

MOBILISING MARKETING DATA

Advertisers and marketers are hungry for information to ensure the effectiveness of their campaigns. Traditionally, this information has only been available on an historical basis via costly and resource intensive research. However, mobile Telecoms networks contain data that can be used to provide instant visibility of marketing and advertising effectiveness – in real time. If this information can be captured, instant feedback on live programmes can be processed and acted upon, greatly increasing the success of expensive campaigns.

Arcanum's Horizon platform delivers real-time data on the movement of mobile handsets that allows advertisers, marketers and financial organisations to build rich portraits of activity associated with campaigns. Origin and destination information is provided, allowing "footfall" statistics to be generated for specified locations. For example, retailers can leverage the data to determine the effectiveness of promotions in shopping malls based on the movement of customers.

Network data presents a new opportunity for mobile operators. The ability to search networks for information regarding the movement of handsets and present this in an intelligible format to advertisers and markets unlocks new business opportunities and potentially valuable revenue streams. Horizon delivers this capability into the hands of mobile operators, allowing previously overlooked data to be monetised with very little effort and requiring only limited investment

REAL-TIME MAPPING OF SUBSCRIBERS AND CUSTOMERS

Detailed map representation of the data can be provided and combined with patterns or routes of movement, and correlated with marketing and advertising related information. The resulting information can also be used to identify and describe work related patterns of movement, shopping habits, and a wide variety of other applications.

Horizon can also be used to map the origin and destination for bulk call events identifying parameters such as "from" and "to". Additionally, Horizon can capture the movement of nomadic groups of defined clients, on a fully opt-in basis, as they move through geographic locations or routes.

Horizon can link representations of this data to any mapping system, such as Google Earth or other preferred solutions. The data can be combined with a number of rich feature layers which may include points of interest or locations related to specific clients.

BENEFITS

- New revenue opportunities through partnerships with third parties
- OPEX reduction through resource efficiency and optimisation
- Reduced CAPEX
- Revenue and Profit enhancement through Mobile VAS
- Non-intrusive, non-disruptive
- Future-proof NGN / LTE migration
- Real-time access to SS7 mobile signalling data
- Scalable platform solution
- Soft version available for ease of deployment



Horizon provides a critical new link between mobile data and emerging marketing and advertising applications, enabling solutions for:

- Location-Sensitive Promotions
- Location-Specific Campaigns
- Visitor Footfall Tracking
- Group Movement Patterns
- Group or Individual Response Measurement
- Real-time Campaign Measurement
- Real-time Campaign Optimisation and Adjustment
- Transport planning
- Emergency route / evacuation planning

ANY MOBILE NETWORK: TDM, IP OR CONVERGED

Horizon collects and processes information directly from the core SS7 signalling in mobile networks and can be used with any network - 2G, 2.5G or 3G - and connected to any transport infrastructure, TDM or IP.

Mantis uses probe solutions to tap directly into the A-link or SIGTRAN layer, or their equivalents. Signalling information is collected, processed and presented to client applications in a consistent, uniform format. Arcanum's signalling Groomer or Probe solutions, or can leverage existing probe platforms. In the case of IP-based transport, a complete soft-probe solution can be offered, allowing direct interface to Sigtran layers.

HORIZON: POPULATION MOVEMENT ANALYSIS

Horizon by Arcanum Communications Ltd (admin)

Open visualization managers: Visualization Manager for Moorfields Eye Hospital Rail com

Map sector vis for: Moorfields ...

Visualization Manager for Moorfields Eye Hospital Rail com

Create Visualization

Maps Charts Sheets

Open Visualization List:

Map sector vis for: Moorfields Eye Hospital Re

Observation	
ObsName	Moorfields Eye Hospital Re
Start	23/03/2010 00:00
End	24/03/2010 00:00
Sector Visualization	
Mode	IntraZoneRelative
Visualization	
SectorZones	(Collection)
Name	Map sector vis for: Moor
VisStart	23/03/2010 00:00
VisEnd	24/03/2010 00:00

Name
The name of this Visualization.

Event Log

```
[10:43] Attempting to log in...
[10:43] admin logged in.
[10:43] Updating Active Observations...
[10:43] Updating Finished Observations...
[10:43] Updating Pending Observations...
```



Horizon by Arcanum Communications Ltd (admin)

Open visualization managers: Visualization Manager for Birmingham Commuter Analysis

Map Path Visualization for Moorfield... Map sector vis for: Birmingham Co... Map Path Visualization for Bir...

Active Observations
Finished Observations
Pending Observations

Event Log

```
[10:43] Updating Finished Observations...
[10:43] Updating Pending Observations...
[10:43] Received update for Active Observations
```

Visualization Manager for Birmingham ...

Create Visualization

Maps Charts Sheets

Open Visualization List:

Map Path Visualization for Birmingham Commu

Observation

ObsName	Birmingham Commuter An
Start	15/03/2010 00:00
End	16/03/2010 00:00

Visualization

Resolution	5
Name	Map Path Visualization f
VisStart	15/03/2010 00:00
VisEnd	16/03/2010 00:00

Name

The name of this Visualization.

Visualization Man... Visualization Man...

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