Big Data in Orange Ecosystems

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Ecosystems

Orange connected retail ecosystem

Shopping experience

- **Personalized interaction**
  Navigation (1); offers, promotion, reminders (1), (2) via apps
- **Customer behavior and insights**
  Customer tracking, queues management, store layouts
- **Buying experience**
  Smart mirrors (3), interactive mannequins (4), virtual fitting (5), self-checkout (6)
- **E-commerce**

Store operations

- Store assets monitoring & predictive maintenance
- Energy management and sustainability
- Theft and spoilage prevention
- Staff efficiency control
- Smart shelves
- Digital price labels

Customer care

- Omnichannel comms
- Apps and portals
- Predictive maintenance and proactive upsell

Logistics & Supply network

- Inventory management
  incl. omnichannel
- Demand prediction
- Tracking of product quality and safety
  Telematics, mobile environment

Security

- Devices
- Network
- Data

Connectivity

- SDN
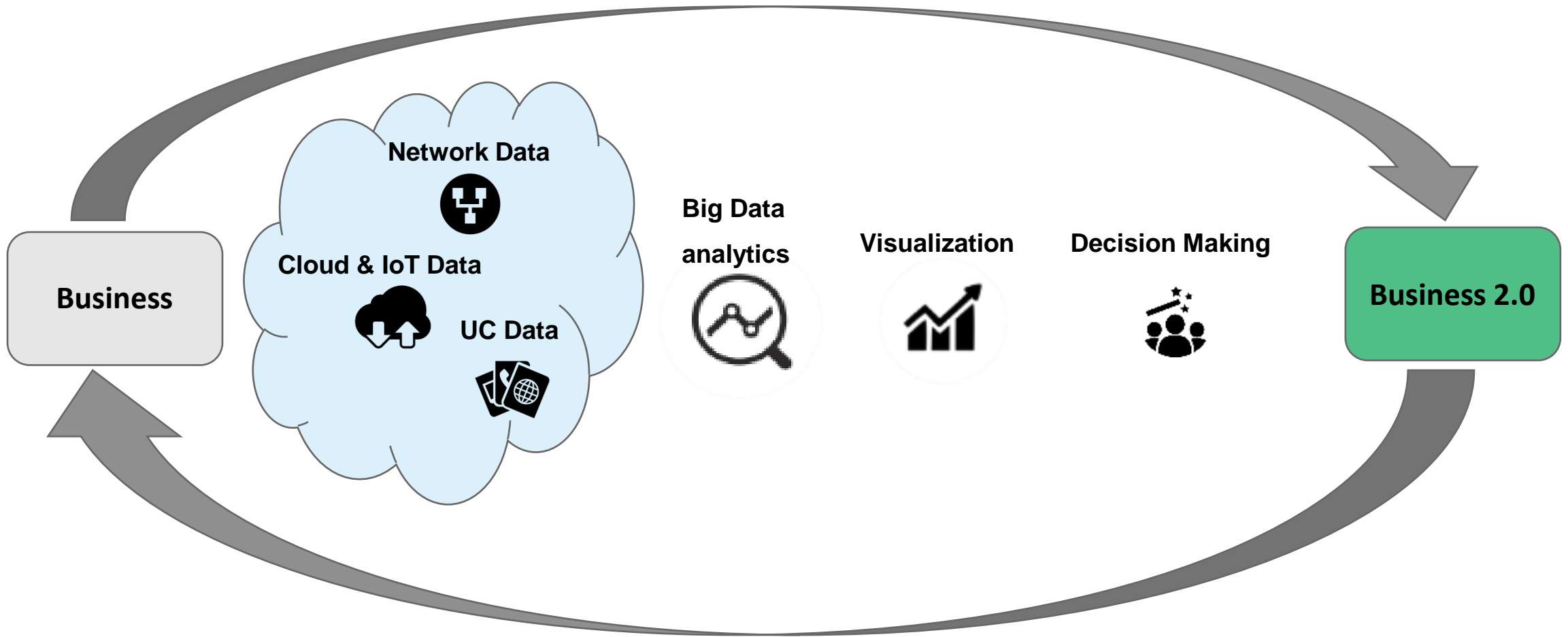- Wi-Fi
- Internet

Cloud & Big Data

- Data Storage
- Big data analytics

Big Data in Ecosystems

Big Data – Think Tank of the Ecosystem

What is the business value?

