Understanding mobility to enable better decisions
Telefónica developed **Smart Steps**, a Big Data platform which transforms network signalling into valuable mobility insights.
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.

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