## Radio Mobile Networks and Mobility

assessment

Orange Labs, Networks and Carrier

Pascal Chambreuil

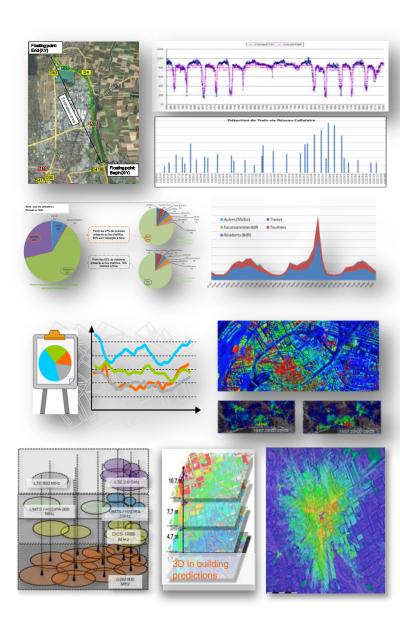






## Market and Assets

- Analyzing statistical and segmented population presence and mobility in real time at a country scale
- For B2B Mobility actors
  - Road traffic information
  - Tourism
  - Transportation systems
  - Regional development, town and country planning
  - Audience
- For Mobile Network Operator's own needs
  - Mobile network densification (small cells, HetNets)
  - SON
  - Geo marketing
  - LBS, geofencing
- Our strengths
  - Radio network mobility management
  - Radio network simulation
  - Complex Fast Data systems
  - Data anonymisation and privacy



Monitor Mobility behavior at a country scale Define Chiler Southampton **Tourism Behavior** Real time traffic monitoring Frankfurt am Main Truro Plymout Trains Nürnberg Cars Karlsruhe Saint-Dizier Nancy Relative Traffic **Local Mobility** Customer **Catching Area** Le Mans lechtenstein Schweiz Nantes **Mobility segmentation** per origin and Lime destination Grenoble Dynamic heat map of presence Cannes Donostia -Gasteiz Garrotxa

## **Privacy management**

- Personal signaling data transiting in the network can not be stored, even temporarily for processing, without explicit authorization given by the user, outside of network running and billing requirements
- We have developed a unique expertise of privacy by design data processing systems, allowing to exploit information from signaling events while respecting privacy legislation
  - All indicators are defined before data collection and can be validated with legislator
  - Data are processed in real time
  - Users' behavior is analyzed based on an analysis of network run signature and not on individual behavior assessment

## Thank You