



Press release

Intersec wins the Big Data Paris Innovation Award

The 3rd edition of the Big Data Paris summit rewarded Intersec's outstanding innovation in the Weve¹ project

Paris, April 8th 2014 -, Intersec, the leading telco Big Data software vendor has been awarded for its innovative achievements in the Weve project. Intersec ranked 3rd out of 50 candidates selected for their technological innovations in Big Data projects. The Big Data Paris summit has rewarded #1, GE Intelligent Platforms for its project with Total, # 2, Ericsson for its «IP TV» project and #3, Intersec for its project with Weve. Intersec presented the jury with a far-reaching project deployed for its British client Weve, gathering Big Data from mobile operators in the UK: O2, Vodafone and EE. Weve's objective is to extract the value of subscribers usage and location data by creating contextual services and offering an enriched mobile marketing offer to enhance the end-users mobile experience.

Igloo™, the Intersec geolocation solution is able to process over 300 000 events per second per server and react to the entering and leaving of opt-ins subscribers from a geofenced area in real-time. Today, Igloo™ 's performance enables Weve to offer its 22 million opt-ins customers contextual and personalised services through LBA and mobile money via a single technological platform.

Yann Chevalier, CEO comments: «We are very proud to figure amongst the most innovative Big Data projects. This award acknowledges our strategic motto defined 10 years ago: put innovation and performance at the very heart of our mobile solutions developments».

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+ references, Intersec technology enhances the experience of several hundred million subscribers worldwide and manages over a billion of smart events per day. www.intersec.com

Press contact

Marion Choppin

Marketing Director

Tel: [+33\(0\)155703356](tel:+33(0)155703356)

@: marion.choppin@intersec.com

¹ Weve is a British joint-venture created by 4 telecom groups (Telefonica, T-Mobile, Orange, Vodafone)