



Press release



Intersec awarded 2016 Most Innovative LBS Solution

Paris, October 28th – Intersec, the leading vendor of real-time streaming analytics software today announced it won the Most Innovative LBS Solution Award. This award was given to the team during the Telco Data Analytics Europe event, organized by Informa. The judges are industry professionals: Raman Sidhu, President of London Chapter, LBMA (Location Based Marketing Association); Alberto Diez, Principal Consultant at Mobile Plots and Guy Redmill, Managing Director at Redmill Communications. Their choice proves Intersec ranks amongst the main actors of the Big Data Analytics market.

According to Juniper Research, the Location Based Services Market is to reach \$43.3Bn by 2019, driven by Context-aware mobile services. Intersec confirms its leading position on this market, be it in America – where the company won the Best Cloud Analytics Solution award 2 months ago - or in Europe with this new recognition from the ecosystem.

Intersec's Location-based solutions provide operators, companies and local authorities with a highly responsive way to produce real-time analysis of massive data, trigger instant response based on geofencing, offer citizen security solutions, etc. in full compliancy with all legal requirements regarding personal data protection.

Prestigious operators SFR, Orange, HKT, and Telefonica Group use Intersec's solution in very different ways. Either for internal purposes such as contextual customer interaction, optimization of network capacity, emergency call location... Or to monetize their data enabling sponsors to monitor the attendance of an event in real-time; retailers to understand their footfall & catchment areas; government agencies to better plan their infrastructures or transportation means...

About Intersec

Intersec designs innovative software enabling companies to leverage their Big Data. Our disruptive technology crunches and consolidates huge amounts of data coming from heterogeneous network equipment and IT, and turns them into actionable insights in real-time. Applications range from Customer Base Management, mass-scale Location-Based Services, Fraud Management and Business Analytics.

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

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