



## **Intersec joins forces with Alcatel-Lucent for worldwide Location-Based Advertising campaigns**

Intersec IGLOO and Alcatel-Lucent's Optism™ enable brands and retailers to better target customers and drive in-store traffic

**Paris – January, 8th 2013** – [Intersec](#), a leading value-added software provider for mobile and integrated operators, announced today it signed a global partnership agreement with Alcatel-Lucent for the creation of a GeoMarketing service. This service will enable mobile operators to connect brands and retailers to consumers via the mobile based on their permission, preferences and location to drive in-store traffic.

[Alcatel-Lucent's Optism™ Mobile Marketing](#) solution will be embedded with IGLOO, Intersec's Geolocator, to extend its targeted advertising solution with geolocation. Operators will be empowered to capture the value of a booming market: the real-time global location-based marketing and advertising market is forecasted to grow at a CAGR of 90% (source: Berg Insight).

[IGLOO](#) collects and aggregates in real-time the anonymised network data (Circuit Switch, Packet Switch, WiFi, Indoor Location) to provide efficient "in area" and "proximity" detection of all opt-in subscribers at a defined moment of the day. Thanks to a seamless integration, Alcatel-Lucent's Optism™ gathers and analyzes this location data to provide customers with relevant offers to drive in-store traffic. The cross-Operator solution enables multiple brands and retailers across several countries to deliver walk-in rewards, location-based targeted coupons and deals and post shopping surveys.

Thomas Labarthe, VP Mobile Commerce at Alcatel-Lucent commented, "[Optism™](#) is currently deployed in 10 major markets. We connect brands in a very targeted and engaging way with consumers. In order to expand to geo-based offers and coupons, we were looking for a "device-agnostic" solution that was able to aggregate all of the location data that the network was seeing, both passive and active sources, both for in-store as outdoor proximity campaigns. By integrating Intersec IGLOO into Optism™, brands and retailers can leverage all the existing Optism™ tools to define their campaigns including location as qualification criteria."

"We are proud to bring [Intersec's](#) market-leading geolocation aggregation technology to such a reference in the industry like Alcatel-Lucent. With this collaboration and integration with Optism™, we will be able to provide one of the most efficient location-based advertising solutions available for brands looking to communicate with their consumers via mobile devices." added Yann Chevalier, Intersec CEO.

### **About Intersec**

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