

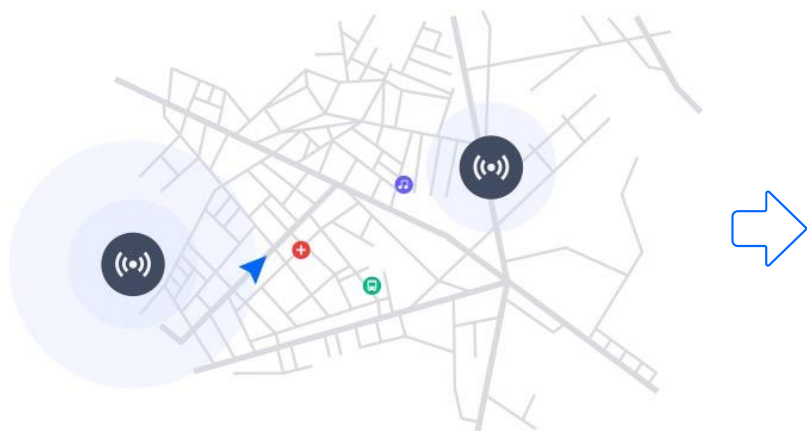


SMART STEPS

Understanding mobility to enable better decisions



Telefónica developed **Smart Steps**, a Big Data platform which transforms network signalling into valuable mobility insights



SMART STEPS



Mobility patterns



Spending power



Residence/Work



Web browsing

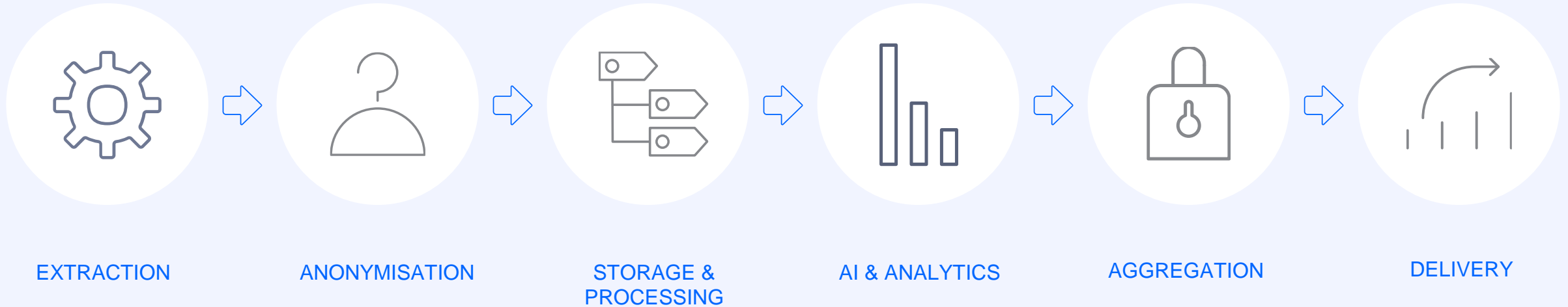


Socio-demographic profile



Devices

We generate rich insights on our consumers while fully **protecting their privacy**



These insights enable our B2B customers to **answer relevant questions** in their industries



Transport



Retail



Media



Tourism



FMCG



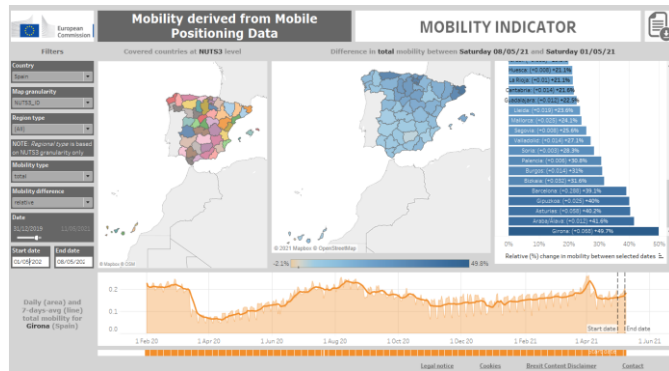
Real Estate

Hundreds of customers use our insights in

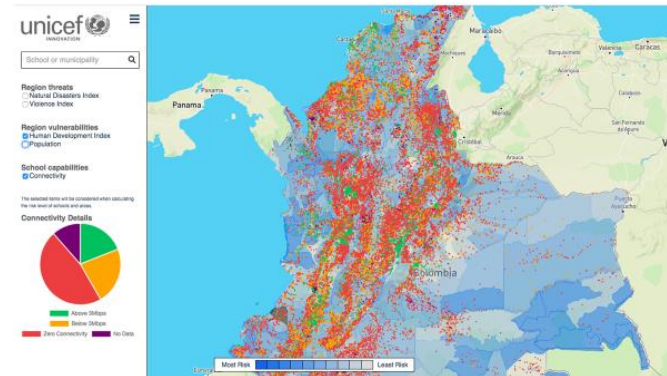
8 countries

Our insights help **Governments** and **multilateral organizations** to better cope with complex **social** and **economic** problems

