



Intersec wins 2 major contracts in APAC

Based on its Location-Based Services platform, the deals were concluded with prestigious operators of the region

August, 1st 2016 – Paris, France Intersec, the leading vendor of real-time streaming analytics software today announced it has been chosen by two major communication service providers in Asia to help them leverage their location data and develop value creating services.

One of these service providers plans to use Intersec's technology to introduce public safety services, aiming at reinforcing both citizens' and visitors' security. Based on the subscriber's location, the operator can immediately redirect him in any circumstance to the nearest required facility - hospital, maternity ward, doctor's office, etc. This responsiveness – crucial when lives are at stake - relies on Intersec's unique capability to collect and process millions of events per second.

The other operator is currently implementing its digital transformation through mobile marketing services. By adding location intelligence via Intersec's platform, they will be the first in their country to do so, enabling brands to deliver context-based engagement with their customers. With this innovative feature, the service provider expects to drastically grow their mobile marketing line of products and introduce their mobile customers to other new location-based services.

In 2015, Mobile marketing was used by 48% of Asian-based companies according to the Council Asia Pacific (CMO). According to Markets and Markets, the mobile marketing market worldwide will be worth USD 98.85 Billion by 2021 and the APAC region is expected to continue being the largest revenue generator.

In both cases, these Tier-1 operators have chosen Intersec solution because it is solidly field-tested: the same services have already been deployed by many operators around the world and proved a quick return on investment. As an off-the-shelf solution it takes two months to go live, while generic technologies require at least 18 months of development at a highly variable cost.

Vicks Kanagasingham, VP Sales of APAC at Intersec comments: "We are delighted that such innovative companies have chosen our LBS solution and we look forward to working with our customers to make these initiatives outstanding successes in the region and inspire other service providers, including those from other verticals."

About Intersec

Intersec designs innovative software enabling companies to leverage their Big Data. Its 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 and Business Analytics.

For more information, www.intersec.com; follow us on social media platform [@IntersecGroup](https://twitter.com/IntersecGroup), [LinkedIn](https://www.linkedin.com/company/intersec).

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