

Telefonica

vivo

Geospatial Analysis applied to BI:

Driving better decision making

Paula Fadul



Agenda

- q About Telefonica | Vivo
- q Business Intelligence - Organization Structure
- q Internal Partner Ecosystem
- q Challenges & Opportunities
- q Business Cases

Agenda

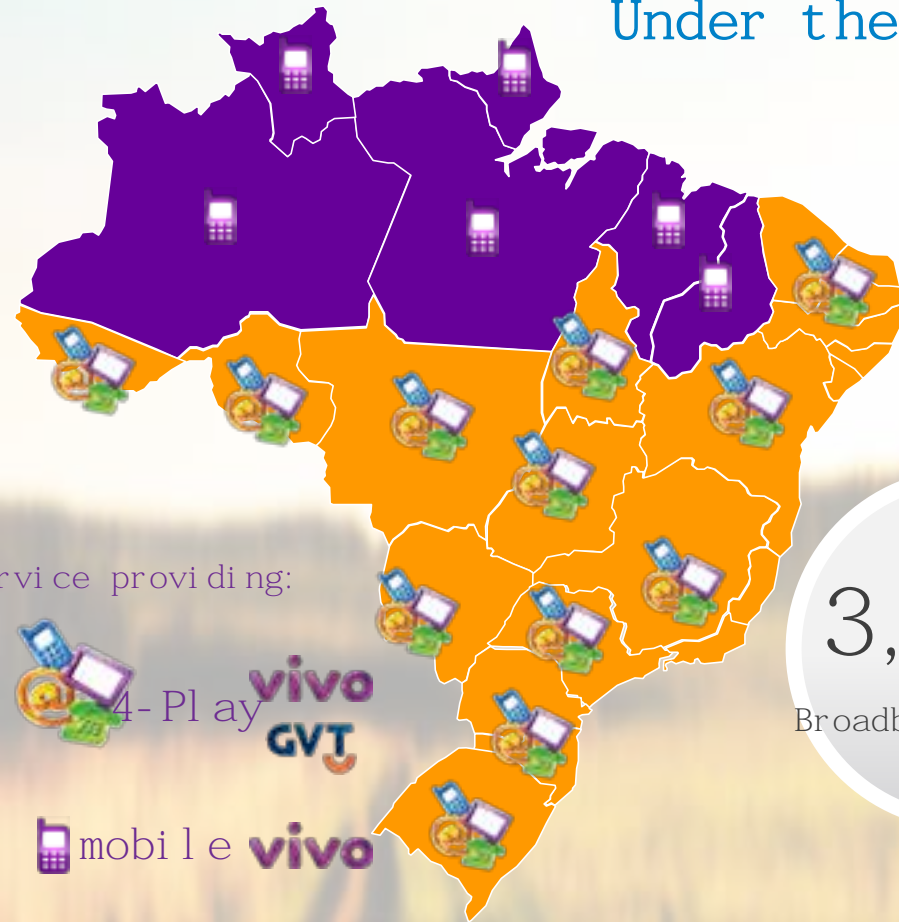
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About Telefonica | Vivo

We are the largest telecom company in Latin America and the most valuable and trusted brand in our Market in Brazil...

We have convergent four-play offer, recognized by our excellence in quality and coverage...

