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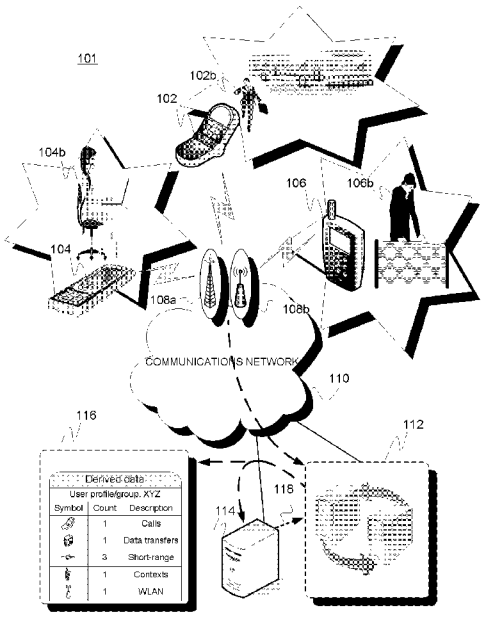


Figure 1

(57) Abstract: A server arrangement (112) for managing observation data of wireless devices, such as smartphones, comprising a data input logic for obtaining observation data from a number of wireless devices (102, 104, 106) and optionally supplementary data from a number of other external data sources, the obtained data including behavioural, contextual, and optionally technical raw data relative to the wireless devices, a data mining logic for establishing a number of derived data elements, such as data tables or databases, on the basis of processing and analysing the obtained observation and optional supplementary data, said processing and analysing incorporating aggregation and optionally correlating, clustering, and/or factoring procedures, wherein at least one derived data element includes usage metrics with contextual and optionally technical dimension relative to one or more applications or other features of one or more wireless devices and users thereof, a data storage for storing the obtained data and the number of derived information elements, and a data distribution logic for providing derived data to other entities. The distribution logic may serve a data query constructed by an external entity through provision of derived information from one or more derived data elements according to the query parameters. A corresponding method for execution by the server arrangement is presented.

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