









Events Product Centre

SECRET STRAP1

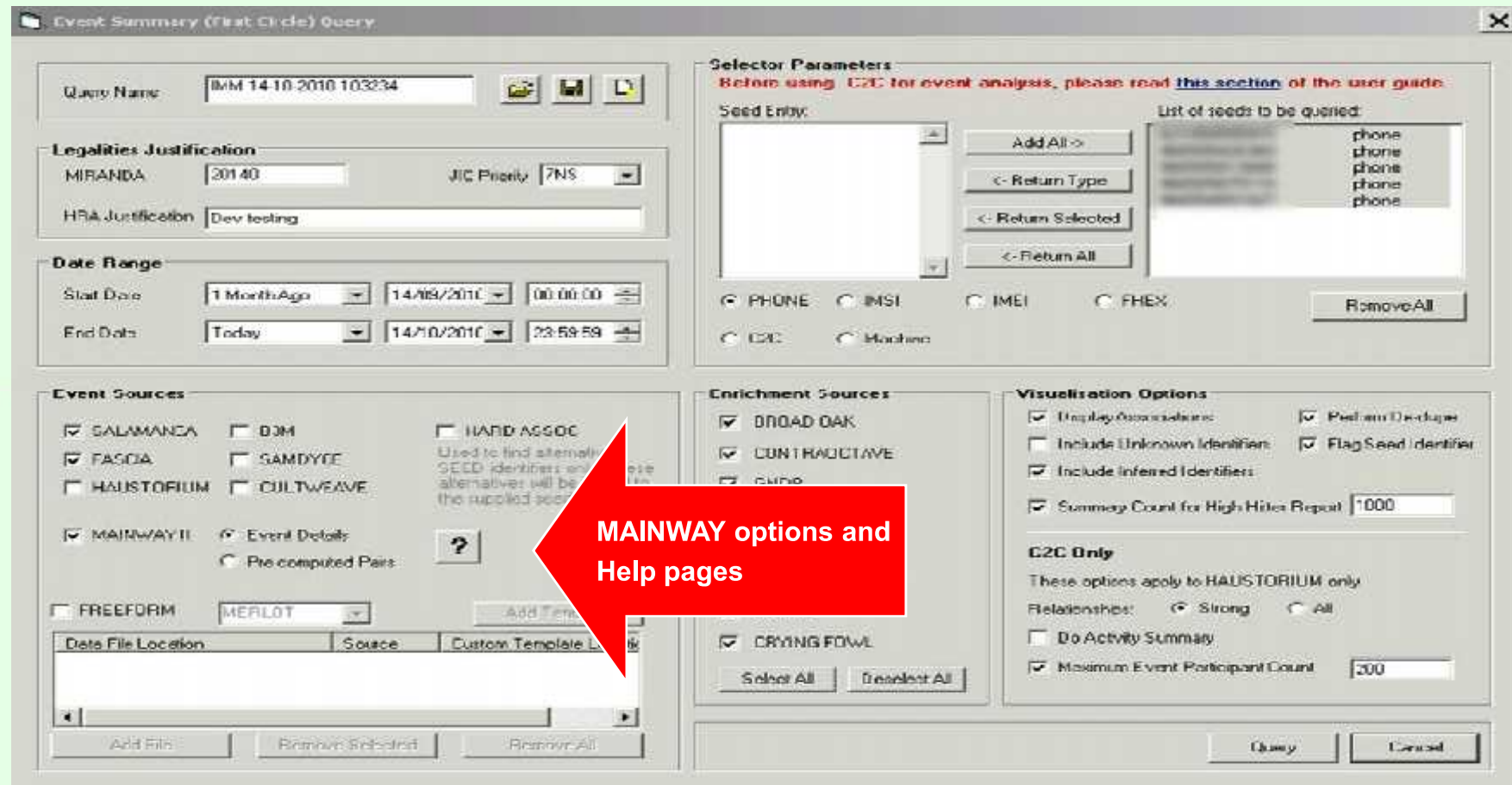


events **Agenda**

-  Welcome
-  Immingle
-  Salamanca
-  QFDs
-  Guiding Light
-  Questions

Key changes July 2010 to present:

