

All Things
DATA
CONFERENCE
2017

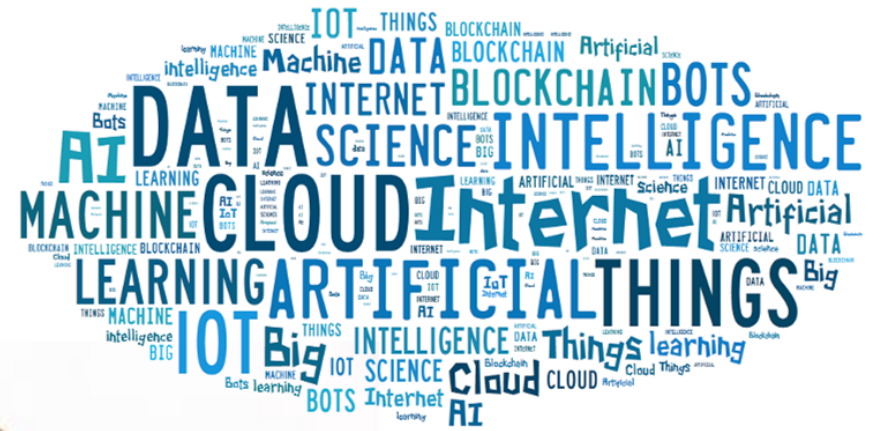


기업의 데이터 활용도 평가를 통해 본

Innovation 전략

허일규 본부장, SK Telecom

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The background is a solid teal color. On the left side, there are several overlapping, semi-transparent teal shapes of various sizes and orientations, creating a layered, organic effect. The text is centered in the right half of the image.

*Paradigm Shift by Big Data
(and Machine Learning)*



Rene Descartes

Philosopher's Version

지식과 진실은 "직관"으로 부터 비롯된 연역적이고 논리적인 사고로 부터 만들어진다.

IT guy's Version

어떤 현상을 설명하는 규칙과 논리를 이해하고 유도해 낼 수 있다면, 그것을 현실화 하는 알고리즘을 코딩할 수 있다.



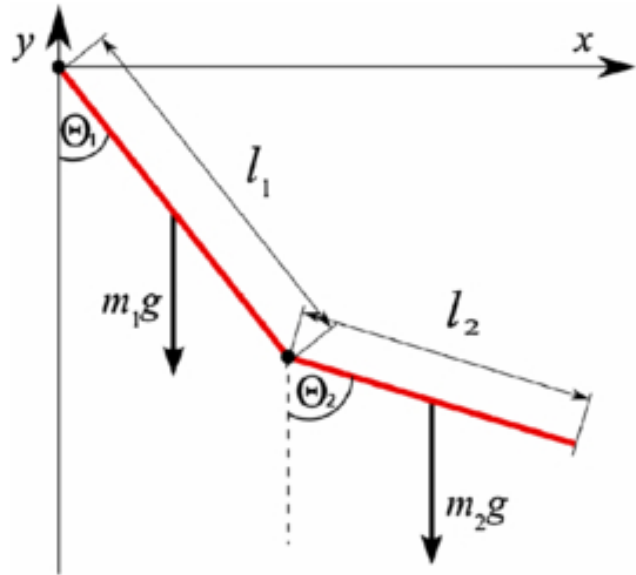
David Hume

Philosopher's Version

우리가 관찰하는 사실만이 세상의 본질을 결정해 주는 요소이며, 경험된 사실 이외의 규칙들은 실존하지 않는다.

IT guy's Version

수많은 인풋과 아웃풋을 확보할 수 있다면 어떤 현상을 설명하는 논리와 규칙을 만들어 낼 수 있다.



The background is a solid teal color. On the left side, there are several overlapping, semi-transparent teal shapes of varying shades, including a large circle and a teardrop-like shape, creating a layered, abstract effect.

Paradigm Shift by Oversupply



Oversupply of the Oil

Crude oil price down over 50% in the last 2 years.



Virtual Power Plant



Over 2.5GW capacity operating over 7 countries



Oversupply of the Cars

Cars are usually parked in 95% of the time.



Car Sharing Services



U B E R

Now racing to autonomous vehicle to save the cost



Oversupply of the Affordable Restaurants

More than 40,000 fried chicken restaurants in Korea



Food Delivery Apps



Korea's #1 food delivery app takes care of over 10M orders per month



Oversupply of the Housing

In US, over 220K houses were built / month in 2006, and owners still pay mortgage.