What are the data sources

- **Attendance of the store per year (by months, days and hours)**

- **Buyers' travel map**
- **Visiting time**
  What kind of product is bought and what was looked for
- **Logs and history of using the online store and mobile application**
- **Marketing researches**

- **Receipts**
- **Stores earnings**
  Stores turnover
- **Sales volumes**

- **Warehouses utilization**
- **Movement of goods through the supply chain**

- **Promotion effectiveness**

- **Loyalty program (if any)**

What is obtained

- **Demand Forecasting**
- **Probability of purchase**
- **Buyers preferences tree**
- **Probability of visiting**
- **Customer Profile**

- **Personal Offers**

- **Customer segmentation**
- **Shops clusterisation**

- **Schedule optimization (shops and employees)**

- **New stores location**
- **Stocks optimization**
- **Goods layout**
- **Packaging optimization**

- **Loyalty program development and optimization**
- **Optimization of sales**
  Promo events

- **Forecasting seasonal sales**
- **Product line development and optimization**
- **Price list optimization**

- **Production and Supply Chain optimization**

Orange Use Cases

Flux Vision. How does it work ?
It transforms raw technical data into population movement analytics.

Technical fine-tuning and extrapolation to the total population

Anonymization of data on the fly

Mobile Network & Wi-Fi

Radio signal from mobile terminals is transmitted to relay antennas.

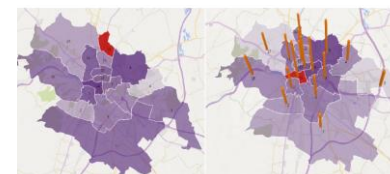Real-time data stream.

Flux Vision Platform

Possibility to :
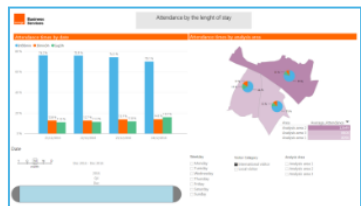- Customize KPIs
- Customize study area

