



AGENDA – GSMA Big Data Meeting #3
GSMA mAutomotive Connected Car Forum

September 23 , 2013 10:00 – 17:00 (BST)

Conference call and WebEx:

Std. International: +44 2034333797, Conf code: 3365492532#

Webex: <http://>

Time	Agenda Item	Presenter
23 September 2013		
10:00	Welcome & Updates	Francesca Forestieri, GSMA
Creating the Sandbox		
10:15	Latest status on Sandbox eco-system - Update on signed-up Data Providers, Data Parameters and Use Cases - Group discussion about potential additional participants	Francesca Forestieri, GSMA
10:45	Demonstration of existing Smart City Sandbox	Matt Miller, Osisoft
11:15	Guidelines for extracting vehicle/telco data for Sandbox Overview of different options available to OEMs/Telcos for extracting data for Sandbox	Francesca Forestieri, GSMA
11:45	Demonstration of Ford OpenXC vehicle extraction approach	TBC
12:15	Guidelines for creating private Sandboxes Overview of how to leverage Microsoft Data Marketplace to enable private sandboxes	Francesca Forestieri, GSMA Frederic/Peter, Microsoft
Lunch 12:45		
Creating the Toolbox		
13:45	Outline of Toolbox project plan - Overview of transversal themes - Discussion about which themes need to be prioritised	Francesca Forestieri, GSMA
Creating the Datebox		
14:45	Outline of Datebox project plan Overview of Data User recruitment approach	Francesca Forestieri, GSMA

	• Engagement process between Data Users and Data Providers • Open stakeholder meetings: Europe & US • Discussion about which types of Data Providers to prioritise	
Insight into Data Users and their Use Cases		
15:15	Predictive Traffic Forecasts • Overview of how Big Data can be used to predict accident hotspot areas	Alexandre Vallette, SNIPS
15:45	Road Condition Monitoring • Outline of previous EU pilot (Mobi-Roma) focused on using Big Data to identify potholes and slippery roads	TBC, (invited Klimator)
16:15	Insurance/Behaviour Profiling • Explanation of how Big Data is already being used to improve risk profiling, and analysis of additional data sets that could be used	TBC (invited Towers Watson, Acord)
16:45	Contextual Advertising • Introduction to the world of advertising and how they use Big Data to create location-aware and contextually valuable adverts	TBC . (invited Rubicon)
Next Steps		
17:15	• Timeline, implementation • Legal aspects (NDAs) • Next Meetings	Francesca Forestieri, GSMA
Meeting Close 18:30		