

events

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 113234

Legalities Justification
MIRANDA 201.00 JRC Priority: PHS

HRA Justification: Dev testing

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

Event Sources
 SALAMANCA DOM HARBURG
 FACIA SANDYCE
 HALSTORIUM CULTIVAVE
 MAINWAY II Event Details Pre-computed Params
 FREEFORM MERLOT

Enrichment Sources
 DND-OAK
 CONTRADICTION
 CRYING FOWL

Visualization Options
 Display Coordinates Post-geo-Data-type
 Include Unknown Identifiers Flag Seed Identifiers
 Include Inferred Identifiers
Summary Count for High Hikes Report: 1000

E2C Only
These options apply to HALSTORIUM only
Finality: Strong All
 Do Activity Summary
 Maximum Event Participant Count: 200

Selector Parameters
Return using ID for event only as, please read this section of the user guide

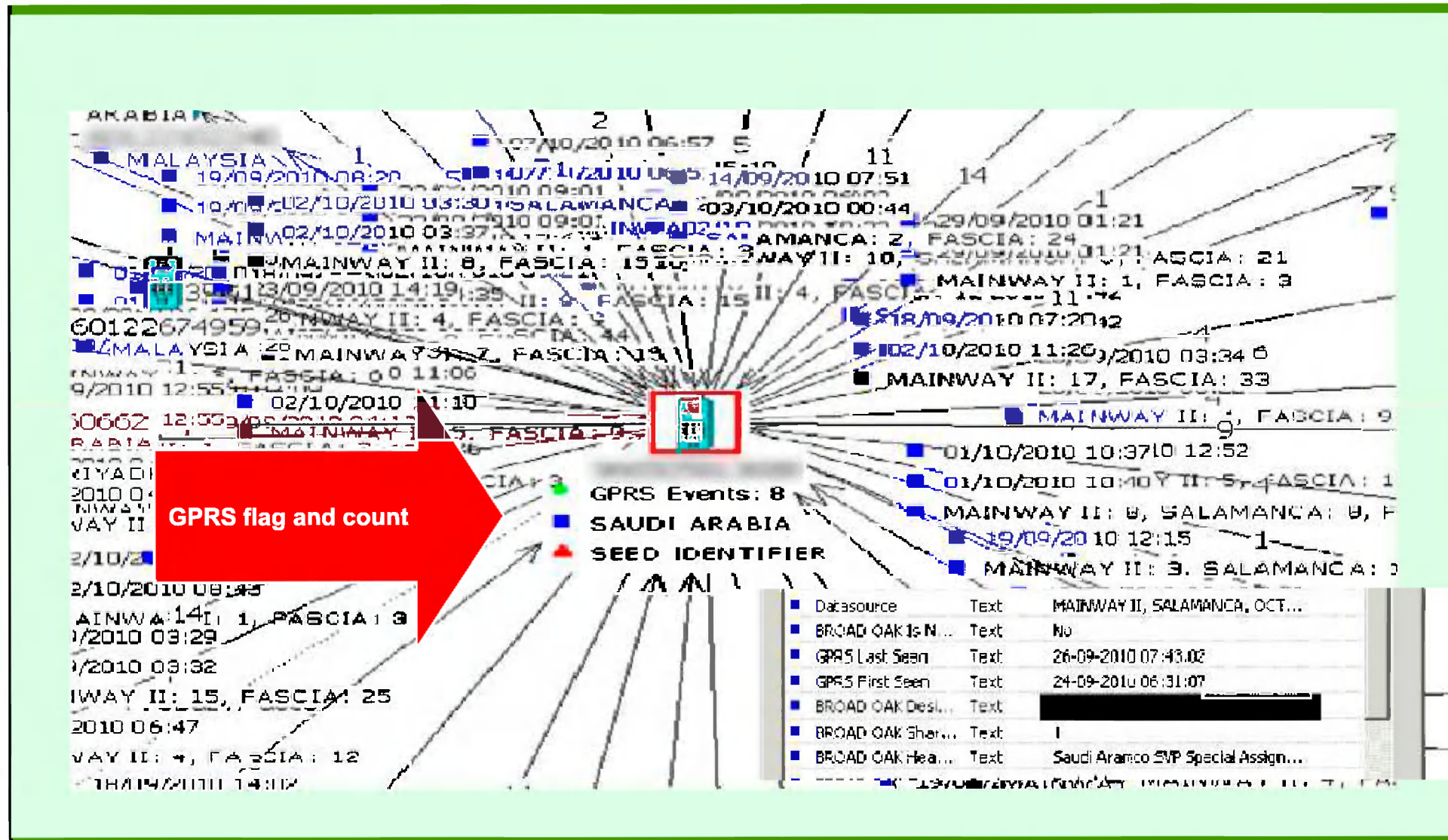
Seed Entry: [Empty list]
List of seeds to be queried:
phone phone phone phone
phone phone

