



ABO DATA



Understanding and overcoming the challenges of capturing and leveraging the data generated by M2M

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Abodata

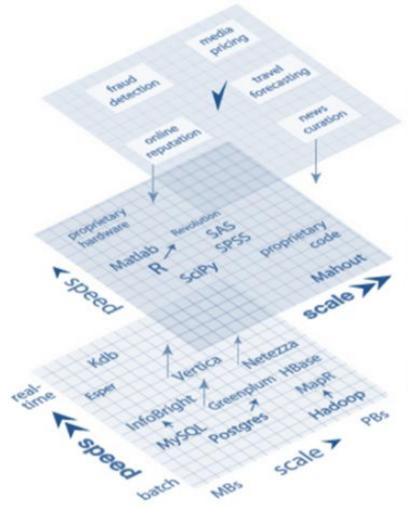


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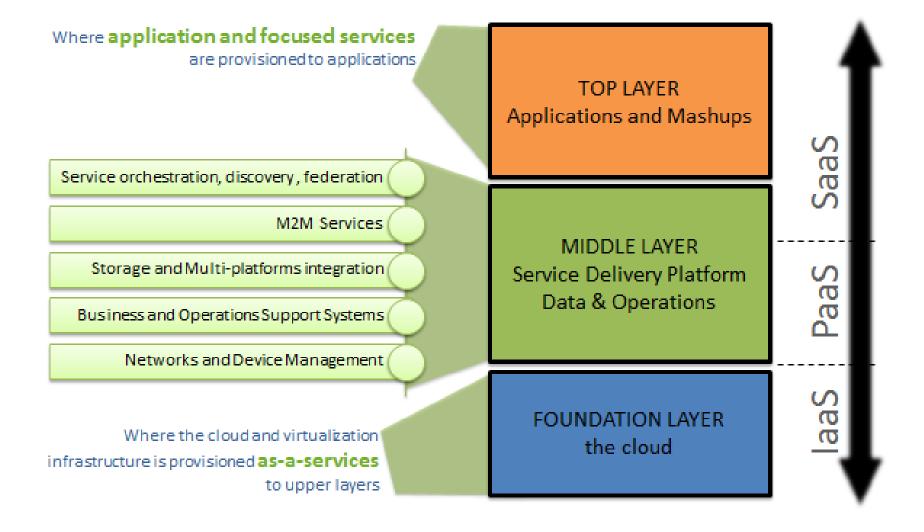
The Big Data Stack





The Basic Stack

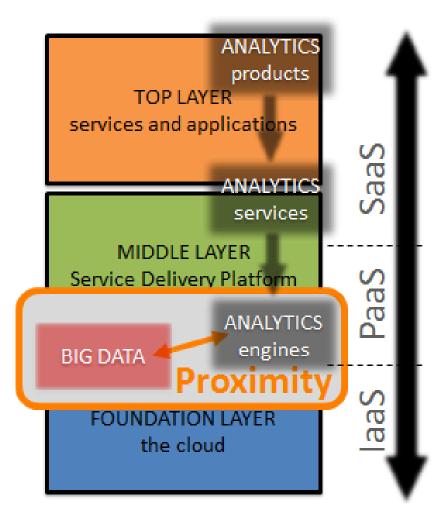






The Big Data Stack





Fast Data, Big analytics and Focused Services

- Application requirements for fast access to a full data set are moving RDBMS and NOSQL data stores to memory and SSD appliances.
- With data in memory, statistical algorithms can operate interactively. The key factor is to move analytics where data lives -Proximity - and use a language compatible with the data layer.
- Rich analytic service platforms will be available to drive the development of new data products and services across all sectors.





M2M Analytics





Define M2M Analytics



 Connected device intelligence helps your organization to improve the activation rate and longevity of your connected device portfolio and to best incent sales and activations of your connected devices through direct and indirect channels.