- Inferred data from B3M now flagged
- Updates to handle identifiers from HARD ASSOC and B3M correctly
- MAINWAY: MSRNs now grouped and flagged in same way as SALAMANCA
- MAINWAY: direct access to event details provided
- GPRS flagging – THUGGEE rules applied to SALAMANCA events



Event Summary (Flat Circle) Query

Query Name: IMM 14-10-2010 103234

Legalties Justification: MIRANDA 20140 JIC Priority 7NS HRA Justification Dev testing

Date Range: Start Date 1 Month Ago 14/09/2010 00:00:00 End Date Today 14/10/2010 23:59:59

Event Sources: SALAMANCA D3M HARD ASSOC FAGDA SANDYCE HAUSTORIUM CULTWEAVE MAINWAY II Event Details Pre-computed Pairs FREEFORM MERLOT

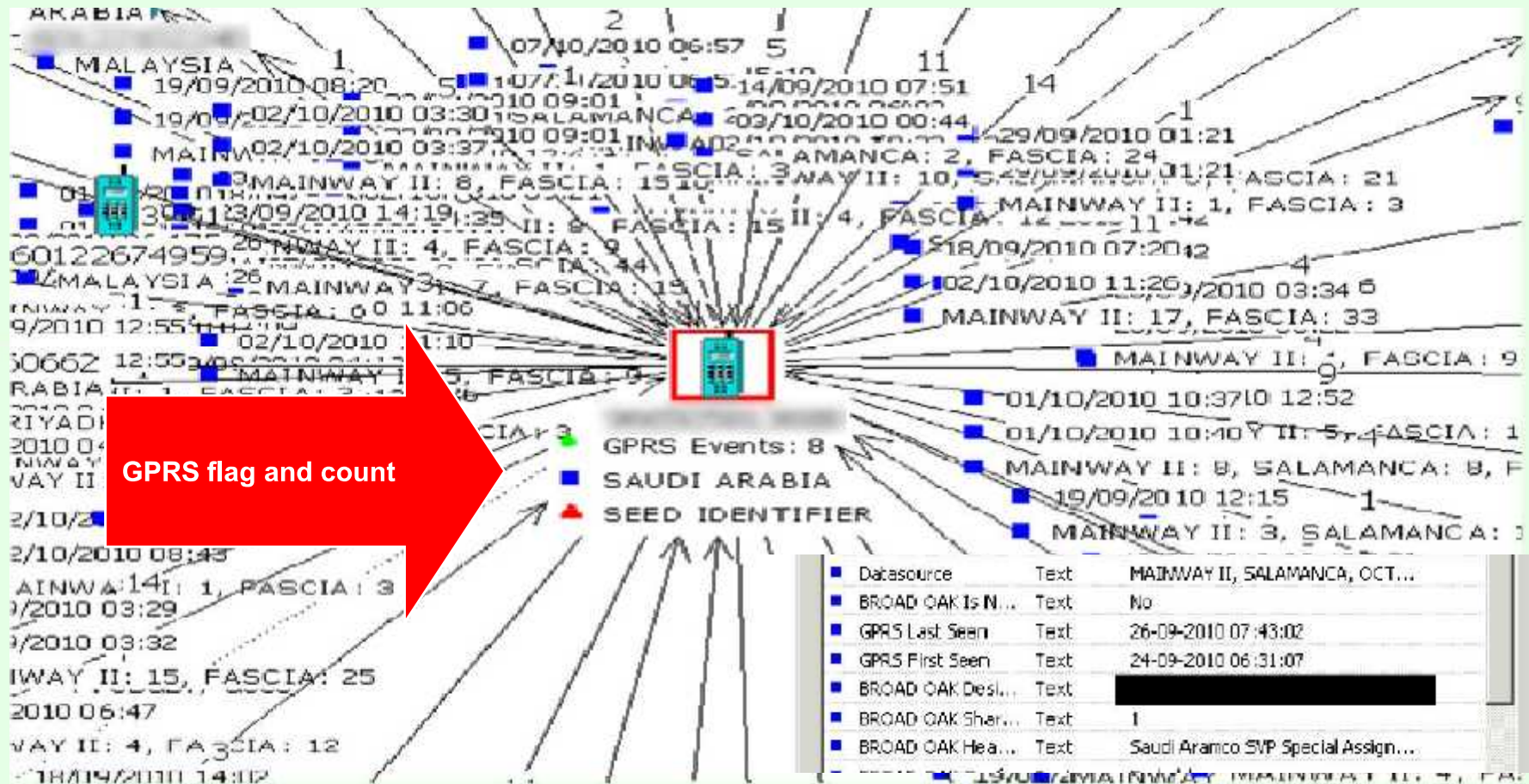
Enrichment Sources: BROAD OAK CONTRAUCTIVE CRYING FOWL