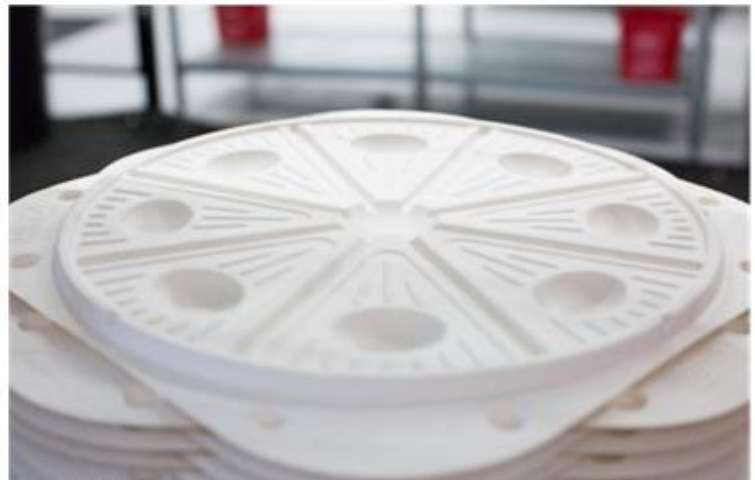


Lodging Sharing Services



Most valuable lodging service companies without owning any property.

