



Intersec & SFR awarded 2017 Most Innovative Software & Applications Project by GTB

Paris, May 31th – Intersec, the leading vendor of real-time streaming analytics software today announced it has won the GTB Most Innovative Project Award in the category Software and Application for its Airport Transportation Geo-Analytics project with SFR.

GTB recognises the industry's most innovative & successful project partnerships between the operators and vendors.

Intersec competed with the Airport Transportation Geo-Analytics project it led with SFR: During the last decade, the increase of tourism in a major airport's area and the rise of new conveyance means to the airport led local authorities to reassess infrastructure investments. A consortium led by public authorities launched a project to build a railway express line from downtown to the airport. Prior to redesigning new means of public transportation, a thorough knowledge of the traffic, frequency and behavior of visitors was essential. SFR, wireless and converged Tier One operator in France won the project to provide these statistics. From its mobile network data, Intersec's GeoInsights solution used artificial intelligence to run complex analytical algorithms, to extract segmentation and mobility insights for geolocation reports. Intersec's GeoInsights solution processes both historical and real-time data at great speed; providing operators, companies and local authorities with a highly responsive solution to produce heat maps, location-based studies & real-time analysis of massive data -in full compliancy with all legal requirements regarding personal data protection. Over 4 months, SFR and Intersec analyzed more than B1 network events daily in total compliance with privacy regulations. The insights allowed the identification of optimal locations for arrival and departure, along with the service's time schedule and tariffs. It also helped regional authorities to build new highways and densify the subway traffic.

Alan Burkitt-Gray, Executive Editor of Global Telecoms Business and Capacity, said: *"We had a superb range of projects nominated for this year's awards, the eleventh time Global Telecoms Business has presented our annual Innovation Awards. Each year since 2007 we've seen how the industry is getting more innovative and more imaginative about serving customers as technology advances."*

To get through the first hurdle and be shortlisted is already a great tribute to the quality of work here, and to go on to win an award shows an excellent level of innovation in driving demand for better quality services. Congratulations."

About Intersec

Intersec designs innovative software enabling companies to leverage their 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. Applications range from Contextual Marketing, mass-scale Location-Based Services, Smart Cities, IoT and Business Analytics.

For more information, www.intersec.com; follow us on social media platform [@IntersecGroup](https://twitter.com/IntersecGroup), [LinkedIn](https://www.linkedin.com/company/intersec).