Buttons: Add All, Return type, Return Selected, Return All, Remove All, Add Files, Return Selected, Return All, Query, Cancel

MAINWAY options and Help pages

Events

IMMINGLE



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events

IMMINGLE

What next?

- FASCIA GPRS flagging
- HAUSTORIUM decommissioning

- Next Gen Contact Chaining trial....



NEXT GENERATION
events



FIRE STORM

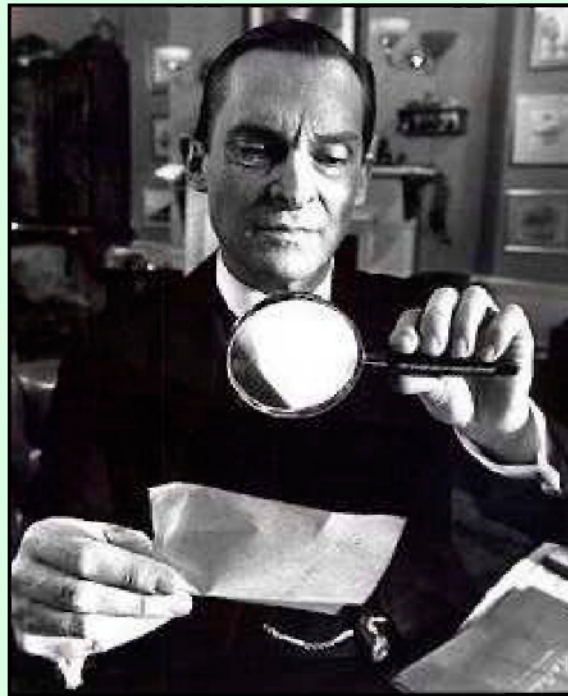
SECRET STRAP1



- ❏ **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
















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.

-  Go
-  HR Mo
-  INFINITE MO
-  KARMA POLI
-  MARBLED GEO
-  MEMORY HO
-  MUTANT BRO
-  SAMUEL PE
-  SOCIAL ANI
-  SOCIAL ANTHROPOID *user guide*
-  TDI Database *login using Corporate Directory password*

TDI listing

Browse by technology

Rows: 15

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 part 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 [aka brief: \[redacted\] -inertia](#) for more info on primary / secondary domains). In raw form, the username appears as part of the "ref" cookie string, which is obfuscated and ROT13 encoded 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 it 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 Demands answers](#).

BEGAL rules generating Yahoo-Y-Cookie events

Name	Count
EXP_Yahoo-Y-Cookie_0	11113

1 - 1

[Full report](#)
[subscribe to the blog feed](#) or the [GTE Web dynamic home page](#).



