Anytime, Anywhere Analytics

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Frank J. Ohlhorst
Living in a Mobile World

Mobility is becoming a key element of business – if not for employees, then at least for customers

- Mobility Fuels Sales
- Mobility Cements Relationships
- Mobility Brings Productivity
Leveraging Mobility

- Can Mobility Bring Additional Value?
- Can the Intricacies of Mobility Bring Additional Opportunity to Businesses?
- What are the Key Elements of Mobility?
- Can the Elements of Mobility be Analyzed?
Defining Mobile Data

- Types of Location Data
- Gathering Data
- Determining Relevancy
- Defining Context
- Accessing Data
Mobile Data Analytics: Dual Definitions

• Gathering Data:
  – Data From Public Sources
  – Data From Private Sources

• Analyzing Data:
  – The Ability to Analyze While Mobile
  – The Act of Analyzing Data Generated Through Mobility
Gathering Data

• Where does Mobile Data Come From?
• Public Sources of Mobile Data
• Location-Based Data
• Census-Based Data
• Geographic Data
• Travel Data
Defining Analytics

• The Analytics Plan:
  – Are you Looking to give Analytics to Mobile Workers?
  – Are you Looking to Analyze Data Generated by Mobile Users?
  – Are You Looking to Combine the Two?
Mobilizing Analytics

• Empowering Workers on the Go
• Visualizing the Data
• Presentation Platforms
• The Dashboard Approach
• Real-Time, Near Real-Time, Historic Analysis
Analyzing the Data

• Platform Approach
• Data-Gathering Techniques
• Applying Big-Data Concepts
• Interactive Algorithms
• The Visual Approach
The Primary Benefits

• Giving Workers in the Field Analytical Power
• Better Customer Engagement
• Assumptions Based on Predictions
• More Responsive Workforce
• Instant Trending Capabilities
Business Benefits

• Better Understanding of Customer Trends
• Reactive Marketing Programs
• Enhanced Engagement
• Forecasting
• Deriving New Business Models
• Identifying Opportunities
Context Counts

- Include Appropriate Data Sources
- Analyze With the Ability to Filter
- Identify Spurious Information
- Detect Statistical Anomalies
- Validate Data Sources
- Validate Results
Elevated Security

- Protect Data in Motion
- Secure End Points
- Encrypt Transactions
- Protect Private and Public Data
- Secure the Platform
- Validate Users
Takeaways:
How Mobility and Analytics Deliver

• Design Platform for Mobility
• Protect Intellectual Property
• Validate Data Sources
• Empower Workers with Knowledge
• Service Customers Better
• Identify Trends
• Discover New Markets
Thank You!

Frank J. Ohlhorst

http://www.linkedin.com/in/fohlhorst
fohlhorst@gmail.com