Visualization Options: Display Associations Include Unknown Identifiers Include Inferred Identifiers Summary Count for High Hites Report 1000 Do Activity Summary Maximum Event Participant Count 200

C2C Only: Relationships: Strong All

MAINWAY options and Help pages

Buttons: Add All, Remove Selected, Remove All, Query, Cancel



GPRS flag and count

Datasource	Text	MAINWAY II, SALAMANCA, OCT...
BROAD OAK Is N...	Text	No
GPRS Last Seen	Text	26-09-2010 07:43:02
GPRS First Seen	Text	24-09-2010 06:31:07
BROAD OAK Desl...	Text	[REDACTED]
BROAD OAK Shar...	Text	1
BROAD OAK Hea...	Text	Saudi Aramco SVP Special Assign...

What next?




- FASCIA GPRS flagging
- HAUSTORIUM decommissioning

- Next Gen Contact Chaining trial....



NEXT GENERATION
events



-  **Key changes since July:**
-  NRT (Near Real Time) Storage = 3 days
-  Extra feeds from TERRAINS at BUDE and SOUNDER
-  2nd Party usage of SALAMANCA: SHAREOWN replaces ESCHAR
-  CallAnsweredState and CallEndState added to TERRAIN-SALAMANCA feed



QFDs



SECRET STRAP1



Current scale

- There are 100 unique bearers feeding the BzS tools.
- Consistently averaging over 30 billion events per-day into the input buffer.
 - MB is loading over 10.5 billion
 - 6 months data retention for MB = 1,890,000,000,000 records and requires 400 TB.
 - Total storage of over one petabyte.



Future Scale

- Further 58 bearers by end of 2010
- An additional 40 bearers in Q1 2011.
 - MB will ingest over 20 billion events per day requiring one petabyte of storage.
 - Overall storage will increase to 2.5 petabytes.
- Scope scaling to 400 bearers.

TDI listing

Browse by technology

Rows 15

View Chart

Or, type in the TDI type you are interested in

TDI type

Technologies associated with Yahoo-Y-Cookie

Tech	Description
Yahoo	Yahoo provides various free web services including webmail, a web portal, a web directory, news, and mapping.

1 - 1

Yahoo-Y-Cookie details

TDI Name Yahoo-Y-Cookie
Type TDI
Scope User
Description This is the username of the Yahoo! user who is logged in. The username is the first bit of the Yahoo! e-mail address (everything before the "@" if the user is on a primary domain - or the full email address if the user is on a secondary domain (see [here](#) for more info on primary / secondary domains). In raw traffic, the username appears as part of the "Y=" cookie string, with "l=" before it and "o=" after it, obfuscated using a simple substitution code called ROT13. The QFDs automatically break out the relevant part of the cookie and turn it back into plain text for use as a TDI. If a Yahoo-Y-Cookie is seen with user agent Mozilla/4.0 (compatible; MSIE 5.5...) then that is probably the Yahoo! instant messaging client rather than a web browser.

Further info if the information above is blank, incomplete, or unhelpful, please email GTE Tech Tracking and demand answers.

BEGAL rules generating Yahoo-Y-Cookie events

Name	ID
EXP_Yahoo-Y-Cookie_0	11113

[Full feed](#)
[Subscribe to the blog feed](#) on the [GCWeb dynamic home page](#).