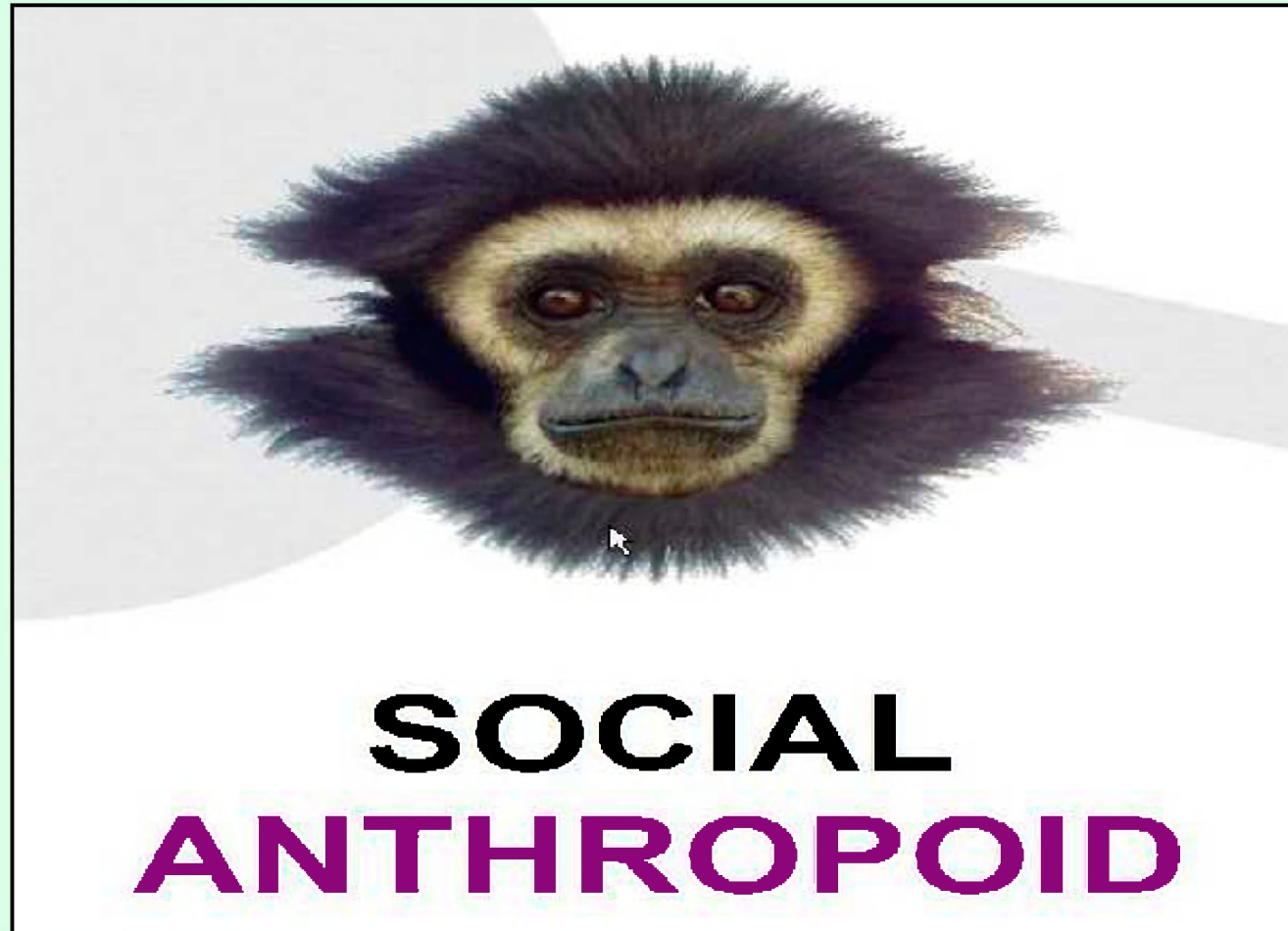
Pull through and upscaling of TR SPs.

– 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.



events



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).

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- 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.

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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..

