



## **Intersec unveils the 2017.1 release of its fast data analytics platform**

*A major step forward embedding cutting-edge machine learning algorithms*

**Press Release – Barcelona, March 1st 2017**, Intersec (<https://www.intersec.com/en/>), leading provider of fast data solutions unveils today the 2017.1 release of its fast data analytics platform. This release represents a final step for the company in its journey from the world of messaging and campaign management to its new strategic focus. For the last 6 years, Intersec has been focusing on helping service providers extract value from their technical data to both increase revenues by implementing new use cases and improve their operational efficiency.

This release is a major breakthrough in un-silo-ing the information by giving easy access to the data to all functions within an organization, from Marketing to Finance. Real-time by design, this release allows powerful use cases such as spotting weak signals from the network and device fleet, or detection of behavioral patterns and translating these insights into instant customer engagement.

Intersec's 2017.1 release also significantly improves the usability so as to enable Marketing teams to create these new services in just a few clicks. The solution embeds cutting-edge machine learning algorithms, opening up a whole range of pre-calibrated use cases such as "next best action", "predictive analytics" and "automated segmentation" without the need for large teams of data scientists.

These major improvements have been jointly fine-tuned in 2016 by key customers. The optimized outcome is now fully available to all customers.

Jean-Marc Coïc, Chief Technology Officer of Intersec, declared today: "we are thrilled to publicly launch today what I consider to be the most advanced solution on the market enabling users to derive use cases and value from massive amounts of data in a few clicks and without the need for a deep data science background. We made it simple for users in various positions to leverage their customer data within hours, not quarters!"

### ***About Intersec***

*Intersec designs innovative software enabling operators to leverage their network Big Data. Our disruptive technology crunches and consolidates huge amounts of data coming from heterogeneous network equipment and IT, and turns them into actionable insights in real-time.*

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