Under the Vivo brand we sustained the lead



vivo
95, 4 million
Total Accesses 2014

vivo
79, 9 million
Mobile Accesses

GVT
3, 1 million
Broadband Accesses

GVT
912 mil
PayTV Accesses

GVT
22. 000
Optical Fiber

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Organization Structure

BUSINESS INTELLIGENCE

Data Base Management

Information Management

Feasibility Analysis & Post Mortem

Marketing Analytics

Customer Relationship Management

Geospatial Analysis

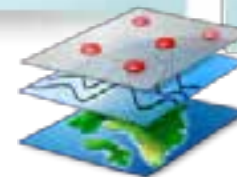


Identify business opportunities such as potential areas for sales

Visualization of KPIs through layers and maps that permit better decision making

Customer profiling analysis & Segmentation applied to micro-regions

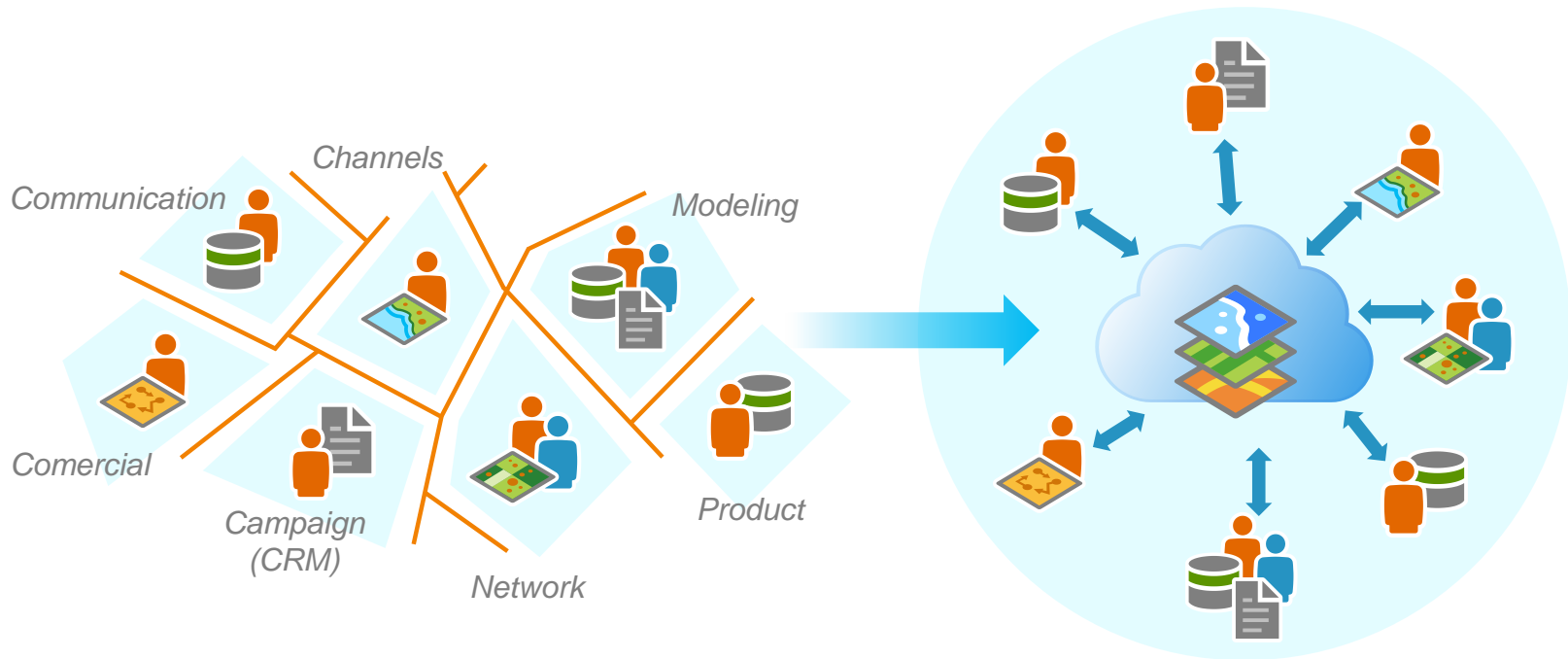
Channel management support and mobility analysis for network optimization



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Internal Partner Ecosystem



Geomarketing has been amplifying its scope and spectrum of actuation, interacting with several areas inside the company and being responsible for providing innovative solutions that support strategic and tactical decisions, through **new business opportunities** identification or **resource optimization** and **cost reduction**.