- Go
- HR Mo
- INFINITE MON
- KARMA POLIC
- MARBLED GEO
- MEMORY HOL
- MUTANT BRO
- SAMUEL PEPE
- SOCIAL ANIMAL
- SOCIAL ANTHROPOID *user guide*
- TDI Database *login using Corporate Directory password*



Pull through and upscaling of TR SPs.

– Currently 43 bearers.

- 14 from TR SP
- 29 additional bearers from TPS (generating HTTP, TDI, Websearch, FTP and Squeal).
- Circa 40 additional bearers just generating Squeal.

– Approval to increase aperture to 100 bearers for all data-types.

– Approval to increase user numbers to 200.





What is Social Anthropoid?

- SOCIAL ANTHROPOID is a converged comms database. It will allow you to see when your targets have communicated via phone, over the internet, or using converged channels (e.g., sending e-mails from a phone or making voice calls over the internet).




 What about the existing comms databases?

- When SOCIAL ANTHROPOID contains all the necessary data and has all the core functionality of the legacy tools Social animal, HAUSTORIUM and SALAMANCA will be de-commissioned.



- What data is in Social Anthropoid??
 - All of Salamanca data (telephony)
 - Social animal data.
 - Instant Messenger.
 - Webmail. - SIP & H323 VOIP
 - Yahoo Voice
 - Blackberry
 - MMS
 - SMS (from Salamanca and other sources)
 - GTP (GPRS session set-ups)
 - And more..



-  What about SMTP, POP3 and IMAP?
 - Starting to receive these data types now.
 - Capability deployed as part of HeartBeat 11.



Query input

Saved queries

You have 1 saved queries.

Test: ▼

- Queries will be automatically submitted to all instances of SOCIAL ANTHROPOID, SOCIAL ANIMAL and Converged SOCIAL ANIMAL.
- For bulk queries, enter multiple selectors (one per line).
- If *allow wildcards* is ticked, * is treated as a multi-character wildcard (e.g. paul* will match paul123, paul456, paul*@yahoo.com will match paul123@yahoo.com but not paul123@hotmail.com). Unlike other QEDs, _ and \ have no special meaning (to query for a literal * sign, uncheck 'allow wildcards' rather than 'escaping' the wildcard).
- By default, results will be returned in which your input selector appears in either the User A or User B column (in SOCIAL ANIMAL terms is the 'actor' or the 'subject' within the event). To return results in which your selector appears only as the active user, tick the *Query active users only* checkbox.
- Front-end processing normalises O2C selectors in various ways, including the removal of dots from the usernames of Email addresses. To get Email results, you will need to normalise your queries in the same way (e.g., search for badguy@gmail.com instead of bad.guy@gmail.com). Gmail itself ignores the dots so there is no danger of getting events for the wrong account. If in doubt, consult your local O2C tech ex.

Miranda

O2C Priority & Purpose

HRA Justification

Search period (optional): to

Filter results by matched selectors prior to display

Allow wildcards

Query active users only

+ Save Query

Submit query



query input Results: [redacted] x Results: [redacted] x Results: [redacted] x Results: [redacted] x Results: [redacted] x Results: [redacted] x Results: [redacted] x

User A role	User A type	User A	User A raw value	User A display name	User B role	User B type	User B	User B raw value	User B display name	filter criteria
-------------	-------------	--------	------------------	---------------------	-------------	-------------	--------	------------------	---------------------	-----------------

