

## PRESS RELEASE

Telefónica presents its Big Data offer at LUCA Innovation Day

### TELEFÓNICA REINFORCES ITS MULTI-SECTORAL OFFER OF BIG DATA SERVICES FOR COMPANIES

- Introduces the LUCA Store solution to help shops become more competitive and shows the results of a Big Data study to improve the performance of the eSports team Movistar Riders.
- LUCA's solutions portfolio helps companies in their digital transformation with the analysis of their own data combined with mobile data.

**Madrid, 30 October 2017.-** Telefónica will present tomorrow its new Big Data products and services at [LUCA Innovation Day](#), its Big Data Unit for the corporate sector, which was created a year ago. Under the slogan "Big in Data", at their headquarters in Madrid, Telefónica will gather together a large number of companies and organisations both public and private that want to take advantage of Big Data's potential for making decisions based on data.

Chema Alonso, Chief Data Officer at Telefónica and responsible for opening the event, believes that "this has been a year of consolidation and growth, in which LUCA has focused on its aim to transfer Telefónica's experience in Big Data to companies, helping them to accelerate their digital transformation. This is really important because businesses that continue to base their management on intuition rather than data run the risk of disappearing".

#### **Multi-sectoral solutions**

Among the most important innovations that will be presented at the event is LUCA Store, a solution that offers a new level of qualitative and quantitative analysis at points of sales and services to citizens and customers. It is a set of specific standardized business solutions with a dedicated interface to solve Location Planning and Performance Management related issues combining the movement of visitors both within the physical premises and the surrounding area of influence where it is located.

LUCA Innovation Day will have a space where attendees will be able to know other solutions aimed at different industries:

LUCA Comms. A Big Data service that converts data generated from the own company's communications into valuable information taking advantage of automatic learning algorithms. It enables multinational companies to understand their communications, optimise their infrastructures and other relevant aspects of their business.

LUCA Fleet. A fleet management solution that complements Telefónica's offer for this sector and improves productivity, driver and goods security as well as providing significant savings and management optimisation.

LUCA Transit. A service designed to improve infrastructure and transportation system planning to meet the real needs of passengers and to control the budget thanks to the descriptive, preventive and prescriptive analysis of the data relating to passengers, timetables and routes. The event attendees will see cases used by the Metro in Madrid and Highways England.

"In the last few months a large number of companies have committed to and implemented projects related to the analysis of data, aware of the competitive advantages and improvements in the efficiency of processes that these offer," says Elena Gil, CEO of LUCA. "Digital disruption is a fact, technology is becoming increasingly faster and future trends such as the evolution of the cloud, real time, artificial intelligence, and the explosion of IoT and Big Data are a reality".

### **Big Data applied to sports**

Fernando Piquer, CEO of Movistar Riders, Telefónica's eSports team, and Pedro de Alarcón, Director of Big Data for Social Good (BD4SG) and Sports, will present the agreement reached between the Movistar Riders and LUCA. The agreement will allow the eSports team to use the capabilities of Big Data to improve the team's performance. On the one hand, wearable devices of physical activity and brain activity will be used to study the impact on the performance of variables related to the physical and mental state of the player. In addition, massive data generated during training and competition games will be used to generate insights based on Data Science on the player's abilities and how they evolve.

The intelligent analysis of this data can help coaches, dieticians and psychologists to have a better understanding of the behaviour of each athlete and therefore design personalised plans, improving their performance and consequently the results of the whole team.

### **More information about LUCA and its Innovation Day**

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