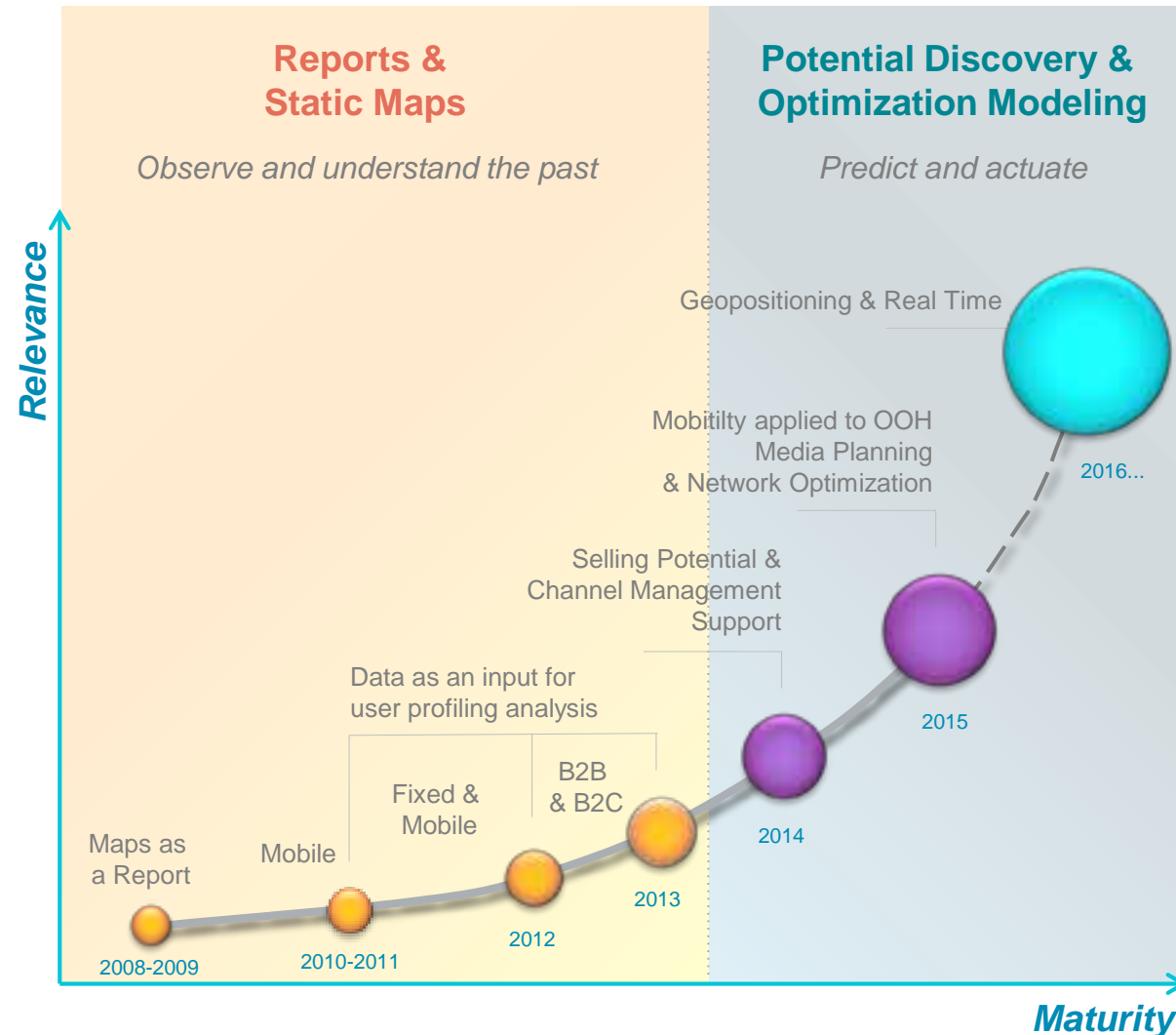
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Challenges & Opportunities

In the beginning, geospatial analysis came as a visualization tool for geo-referenced information, facilitating market and business understanding.

*Today, its scope involves an advanced level of analytics, including the generation of important variables used in **propensity modeling**, **demand forecasting**, **risk & potential scores**, **investment optimization analysis**, **micro-region segmentation**, etc.*



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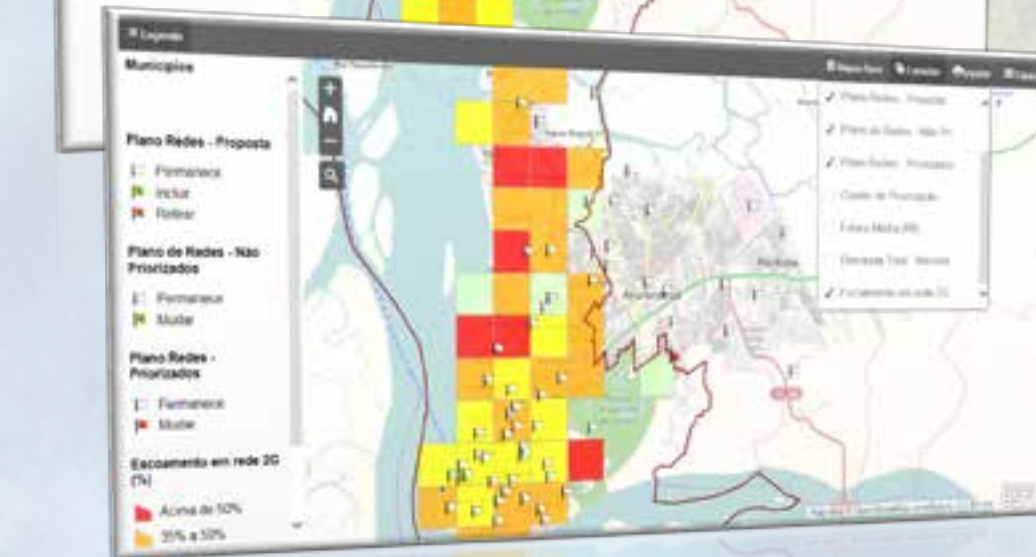
Business Cases



Ø In other cases, the maps can be published on the web to provide wide access to the information through the organization



Ø In the Network Optimization case, we used ArcGIS Online to publish the main cities of Brazil and their network expansion plan



Ø We were able to visualize the prioritized regions for investment compared to the top regions in term of revenue, traffic demand and also network quality



Thank You!