Results summary

Action	Action Typ	User A Rol	User A	User A Typ	User B Rol	User B	User B Typ	First Seen	Last Seen	Count
chat message	message	chat message	[redacted]@hotmail.com	email	[redacted]@linuxmail.org	email	02-Jul-2010 14:01:19	02-Jul-2010 14:01:19	1	
chat message	message	chat message	[redacted]@hotmail.com	Sender	Recipient [redacted]@linuxmail.org	Unknown	23-Aug-201 18:21:49	23-Aug-201 18:23:13	2	
chat message	message	chat message	[redacted]@linuxmail.org	Sender	Recipient [redacted]@hotmail.com	Unknown	24-Oct-201 15:34:48	24-Oct-201 15:34:48	1	
chat message	message	chat message	[redacted]@linuxmail.org	Sender	Recipient [redacted]@hotmail.com	Unknown	24-Oct-201 15:57:43	28-Oct-201 04:00:23	2	
chat message	message	chat message	[redacted]@hotmail.fr	email	[redacted]@linuxmail.org	email	12-Jun-201 18:16:14	12-Jun-201 18:16:33	2	
chat message	message	chat message	[redacted]@hotmail.it	Sender	Recipient [redacted]@linuxmail.org	Unknown	09-Oct-201 18:26:08	09-Oct-201 18:26:12	2	
chat message	message	chat message	[redacted]@linuxmail.org	email	[redacted]@linuxmail.org	email	23-Aug-201 18:40:56	23-Aug-201 18:41:08	6	

09-Oct-2010 10:26:12 - chat event (windowslive), 2 selectors

Page 1 of 1 First Previous 1 Next Last (1) Change Sort Order Display Summary CSV Export

Temporal filtering TDI filtering Participant count filtering





User A role	User A type	User A	User A raw value	User A display name	User B role	User B type	User B	User B raw value	User B display name
03-Nov-2010 17:34:20 – telephony event (global), 2 selectors, duration: 00:00:06									
Active user: [redacted] (tel_number)									
Action: unknown Action type: call									
unknown call	tel_number	[redacted]			dialled	tel_number	[redacted]		
Locators:									
Source Point-Code: 60741 Destination Point-Code: 20082									
More									
03-Nov-2010 17:34:19 – telephony event (global), 2 selectors, duration: 00:00:06									
Active user: [redacted] (tel_number)									
Action: unknown Action type: call									
unknown call	tel_number	[redacted]			dialled	tel_number	[redacted]		
Locators:									
Source Point-Code: 60741 Destination Point-Code: 20082									
More									
01-Nov-2010 17:17:39 – telephony event (global), 2 selectors, duration: 00:00:05									
Active user: [redacted] (tel_number)									
Action: unknown Action type: call									
unknown call	tel_number	[redacted]			dialled	tel_number	[redacted]		
Locators:									
Source Point-Code: 60741 Destination Point-Code: 20082									
More									



Query Input Results: [redacted] x Results: [redacted] x Results: [redacted] x

User A role	User A type	User A	User A raw value	User A display name	User B role	User B type	User B	User B raw value	User B display name
01-Nov-2010 07:16:06 - tunnel event (gtp), 3 selectors Active users: [redacted] (imsi) [redacted] (tel_number) [redacted] (blackberry_mid_pin) Action: create Action type: tunnel									
create tunnel	imsi	[redacted]						not_available	not_available
create tunnel	tel_number	[redacted]						not_available	not_available
create tunnel	blackberry_mid_pin	[redacted]						not_available	not_available
Locators: Source IPV4: [redacted] Source SgsnAddress: [redacted] Destination IPV4: [redacted]									
GTP Convergence Data: This event represents the creation of GTP tunnel [redacted] View all events from this GTP tunnel									
More									
01-Nov-2010 04:28:10 - tunnel event (gtp), 3 selectors Active users: [redacted] (imsi) [redacted] (tel_number) [redacted] (blackberry_mid_pin) Action: create Action type: tunnel									
create tunnel	imsi	[redacted]						not_available	not_available
create tunnel	tel_number	[redacted]						not_available	not_available
create tunnel	blackberry_mid_pin	[redacted]						not_available	not_available
Locators: Source IPV4: [redacted] Source SgsnAddress: [redacted] Destination IPV4: [redacted]									
GTP Convergence Data: This event represents the creation of GTP tunnel [redacted] View all events from this GTP tunnel									