Mobile voice growth	Voice maturity, mobile data growth	Mobile data maturity
► Network coverage	► SAC/SRC	➤ Cost per bit transmitted
► Subscribers	► Chum	➤ 3G/4G network utilization
► Penetration	► Data share of revenue	 Data usage per subscriber
► Customer market share	► Mobile internet page hits	M2M connections
► MoU	► Revenue market share	► Mobile payment users
► ARPU	► 3G handset take-up	► Smartphone take-up
► Pre- and post-paid split	► On-portal visitors and traffic	► App store revenue
Industry characterstics		
► Mobile as premium product	► Mobile as lifestyle product	► Mobile as utility product
► High ARPU early adopters	 Lower ARPU long tail of users 	► ARPU stabilization
► Prepaid growth creates mass market	 Stabilizing MOU and SMS usage 	 Increasing devices per customer
► Low competition levels	 High competition levels 	 Disruptive competition
► High-margin legacy products	 Margin pressure on legacy products 	 Margin pressure on all products
► Voice and SMS	 Walled garden mobile internet 	► High mobile data usage



What for?



Operational:

- Fault Management
- Predictive Diagnostic
- Anticipate Failure
- Protect from maliciuos behavior or misbehavior of devices

Business:

- Strategy Development
- Defining dynamics pricing schemes
- Fraud Detection
- more ...



Answering to ...







- How many active devices have not been in operation
 - ... in the last 3 weeks?
 - ... in Region A?
 - ... with Air Interface X?
 - ... belonging to the e-Health vertical?



Monitoring and Controlling ...









- Isolate devices that generated more than 2MB traffic each day
 - ... during last 3 weeks
 - ... in Region A
 - ... belonging to the e-Health vertical



Analyzing ...





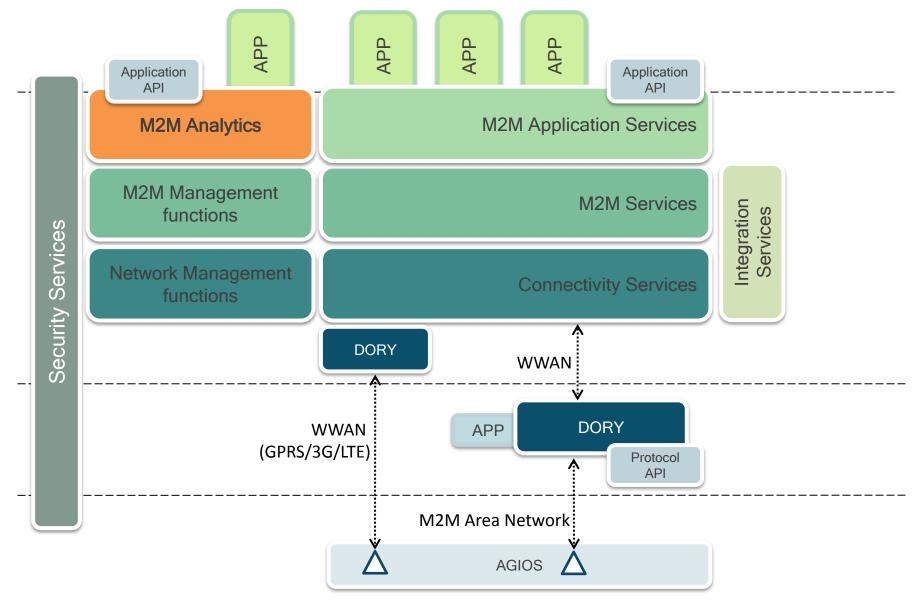


- Analysis of the traffic generated by devices (group by traffic-pattern)
- Group devices by their radio interface (2G, 3G, WiFi, Zigbee, broadband, ...)