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

events



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, paul156, paul*@yahoo.com will match paul123@yahoo.com but not paul123@hotmail.com). Unlike other QDCs, _ and \ have no special meaning (to query for a literal * sign, or check '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' with 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 C2C selectors in various ways, including the removal of dots from the usernames of Gmail addresses. To get Gmail 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 C2C tech ex.

Miranda

CIC Priority & Purpose

HRA Justification

Search period (optional) : to

Filter results by matched selectors prior to display

Allow wildcards

Query active Users only

SECRET STRAP1





Results summary

Action	Action Type	User A Role	User A	User A Type	User B Role	User B	User B Type	First Seen	Last Seen	Count
chat message	message	chat message	[redacted]@hotmail.com	email	Recipient	[redacted]@linuxmail.org	email	02-Jul-2010 14:01:19	02-Jul-2010 14:01:19	1
Location source	message	chat message	[redacted]@hotmail.com	Sender	Recipient	[redacted]@linuxmail.org	Unknown	23-Aug-2011 18:21:49	23-Aug-2011 18:23:13	2
Filter	message	chat message	[redacted]@linuxmail.org	Sender	Recipient	[redacted]@hotmail.com	Unknown	24-Oct-2011 15:34:48	24-Oct-2011 15:34:58	1
21-Oct-Active Action:	message	chat message	[redacted]@linuxmail.org	Sender	Recipient	[redacted]@hotmail.com	Unknown	24-Oct-2011 15:57:43	28-Oct-2011 04:00:23	2
chat message	message	chat message	[redacted]@hotmail.fr	email	Recipient	[redacted]@linuxmail.org	email	12-Jun-2011 18:16:14	12-Jun-2011 18:16:33	2
Location source	message	chat message	[redacted]@livefrmail.it	Sender	Recipient	[redacted]@linuxmail.org	Unknown	09-Oct-2011 18:25:08	09-Oct-2011 18:26:12	2
Filter	message	chat message	[redacted]@linuxmail.org	email	Recipient	[redacted]@linuxmail.org	email	23-Aug-2011 18:40:56	23-Aug-2011 18:41:08	6

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

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

Temporal filtering
 TTL filtering
 Statistics and 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
<p>03-Nov-2010 17:34:20 – telephony event (global), 2 selectors, duration: 00:00:06</p> <p>Active users: ██████████ (tel_number)</p> <p>Action: unknown Action type: call</p>									
unknown call	tel_number	██████████			dialled	tel_number	██████████		
<p>Locators:</p> <p>Source Point-Code: 60741 Destination Point-Code: 20082</p> <p>More</p>									
<p>03-Nov-2010 17:34:19 – telephony event (global), 2 selectors, duration: 00:00:06</p> <p>Active users: ██████████ (tel_number)</p> <p>Action: unknown Action type: call</p>									
unknown call	tel_number	██████████			dialled	tel_number	██████████		
<p>Locators:</p> <p>Source Point-Code: 60741 Destination Point-Code: 20082</p> <p>More</p>									
<p>01-Nov-2010 17:37:39 – telephony event (global), 2 selectors, duration: 00:00:05</p> <p>Active users: ██████████ (tel_number)</p> <p>Action: unknown Action type: call</p>									
unknown call	tel_number	██████████			dialled	tel_number	██████████		
<p>Locators:</p> <p>Source Point-Code: 60741 Destination Point-Code: 20082</p> <p>More</p>									



