The transformative potential of big data in personal location data

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Agenda

• Introduction
• Sources of personal location data
• Applications using personal location data
• The value created by personal location data
• Barriers for realizing the full value of personal location data
Introduction

• Explosion in the amount of information available about where people are in the world
• The quality, accessibility, and volume of personal location data will improve and expand
• New pools of personal location data are not confined to a single sector but rather cut across many industries
Sources of personal location data

- Credit and debit card payments and ATM transactions (~100 M in 2008)
- Mobile phones
  - Cell-tower signals (~600 million in 2010)
  - GPS sensors
  - Mobile WiFi
- New technologies to track inside buildings
Applications using personal location data

1. Location-based applications and services for individuals
   – smart routing, automotive telematics, and mobile-phone based location services

2. The organizational use of individual personal location data
   – geo-targeted advertising, electronic toll collection, insurance pricing, and emergency response

3. The macro-level use of aggregate location data
   – urban planning and retail business intelligence
The value created by personal location data

- In ten years, these applications have the potential to create value of $100 billion for service providers, $700 billion for users
- Entrepreneurs will develop many of these services and applications lowering the barriers to entry for innovative new players
Barriers for realizing the full value of personal location data

• Privacy and security concerns
• Technology investment and innovation
• Managing organizational change
Thank You

Questions?