

BIG DATA



• Risk control
• Precise marketing
• Consultancy report
• Area insight
+Platform

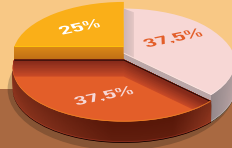
4+1

Roles of China Telecom



Infrastructure Provider

—China incumbent carrier



Data Capability Provider

—World top 3 IDC provider



Service Application Provider

—Mobile payment & Smart city

Data Resource

User profile

Mobile location data

Signaling data

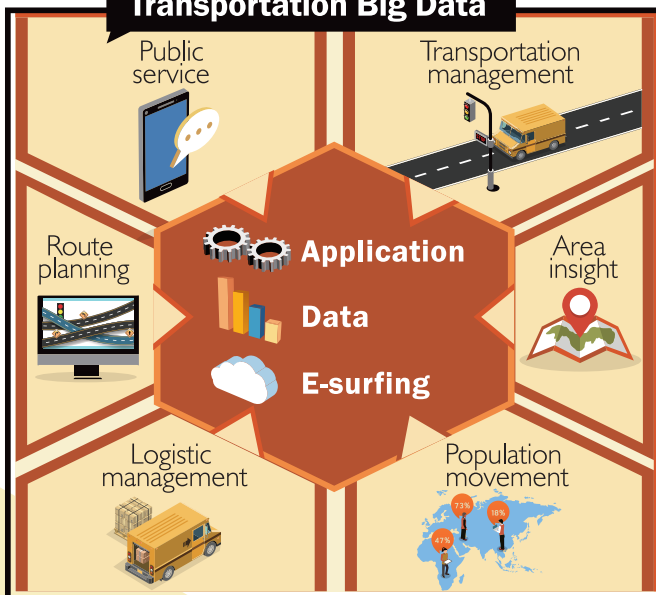
Terminal data

Network log data

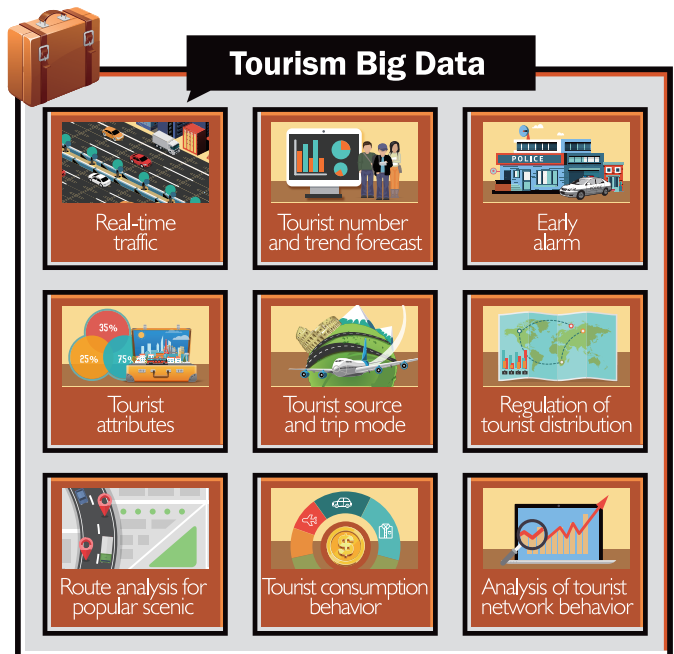
Business hall

Scenario

Transportation Big Data



Tourism Big Data



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