Case Study: Zume Pizza



기업의 데이터 활용도 평가 Framework



(Connected) Things

- Smart Factory
- Smart Home
- Connected Cars

Data

Measured (Big) Data



Wisdom

(Decision) Data



(Advanced) Network

- High Speed Wireless (5G)
- LPWA Network
- FTTH

Information

Aggregated (Big) Data



(Big) Data Operations

- Hadoop
- All Flash Storage
- Cloud Computing

Knowledge

(Processed) Big Data

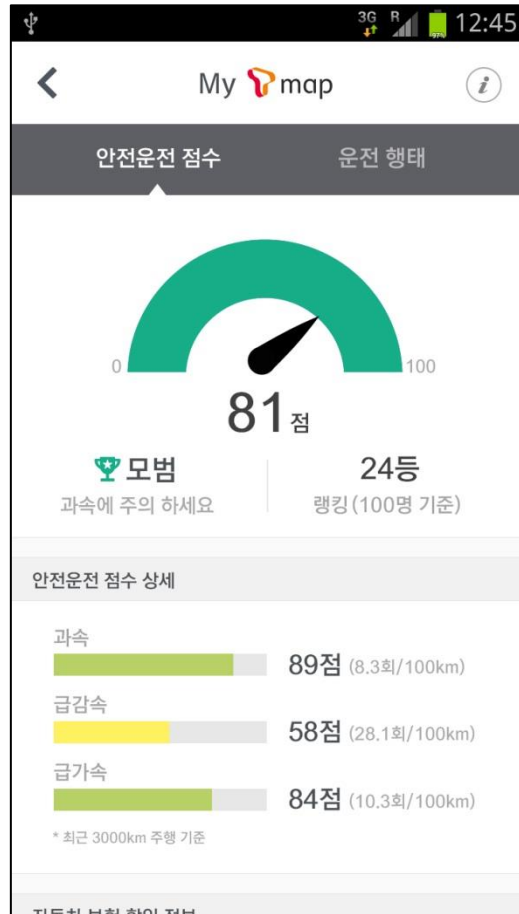
(Artificial) Intelligence

- Machine Learning
- Natural Language Processing
- Image Recognition

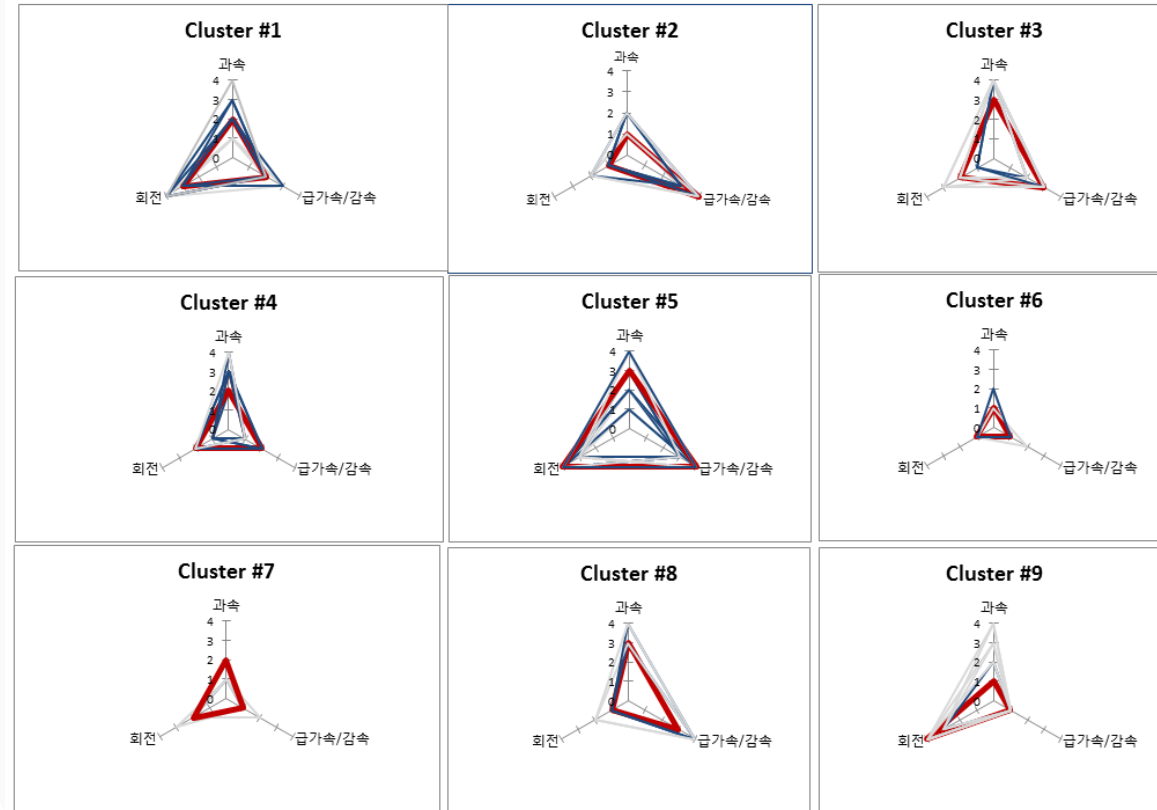


T-Map 데이터 / Intelligence의 자동차 보험 적용

[서비스 예시 화면]



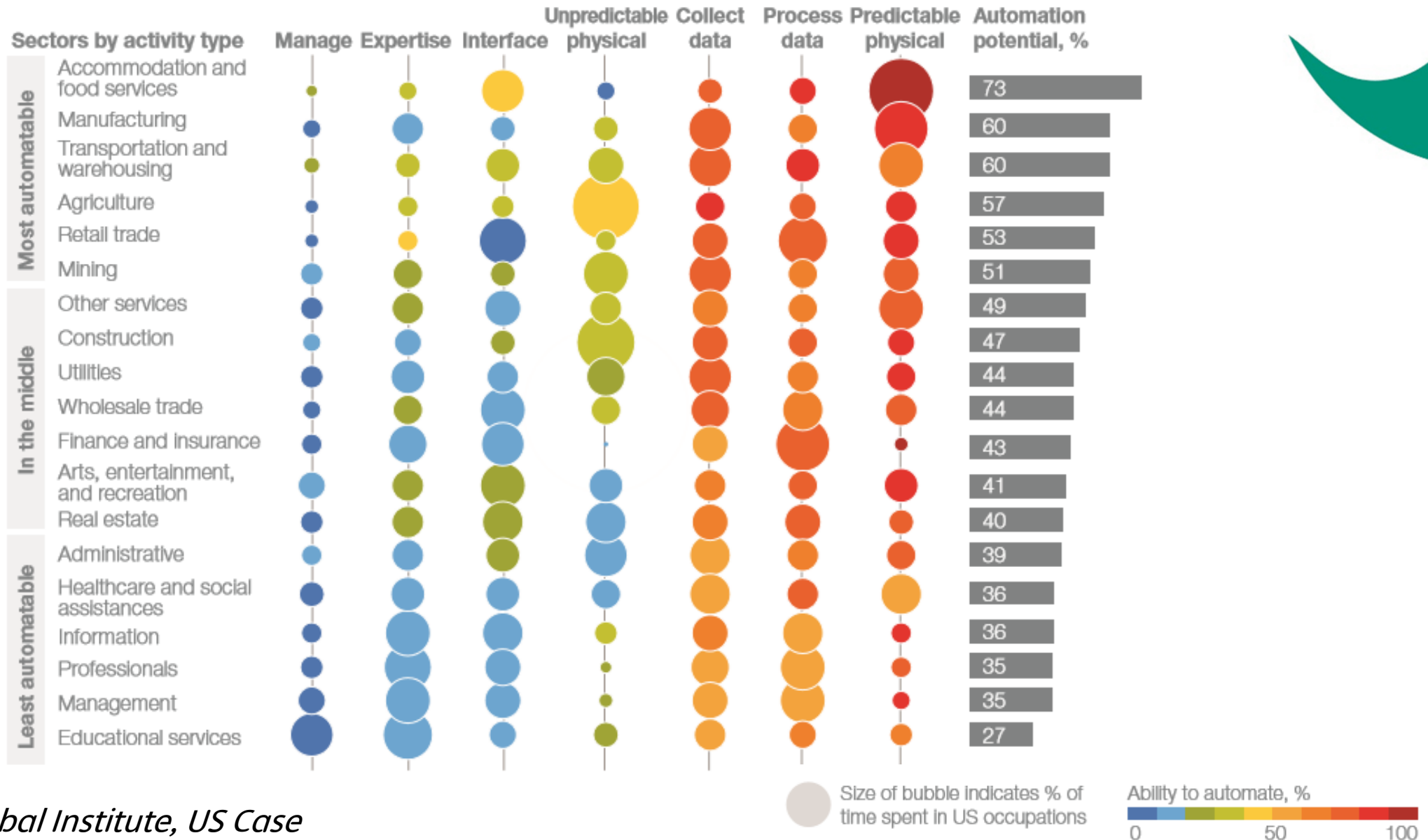
[운전행태 Group Clustering]