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>01-Nov-2010 07:16:06 - tunnel event (gtp), 3 selectors</p> <p>Active user: [redacted] (imsi) [redacted] (tel_number) [redacted] (blackberry_mid_pin)</p> <p>Action: create Action type: tunnel</p>									
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
<p>Locations:</p> <p>Source IPv4: [redacted] Source SgsnAddress: [redacted] Destination IPv4: [redacted]</p>									
<p>GTP Convergence Data:</p> <p>This event represents the creation of GTP tunnel [redacted]</p> <p>view all events from this GTP tunnel</p>									
[i]None									
<p>01-Nov-2010 04:20:10 - tunnel event (gtp), 3 selectors</p> <p>Active user: [redacted] (imsi) [redacted] (tel_number) [redacted] (blackberry_mid_pin)</p> <p>Action: create Action type: tunnel</p>									
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
<p>Locations:</p> <p>Source IPv4: [redacted] Source SgsnAddress: [redacted] Destination IPv4: [redacted]</p>									
<p>GTP Convergence Data:</p> <p>This event represents the creation of GTP tunnel [redacted]</p> <p>view all events from this GTP tunnel</p>									



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
24-Oct-2010 06:11:57 — webmail event (yahoo), 5 selectors									
Active user: [redacted] (MachineId) [redacted] (X-huawei-IMS)									
Action: send Action type: message									
From	Unknown	[redacted]	[redacted]	[redacted]	From	Unknown	[redacted]	[redacted]	[redacted]
Locators: Source IPv4: [redacted] Destination IPv4: [redacted]									
[More]									
24-Oct-2010 06:11:57 — webmail event (yahoo), 5 selectors									
Active user: [redacted] (UserId) [redacted] (AccountOwner) [redacted] (MachineId) [redacted] (X-huawei-IMS)									
Action: send Action type: message									
From	Unknown	[redacted]	[redacted]	[redacted]	From	Unknown	[redacted]	[redacted]	[redacted]
Locators: Source IPv4: [redacted] Destination IPv4: [redacted]									
[More]									
24-Oct-2010 06:18:16 — webmail event (yahoo), 5 selectors									
Active user: [redacted] (UserId) [redacted] (AccountOwner) [redacted] (MachineId) [redacted] (X-huawei-IMS)									



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 21:43:42 - 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 21:43:42 - 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 21:43:37 - 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									

events



- 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

Events

New Loaders



- 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 [REDACTED]
(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 **To Date**

Bearer e.g. GWUKC151%
Event Type e.g. %facebook%

Country Digraphs (using ISO standard)