Statistical Indicators

Generic Tabular Data

Interactive BI Tools

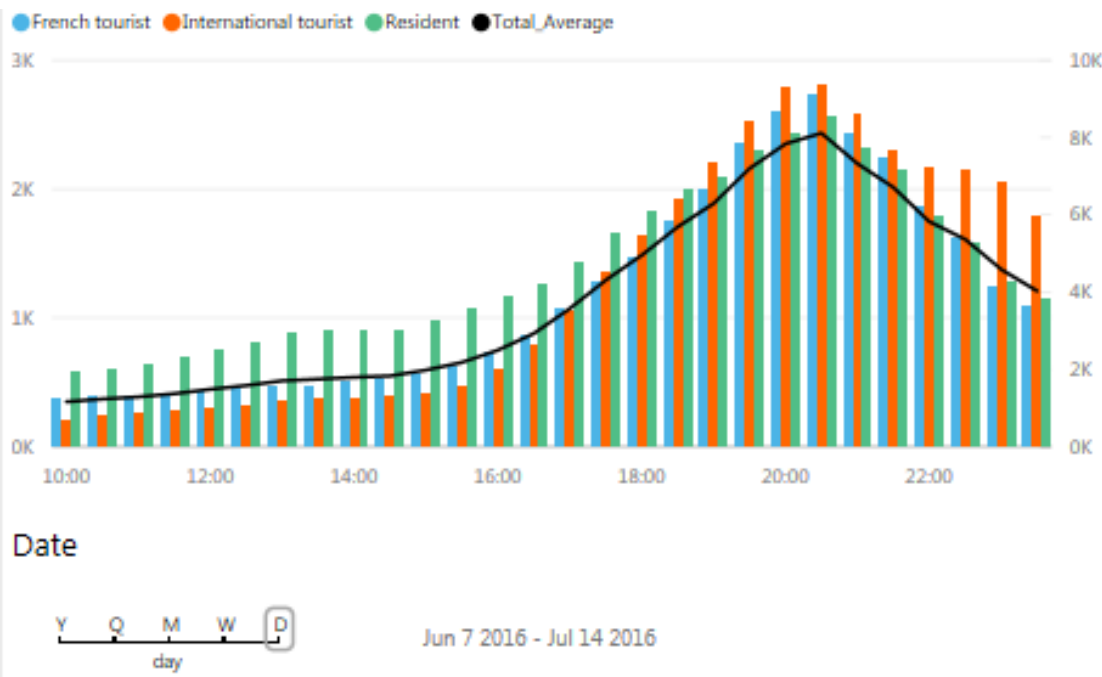Cartographic Analysis

Data visualization example

Web portal access

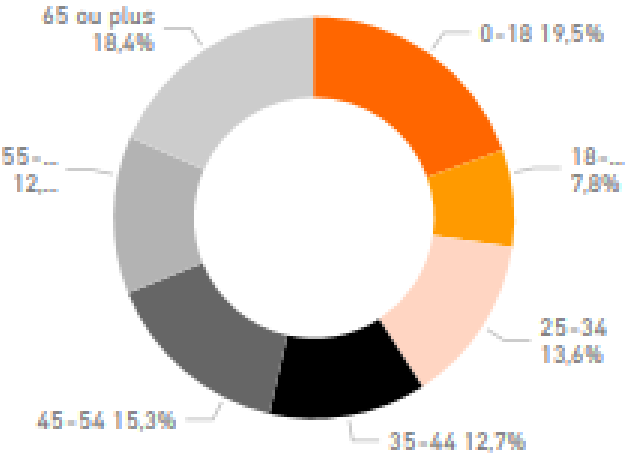Analyze site attendance

Interact with statistical indicators

Identify visitor profile in a specific zone

Average attendance per 30 minute slot

Visitor profile

Catchment area

More than 150 business customers

Retail and Geomarketing	Transportation	Tourism and Events

Klépierre - Europe's second biggest mall operator - was looking for an innovative way to measure the ROI of its advertising campaign.

«*Thanks to Flux Vision, we could observe that there was a 21% increase of visitors during its mobile-to-store campaign.*»

Delphine Beer-Gabel
Brand Development Director at Klépierre*

*European specialist in shopping center properties

«*Improving our knowledge of local population flows is an extremely important asset for us and is a clear advantage in the process of planning and restructuring global transportation schemes on a regional scale.*»

Véronique Berthault
Head of Research and Innovation at RATP*

*Transport operator

«*This system offers a unique vision of the local territory's dynamic and allows a new approach for projects such as targeting the best location for a new store.*»

Jean Pierre Serra
President of Tourisme & Territoires*

*Head of French association promoting tourism & territory activity

This may be interesting for Retail

- Reduction of extra reserves by more than 12%.
- Shorter goods storage time.
- Decrease of transportation costs.

- Reduction of reserves by 10%.
- Increase of stock turnover by 29%.
- Revenue growth by 13%.

- Reduction of reserves by 30%.
- Decrease of logistics costs by 15%.
- Overall cost reduction by 50%.

- Reduction of goods reserves by 10%.
- Decrease of logistics costs.
- Reduction of the time for replenishment of outlets from the logistics center by 20%.

- Reduction of reserves by 15%.
- Forecasts accuracy reached >90%.

Orange Plans

Orange plans in Russia

Q2 2018

First customer cases from Retail, Maritime, Logistics and Manufacturing

H2 2018

First Proof of Concepts and Service delivery

Thank you

Business Services

orange™