Examples



COVID pandemic



Natural disasters

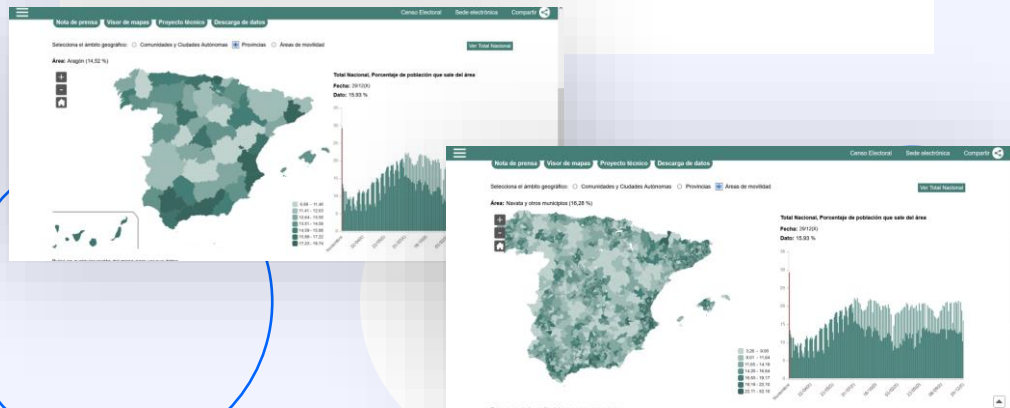


Migrations

We have been collaborating with INE since 2015, currently providing **Tourism & Mobility data**

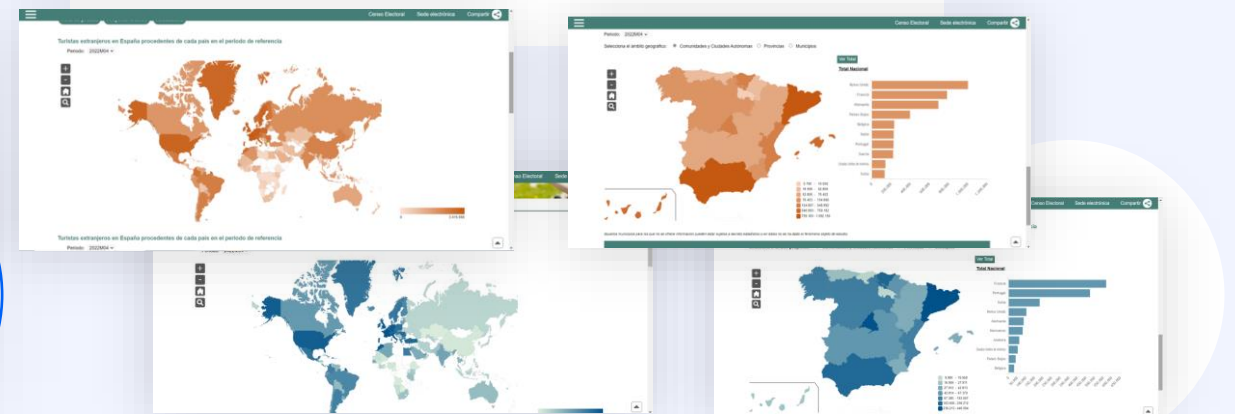
Mobility insights

- Daily mobility matrix
- Daily and nightly population
- Seasonal population
- Customised geographical grid



Tourism insights

- Inbound tourism
- Outbound tourism
- Domestic tourism
- Municipalities, provinces and regions



Looking ahead, we expect these insights to be **massively used and cover more use cases**

New technologies
and data sources



5G



IoT



New data sources



API

New use cases for
Statistics Institutes



Climate change



**Smart City
planning**



**Territorial cohesion/
decentralisation**



**Economic
indicators**



Telefónica Tech

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