User A role	User A type	User A	User A raw value	User A display name	User B role	User B type	User B	User B raw value	User B display name
<p>24-Oct-2010 06:11:57 – webmail event (yahoo), 5 selectors</p> <p>Active user: [redacted] (UserId) [redacted] (AccountOwner) [redacted] (MachineId) [redacted] (X-huawei-IMSI)</p> <p>Action: send Action type: message</p> <p>From: Unknown [redacted]@yahoo.com</p> <p>Locators: Source IPV4: [redacted] Destination IPV4: [redacted]</p> <p>More</p>									
<p>24-Oct-2010 06:11:57 – webmail event (yahoo), 5 selectors</p> <p>Active user: [redacted] (UserId) [redacted] (AccountOwner) [redacted] (MachineId) [redacted] (X-huawei-IMSI)</p> <p>Action: send Action type: message</p> <p>From: Unknown [redacted]@yahoo.com</p> <p>Locators: Source IPV4: [redacted] Destination IPV4: [redacted]</p> <p>More</p>									
<p>24-Oct-2010 06:10:16 – webmail event (yahoo), 5 selectors</p> <p>Active user: [redacted] (UserId) [redacted] (AccountOwner) [redacted] (MachineId) [redacted] (X-huawei-IMSI)</p> <p>Action: send Action type: message</p> <p>From: Unknown [redacted]@yahoo.com</p> <p>Locators: Source IPV4: [redacted] Destination IPV4: [redacted]</p> <p>More</p>									
<p>24-Oct-2010 06:10:16 – webmail event (yahoo), 5 selectors</p> <p>Active user: [redacted] (UserId) [redacted] (AccountOwner) [redacted] (MachineId) [redacted] (X-huawei-IMSI)</p> <p>Action: send Action type: message</p> <p>From: Unknown [redacted]@yahoo.com</p> <p>Locators: Source IPV4: [redacted] Destination IPV4: [redacted]</p> <p>More</p>									



Query input	Results	Results	Results	Results	Results	Results	Results	Results	
User A role	User A type	User A	User A raw value	User A display name	User B role	User B type	User B	User B raw value	User B display name
15-Jul-2010 21:41:42 – SOCIAL ANIMAL event (Facebook), 2 selectors									
Active user: [redacted] (Facebook-uid)									
Action: chat Action type: message									
chat message	Facebook-uid	[redacted]			Facebook-uid	[redacted]			
Locators:									
Source IPV4: [redacted]									
More									
15-Jul-2010 21:41:42 – SOCIAL ANIMAL event (Facebook), 2 selectors									
Active user: [redacted] (Facebook-uid)									
Action: alias Action type: user									
alias user	Facebook-uid	[redacted]			email	[redacted]			
Locators:									
More									
15-Jul-2010 21:41:37 – SOCIAL ANIMAL event (Facebook), 2 selectors									
Active user: [redacted] (Facebook-uid)									
Action: chat Action type: message									
chat message	Facebook-uid	[redacted]			Facebook-uid	[redacted]			
Locators:									
Source IPV4: [redacted]									
More									
15-Jul-2010 21:41:33 – SOCIAL ANIMAL event (Facebook), 2 selectors									
Active user: [redacted] (Facebook-uid)									
Action: chat Action type: message									



-  Looks good, When can I have an account?
 - Santhropoid is currently in the second stage of UAT.
 - We currently have 200 users representing all areas of the business.
 - Aiming to be in a position to release Santhropoid to the masses in early January.

events New data sources



- ❏ LUSTRE – new data-source available in MB.
Good for North Africa.

- ❏ Source field – This will enable new non-routine data-sources to be added to the QFD's.
 - CNE
 - JTRIG – GLASSBACK data used for test case.
 - COLLATERAL



- New loaders deployed to MB and HR Map, improvements to KP.
 - Latency of the data in the QFDs has been greatly reduced, now around 12 hours.
 - Each instance of MB can now ingest 8 billion events per-day (total 32 billion)
 - Some QFDs were previously 1-5 days behind.
 - Query performance during loading has also been improved.

GUIDING LIGHT QFD

Presented by 
(Guiding Light SU)

- New QFD developed in August 2010 by TDB-Events.

- Primary objective:

“To understand the traffic seen on the Next Gen Events bearers.”

General Questions:

- Given a case notation, what are the TDI types that are found on it?
- Given a TDI type/subset, which bearers produce the highest number of events?
- What type of traffic is on which bearers and where is it coming from?
- Which bearers provide the most amount of traffic type x from place y ?

