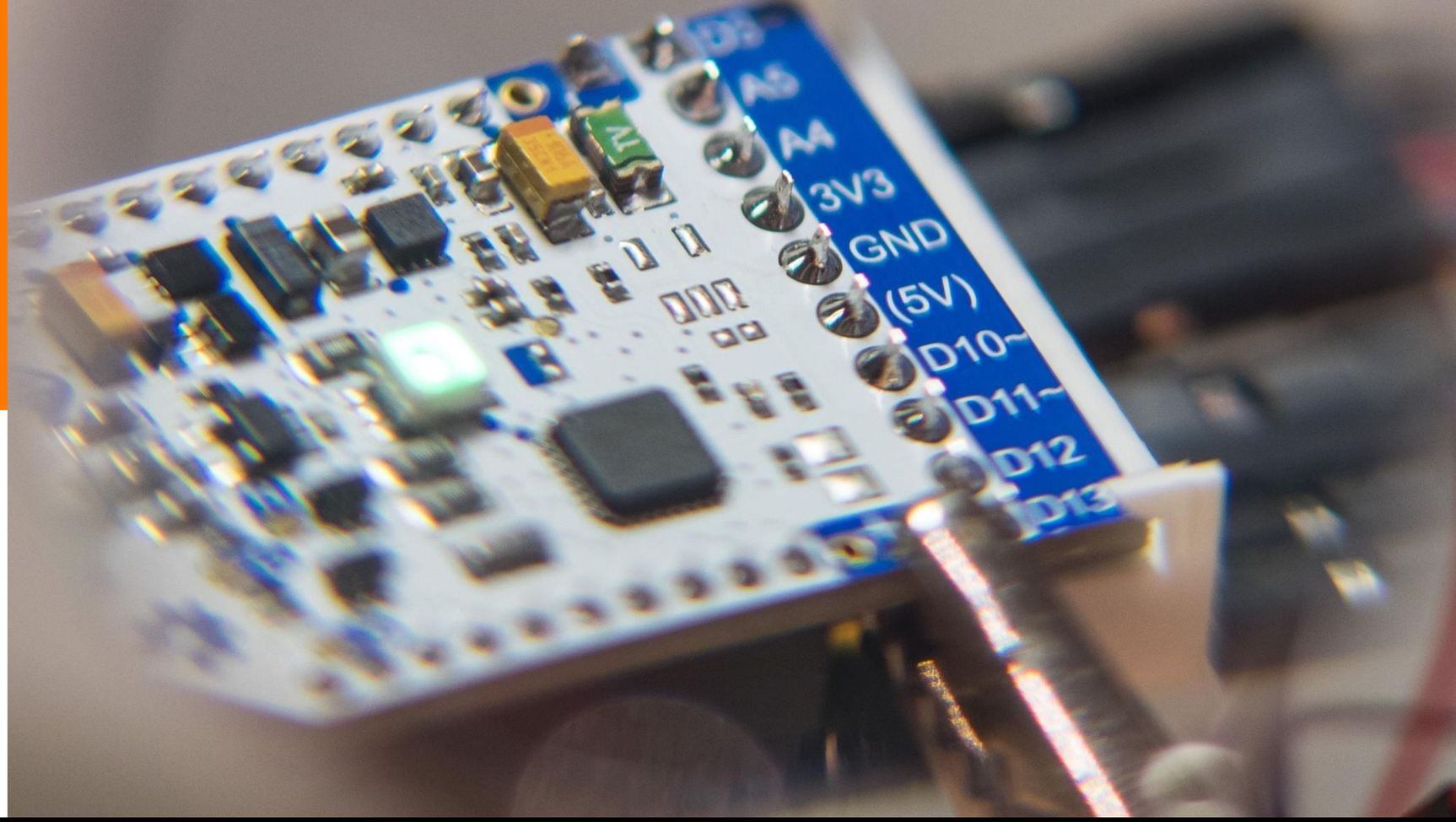
#4 Do new

Detect, select and create

new services based on data

How to improve team safety in the field?

