



Telefonica selects Intersec's Location-based services platform "Igloo™"

Telefonica signed a global contract with Intersec to enable revenue-generating location advertising services.

April, 29th 2014 – Paris, France Intersec, a global leader in telco-specific big data solutions, has been chosen by Telefonica, one of the world's largest telecommunications companies in terms of market capitalisation and number of customers, to provide geolocation services and improve the company's mobile marketing offer in several countries in both Europe and Latin America.

Intersec's Igloo platform is a disruptive services enabler which collects all types of metadata from the CSPs' networks (OSS and BSS) in real-time. It allows operators to send targeted advertising or base management offers based on subscribers' location data. Telefonica comments (**Jason Tunstall, Director of Technology**) "we choose Igloo for its ability to handle both passive and active location, but also for its capability to crunch a very large amount of data in real time with a very limited hardware footprint. We are looking for ways to spearhead new and innovative usages of our location data and Intersec's Igloo is a key element of that." Igloo™ is based on Intersec core technologies, including a highly efficient big data layer, storage, caching and rules engines, which can be shared across several applications.

Yann Chevalier, Intersec's CEO adds: "We are delighted that our location based technology has been chosen by such an important and innovative company and that it will be rolled out in several countries around the world. We look forward to working with Telefonica to make this initiative an outstanding success to inspire other operators."

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 60+ MNOs, Intersec technology enhances the experience of several hundred million subscribers worldwide and manages over a billion of smart events day after day.

For more information, www.intersec.com; Follow us on social media platform [@IntersecGroup](#), [LinkedIn](#).

About Telefónica

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. From this outstanding position in the industry, and with its mobile, fixed and broadband businesses as the key drivers of its growth, Telefónica has focused its strategy on becoming a leading company in the digital world. The company has a significant presence in 24 countries and a customer base that amounts more than 320 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy. Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4.551.024.586 ordinary shares traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao and Valencia) and on those in London, New York, Lima, and Buenos Aires.

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