GUIDING LIGHT

From Date Custom <input type="text" value="01-NOV-2010"/>	To Date Custom <input type="text" value="01-NOV-2010"/>
---	---

Bearer e.g. GWUKC151% <input type="text"/>	Event Type e.g. %facebook% <input type="text"/>
--	---

Country Digraphs (using ISO standard)

Query Type From A to B <input type="text"/>	Country A <input type="text"/>	Country B <input type="text"/>	Min Event Count <input type="text"/>
---	--	--	--

Note: The % wildcard character represents 0 or more characters.

Daily Counts	Source Types	Bearers	Countries	Event Types	Full Profile
--------------	--------------	---------	-----------	-------------	--------------

Event Types	
Event Type	Event Count
Yahoo-B-Cookie	3,370,673
Yahoo-Y-Cookie	2,682,201
WEBLOG	2,519,571
SIP-INVITE-From	874,568
HOST_REFERER	439,609
YMSG	364,400
sip	345,876
Yahoo-Messenger	337,035
www.google.com.pk	72,419
Google-PREFID-Cookie	71,337
Simbar-SIMBAR-User-Agent	58,653
www.google.com	38,747
EXP_Shopperreports-SRS_IT-User-Agent	33,847
Facebook-c_user-Cookie	21,664
Yahoo-SIP-REGISTER-From	16,444
www.bing.com	14,485
clients1.google.com.pk	14,093
SIP-REGISTER-From	14,020
Yahoo-B-Set-Cookie	11,720
DoubleClick-id-Cookie	10,107
Yahoo-Y-Set-Cookie	8,631
MS-MUID-Cookie	7,222
Yahoo-login-Method-Body	6,964
Google-Earth-Tile	6,905

Country, Bearer

Search


- Parameters
- Result
- Event Types
- bearers
- Country, Bearer
- Country, Event Type
- Event Type, Country
- Country, Bearer
- Country, Event Type
- Daily Counts
- Bearer Counts
- Bearer Pivot
- Event Type Counts
- Event Type Pivot
- Country Counts
- Country Pivot
- Source Site Counts
- Source Site Pivot

Results: Query

- Source Site
- Source Site
- Bearer
- Event Type
- Origination Country
- Destination Country
- Event Count

Origination Country	Destination Country	Bearer	Event Count
PK	UC	EEEP0	450 041
	FX	EEEP0	391 767
	DC	EEEP0	130 742
	MI	EEEP0	7 480
	KY	EEEP0	2 102
	IN	EEEP0	1 704
	CH	EEEP0	775
	GH	EEEP0	656
	IL	EEEP0	245
	GF	EEEP0	137
	GR	EEEP0	128
	HR	EEEP0	75
	FR	EEEP0	47
	IP	EEEP0	16
	EU	EEEP0	14
	JP	EEEP0	12
NO	EEEP0	8	
ES	EEEP0	8	
CC	EEEP0	0	
GA	EEEP0	4	
FD	EEEP0	1	
DK	EEEP0	1	
II	EEEP0	1	
IP	EEEP0	1	
KE	EEEP0	1	
GR	FX	EEEP0	257 036
	IR	EEEP0	2 242
	II	EEEP0	175
	KE	EEEP0	56
	UF	EEEP0	15
DC	EEEP0	1	
GH	FX	EEEP0	126 005
	IR	EEEP0	7 50
	II	EEEP0	17
	KE	EEEP0	11
KY	FX	EEEP0	46 120
	KE	EEEP0	27

-  Data from Bude (RPC)
 - Including data from SWORDPLAY

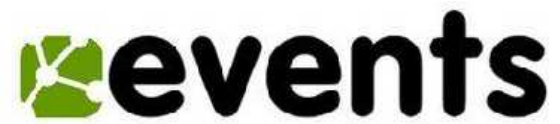
-  New fields
 - PDDG
 - SIGAD
 - SSDG

Near future:

- Adding BROAD OAK Targeting data
- Incorporating MI functionality from REFORMER (where appropriate!)
- Adding more feeds. (Ongoing)

Longer term:

- Adding Cipher and eAD MI information
- Linkage into ARTEMIS (or its successor)



Any Questions

?