Non-governmental organization



A **connected belt** to fight against kidnapping of staff

Alert system in case of fall detection, extended absence of movement, ripped belt…

Independent connectivity of local and public network

How to use open data to track & control Dengue epidemic?

Pharmaceutical company

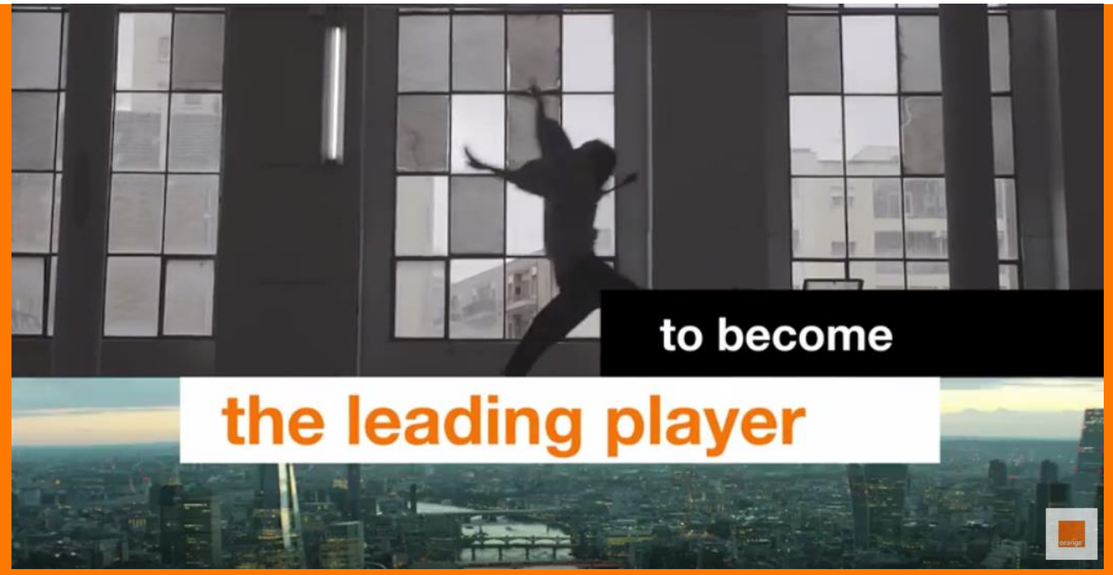
Exploring public data on diseases & symptoms to plan actions

Predictive analysis, Anticipate & plan production of vaccine

Campaigns to raise public awareness, focus on priority zones

Our new ambition:

To become a leading player



Business & Decision and Orange Business Services

Strong synergies for a new ambition

Becoming the leading player in terms of designing solutions, consultancy and integration for:

- **Connected data**
- **Digital experience**
- **Business intelligence**

Helping businesses to decide, take action and reinvent their business

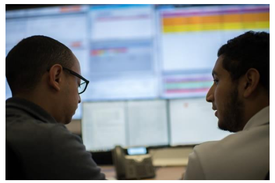
Our know-how to extract value from data

Data architecture

- Data hub
- Data lake
- Data preparation

Data science

- Data engineering
- BI
- Dataviz



Data governance

- Data quality
- Security

Our partners

cloudera · HORTONWORKS · MAPR · TRIFACTA

splunk> · tableau · Qlik · KNIME · MicroStrategy

Informatica · talend · SYNERGY · Semarchy

sas · aws · Microsoft · ORACLE

1,800
data scientists & engineers

330
million data processed / minute

500+
recruitments in 2019

A customized approach 20/200/2000

- Frame the project and expectations
- POC
- Deployment

Outlook

Do better

#1

Optimize operational efficiency

Profitability

Do more

#2

Better understand customers to better serve them

Growth

Do right

#3

Anticipate financial, security, regulatory, e-reputation and fraud risks

Compliance

Do new

#4

Detect, choose and create new services based on data

Future

Key takeaways

1 We manage the complete value chain end-to-end

2 We master infrastructure and technologies

3 A strong innovation / co-creation capacity with customers and partners

A strong player in Europe

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Thank you!

Questions?

acsed orange

Association des cadres supérieurs et dirigeants