Query Type **Min Event Count**

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

events

Results - Full Profile Query


Results	Source Type	Source Site	Dealer	Event Type	Originator Country	Destination Country	Event Count
1	WOL	Cheltenham	EREPO	WEELOG			2,612,571
2	200_presence	Cheltenham	EREPO	Yahoo-B-Cookie	US	FK	1,817,339
3	200_presence	Cheltenham	EREPO	Yahoo-Y-Cookie	US	FK	1,002,170
4	200_presence	Cheltenham	EREPO	Yahoo-B-Cookie	US	IR	1,281,251
5	200_presence	Cheltenham	EREPO	Yahoo-Y-Cookie	US	IR	822,175
6	host_referer	Cheltenham	LXJTD	HOST_REFERER	FR	FK	252,238
7	200_presence	Cheltenham	EREPO	SIPINM-E-From	PK	FK	212,000
8	200_presence	Cheltenham	EREPO	SIPINM-E-From	US	FK	157,752
9	200_presence	Cheltenham	EREPO	YMS3	PK	US	157,213
10	200_presence	Cheltenham	EREPO	Yahoo-Messenger	US	FK	157,520
11	WOL	Cheltenham	EREPO	YMS3	US	FK	150,933
12	200_presence	Cheltenham	EREPO	SIPINM-E-From	GB	FK	145,339
13	host_referer	Cheltenham	EREPO	HOST_REFERER	IR	FK	142,000
14	200_presence	Cheltenham	EREPO	Yahoo-Messenger	PK	US	132,208
15	200_presence	Cheltenham	EREPO	SP	US	FK	112,434
16	200_presence	Cheltenham	LXJTD	SIPINM-E-From	PK	UU	51,239
17	200_presence	Cheltenham	EREPO	Yahoo-D-Cookie	US	XX	50,217
18	200_presence	Cheltenham	EREPO	SP	CU	FK	47,711
19	200_presence	Cheltenham	EREPO	SIPINM-E-From	PK	DE	41,772
20	200_presence	Cheltenham	EREPO	SIPINM-E-From	CH	FK	30,223
21	200_presence	Cheltenham	EREPO	Yahoo-B-Cookie	US	II	22,272
22	200_presence	Cheltenham	LXJTD	Yahoo-Y-Cookie	US	XX	17,226
23	200_presence	Cheltenham	EREPO	SP	PK	FK	15,530
24	200_presence	Cheltenham	EREPO	Google-PDF-D-Cookie	PK	FK	14,716
25	200_presence	Cheltenham	EREPO	Yahoo-Y-Cookie	US	II	12,226
26	200_presence	Cheltenham	EREPO	Yahoo-B-Cookie	US	GB	11,771
27	200_presence	Cheltenham	EREPO	Yahoo-Y-Cookie	US	GB	11,333
28	Search	Cheltenham	EREPO	www.google.com.pk	PK	FK	10,203
29	200_presence	Cheltenham	EREPO	SmbanSMBW3-User-Agent	US	IR	10,252
30	200_presence	Cheltenham	EREPO	SIPINM-E-From	MY	FK	10,229
31	Search	Cheltenham	LXJTD	www.google.com.pk	US	FK	10,224
32	200_presence	Cheltenham	EREPO	DXT_ShopsReports-CRC_T-User-Agent	US	FK	25,100
33	200_presence	Cheltenham	EREPO	SP	PK	US	25,716
34	Search	Cheltenham	EREPO	www.google.com	US	IR	25,227
35	200_presence	Cheltenham	EREPO	SP	CH	FK	24,434
36	200_presence	Cheltenham	EREPO	SP	PK	DE	21,257
37	200_presence	Cheltenham	EREPO	SIPINM-E-From	FR	FK	18,276
38	200_presence	Cheltenham	EREPO	Facebook-User-Cookie	US	FK	12,226
39	host_referer	Cheltenham	EREPO	HOST_REFERER	XX	FK	12,430
40	200_presence	Cheltenham	LXJTD	SmbanSMBW3-User-Agent	US	FK	14,227
41	host_referer	Cheltenham	EREPO	HOST_REFERER	II	FK	12,104
42	200_presence	Cheltenham	EREPO	SP	MY	FK	11,740
43	200_presence	Cheltenham	EREPO	Yahoo-S-P-REGISTER-From	US	II	11,210
44	Search	Cheltenham	EREPO	ShanShan-User-Agent	PK	FK	11,258

SECRET STRAP1



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

Origin Country	Destination Country	Bearer	Event Count
PK	UC	EEEPD	430341
	MC	EEEPD	391707
	DC	EEEPD	101742
	MT	EEEPD	7480
	KC	EEEPD	2102
	IN	EEEPD	1704
	GN	EEEPD	775
	CH	EEEPD	456
	IL	EEEPD	245
	GF	EEEPD	127
	GR	EEEPD	126
	HK	EEEPD	79
	FR	EEEPD	47
	IF	EEEPD	16
	EU	EEEPD	14
	JP	EEEPD	12
	RO	EEEPD	8
	ES	EEEPD	8
	CC	EEEPD	0
	CA	EEEPD	0
CS	EEEPD	0	
MR	EEEPD	0	
II	EEEPD	1	
IP	EEEPD	1	
KX	EEEPD	1	
GR	FX	EEEPD	257236
	IR	EEEPD	2242
	II	EEEPD	179
	KX	EEEPD	56
CH	FX	EEEPD	715
	IR	EEEPD	715
	II	EEEPD	17
MY	KX	EEEPD	10
	FX	EEEPD	46120
	KX	EEEPD	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)

events

Any Questions

?

SECRET STRAP1

