

Press release

Intersec wins the Frost & Sullivan Customer Value Leadership Award

Frost & Sullivan recognizes Intersec for cutting through the complexity of Big Data by providing simple and efficient vertical solutions.

Paris, France, March 13th - Based on its recent research on the Big Data solutions market, Frost & Sullivan chose Intersec, the leading provider of real-time Telco Big Data processing software for demonstrating outstanding achievements and superior performance in the area of Customer Value Management. Intersec provides modular solutions with capacity, providing actionable insights and fully personalized applications such as customer retention management, real-time, contextual engagement and location mapping. They have already been adopted by numerous operators over the world. The 2014 “Frost & Sullivan Award for Customer Value Leadership”, confirms Intersec’s ongoing commitment to help operators build sustainable customer relationships and long-term revenue streams.

For Gareth Mellon, Senior Industry Analyst, “Intersec has created its own technical framework using pure C code and Intel’s 86 architecture. Intersec’s technology is effectively optimized to deal with the continuously growing volumes of telecommunications data that operators manage, it offers faster and cost-effective processing”. The report stats: “Intersec’s technological expertise and its innovative approach to product development is a genuine competitive advantage in a highly competitive Market, especially in Africa.”

Intersec’s CEO, Yann Chevalier comments: “We are delighted and feel privileged to be recognized by Frost & Sullivan as a leader in the field of Customer Value Management. This recognition acknowledges the efficiency of Intersec’s solutions and underlines our willingness to achieve the highest standards in software technology.”

About Intersec

Intersec designs solutions that enable mobile operators to capture and monetize their network value through Big Data collection for innovative services creation. Intersec integrates its leading core network solutions to generate location intelligence revenue and to maximize customer value management, contextual engagement, and messaging traffic profitability. Our award-winning products are designed to efficiently implement operator's loyalty & retention, value creation and cost optimization strategies. Acclaimed by 70+ 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

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. Our "Growth Partnership" supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

- The Integrated Value Proposition provides support to our clients throughout all phases of their journey to visionary innovation including: research, analysis, strategy, vision, innovation and implementation.
- The Partnership Infrastructure is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

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