Plat-One SDP

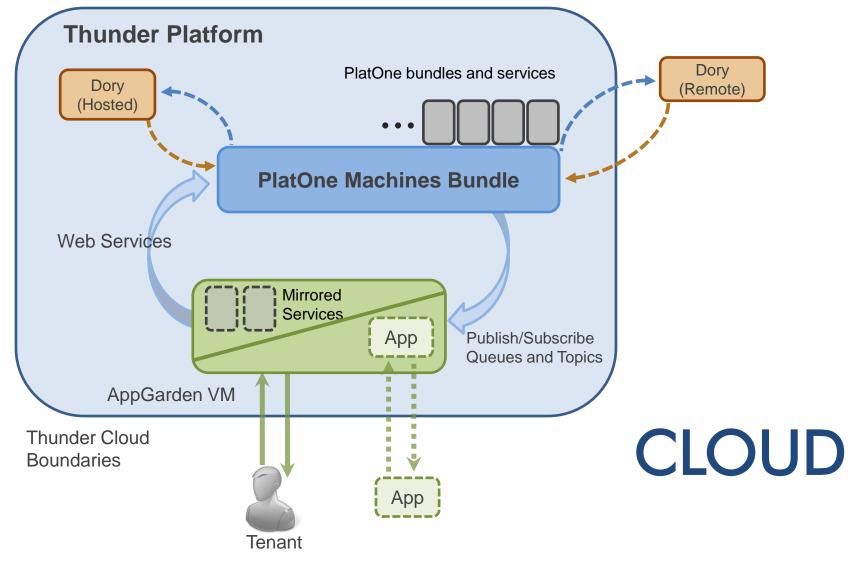






Cloud Enablement

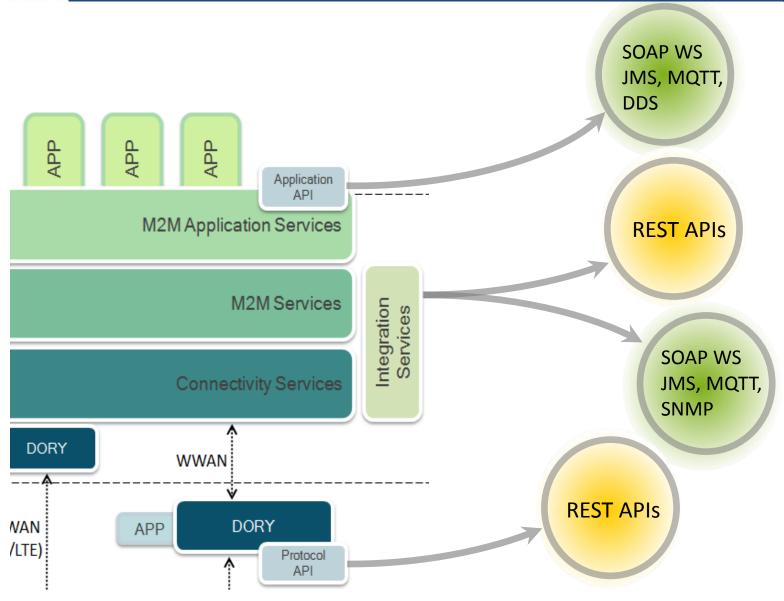






Integration Contact Points

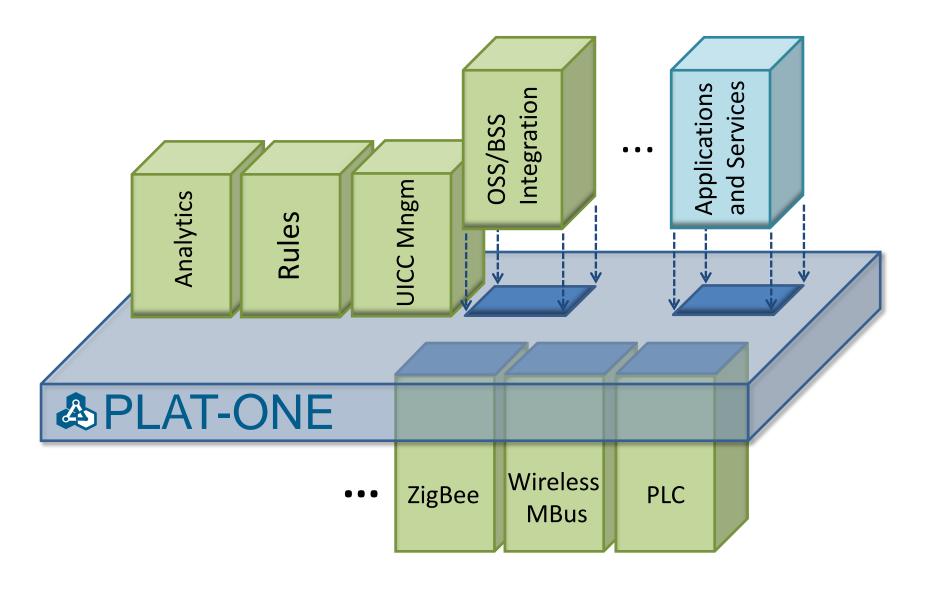






Integrate new Services







Use Case





Nobatek











households, business, administrations, public areas





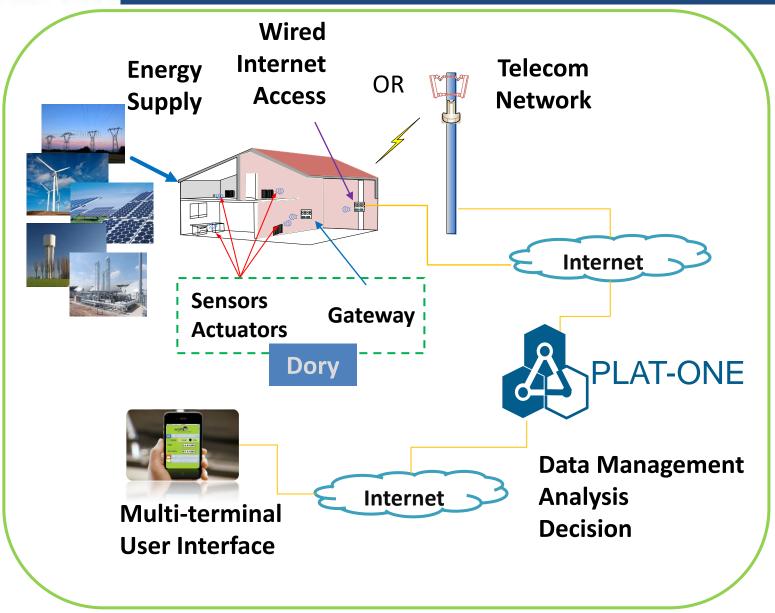
Production & Distribution





Use Case







Use Case



- Data acquisition through ZigBee HA, Zigbee Custom & BacNET protocols
- Local Management for closed-loop automatic control
- Centralized Management for cloud-enabled dashboards and analyses of heterogeneous information
- HMI, Optimization Engines, Administration
 Consoles and other apps co-operating over the
 same environment, with customized permissions
 and access depending on role and level of the
 involved actors



Wrap-up

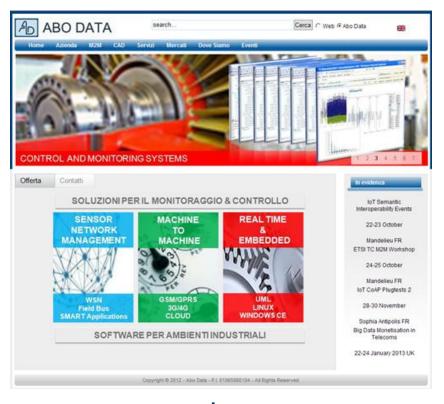


- Massive deployments of new smart devices introduce unprecedented challenges in the M2M realm
- SDPs overcome these challenges:
 - horizontal scalability via cloud-oriented services
 - vertical scalability through early pre-processing of data streams in the M2M communication chain
- SDP semantic data contextualization and standardized contact points enable the seamless fruition of knowledge generated by M2M deployments



Thank You!





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