➤ 운전행태에 따라 RP 가중치를 다르게 조정하여 개인의 운전 성향에 맞는 경로 안내 제공 (ex. 초보자 경로 등)

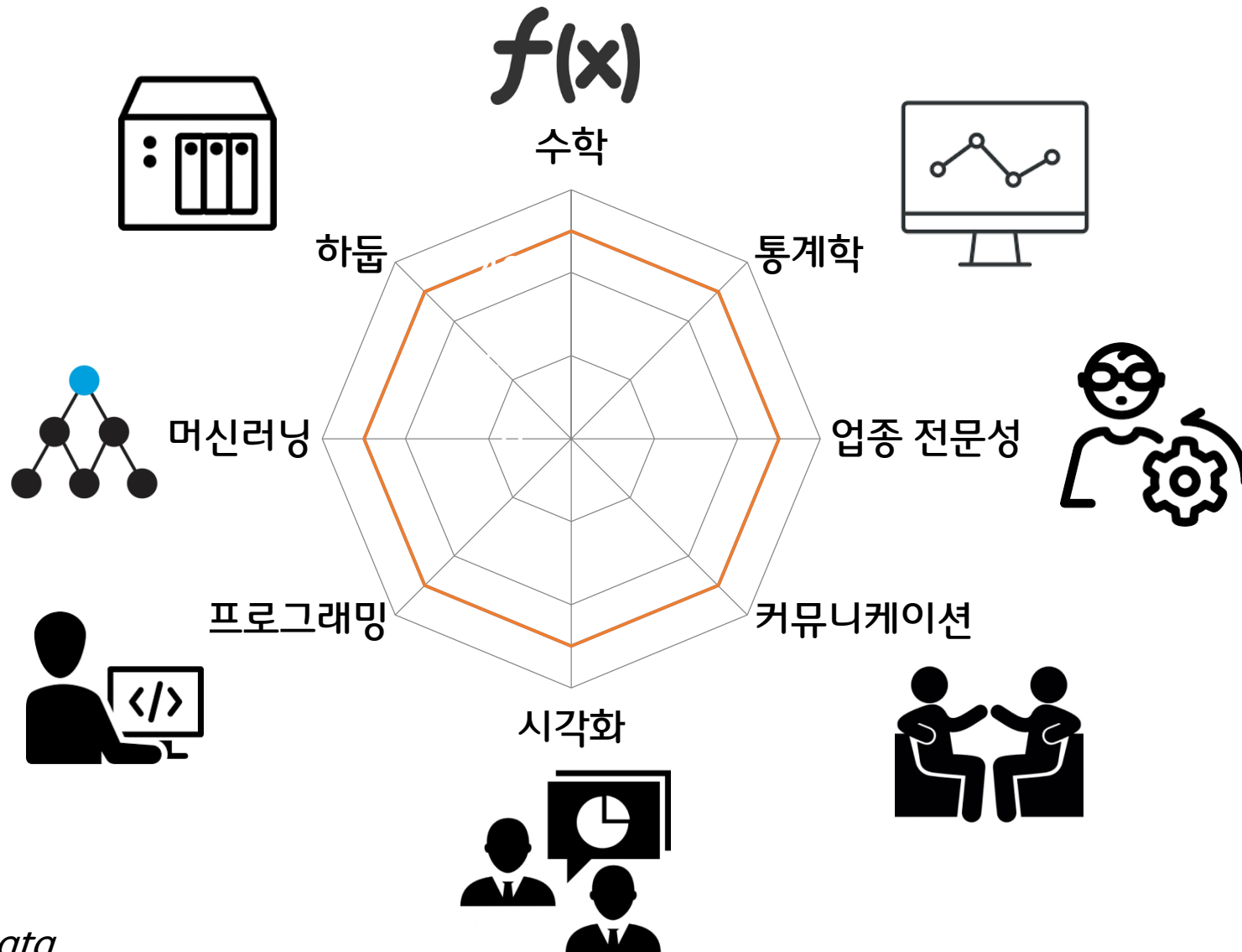
기업은 어떤 준비를 하여야 하는가?

Automation Potential by Big Data / AI / Robotics by Industry



출처 : McKinsey Global Institute, US Case

Data 활용 극대화를 위한 기업 구성원들의 역량 SET



감사합니다