



## Portugal Telecom selects Intersec's IGLOO Location Based Services Solution

*Intersec chosen to provide GeoLocation Services enabler to generate new source of revenues*

**May, 14<sup>th</sup> 2013 – Paris, France** – Intersec, the leading software vendor enabling telecom operators to derive value from their network big data and to facilitate services innovation, announced today that Portugal Telecom has selected its geolocation solution, IGLOO, to help generate new source of revenue through Location Based Services.

IGLOO is a network enabler which consolidates real-time intelligence from the mobile operator's network including subscriber location information on a mass scale. Residing in the operator network, IGLOO anonymously aggregates and manages subscriber and location information to enable the creation of location-based services. By collecting the metadata from the operators' network, while simultaneously integrating active geolocation capabilities, operators such as Portugal Telecom or additional third parties will be able to use these exclusive insights for purposes including geomarketing, urban planning and density maps. This information does not reflect, in any circumstance, personal or confidential information, supporting its value and features in anonymous and collective data.

In a competitive market it was important to Portugal Telecom to differentiate their offering and provide a service that would generate a new source of revenue and improve the quality of service customers are expecting. Portugal Telecom commented: "It is important to us that we continue to spearhead new and innovative ways to engage with our customer base. Intersec offered the technical solution that can provide us new features, and we are confident that they will support us in unlocking the potential of our subscriber data and generate new revenues, and improve satisfaction levels through location based services."

Yann Chevalier, CEO at Intersec, said: "By combining location data with other types of data such as mobile events captured from wireless networks, innovative companies such as Portugal Telecom are given the potential to gain new and incremental insights into their customers' situations, predictive behaviour, and patterns; to provide a personalized experience to subscribers. Additionally, Location-Based Services revenues should grow to almost US\$10 billion globally in the next two years, so operators are now realising that to open new revenue streams and develop effective retention strategies, they have to use information about their customers that already exist on their networks to develop targeted and relevant advertising solutions."

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## **ABOUT PORTUGAL TELECOM**

Portugal Telecom is a global telecommunications operator with 100 million customers worldwide. In Portugal, where it holds a leading position in the markets in which it operates, PT provides a wide portfolio of telecoms, multimedia and IT and fixed and mobile services, including broadband access, voice and television, acting in all segments of the telecommunications sector: personal, residential, enterprise solutions and wholesale. Portugal Telecom is the leading Portuguese telecoms operator with a wide and solid international presence, particularly in Brazil and Africa. PT has a diversified business portfolio in which quality and innovation are key aspects, aimed at positioning PT as a leading edge operator in the international arena.

Portugal Telecom is listed on the Euronext and New York Stock Exchange, through a full listing of its ADR program, and is present in the reference Portuguese index and in the benchmark sustainability indexes, DJ Sustainability and FTSE4GOOD. Information about the company is available in Reuters via the code PTC.LS and PT and in Bloomberg via the code PTC PL.

## **ABOUT INTERSEC**

Intersec is the leading software vendor enabling telecom operators to derive value from their network big data and to facilitate services innovation. Through its disruptive technology, Intersec solutions empower MNOs with real-time customer value management, mass scale LBS monetization and augmented messaging profitability. Acclaimed by 60+ MNOs, Intersec technology enhances the experience of several hundred million subscribers worldwide and manages over a billion of smart events day after day.

[www.intersec.com](http://www.intersec.com)

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