

Technical Sheet

Network API exposure

Telco network monetization

Telecom companies are presented with a compelling opportunity to monetize their networks by strategically partnering with enterprises and developers through APIs. This collaboration not only empowers telecom companies to diversify their revenue streams but also fosters innovation and agility in meeting the evolving demands of the digital landscape.

API EXPOSURE = NEW REVENUE STREAMS

In line with the GSMA & Linus Foundation CAMARA program and the TMForum Open Data Architecture (ODA) initiative, the establishment of a network-powered ecosystem involving telecom companies, developers, and enterprises emerges as a crucial catalyst for generating new revenue streams. Within a dynamic framework, telecoms expand developer access to their network attributes, enabling the creation of innovative application experiences, and enterprises release added-value services.



ABOVE AND BEYOND API STANDARDS

- Adhering to **established API standards** ensures seamless connectivity and interoperability, fostering a more efficient exchange of data and services between telecom providers and their enterprise collaborators.
- By extending their capabilities through **proprietary extensions**, telecom companies can offer tailor-made solutions that cater to the specific needs of their enterprise clients, thereby enhancing the overall value proposition.
- Integrating within the **TMForum open data architecture (ODA)** provides a framework for instant monetization, facilitating a streamlined and standardized approach to data sharing.

 **OMA: REGULATORY COMPLIANCE**

Intersec exposes API compliant with 3GPP/OMA standards to facilitate the integration with existing MLS (Mobile Location Service) clients to enable location operations.

- **LIF TS 101**
- **MLP 3.2, 3.3, and 3.4**
- **MLP extensions:** cell positions, administrative address...

 **CAMARA: A NEW PARTNER ECOSYSTEM**

Intersec is involved in CAMARA's Device Location project to define APIs for:

- **Location Check:** enabling the verification of the geographical location of SIM-based devices, allowing efficient validation of whether a device is within a requested geographical area. This functionality has extensive applications in areas such as asset tracking and fraud monitoring.
- **Alert Notifications:** receiving instant notifications when a device enters or leaves a defined area. This feature opens up exciting opportunities for targeted advertising and enhanced customer experience for example.
- **Location Raw:** instantly delivering accurate and reliable location data of given devices upon request. This capability is indispensable for emergency response or to retrieve lost or stolen phones, for instance.
- **Device Swap:** understanding if the MSISDN has had a change of device in the last X days.
- **Device Status:** checking if a device is losing connection to the network or gets reachable again, and the roaming status

 **INTERSEC: ADVANCED NETWORK EXPOSURE**

With Intersec's proprietary APIs, telecom operators gain access to a wide range of unique and advanced features and functionalities:

- **Historized location data & Subscriber profile:** our platform enables telcos' customers to harness historized location data, empowering them to analyze trends, patterns, and customer behavior over time: place of living/work, patterns of life, mileage, travel habits...
- **Live population displays:** our interactive maps provide real-time insights, allowing users to accurately count the number of people present in a defined area, especially useful when managing crises, or for geo-statistics purposes.
- **AI-powered location algorithms:** our platform can detect unusual fluctuations in population density, known as threshold crossing, and trigger intelligent notifications based on contextual parameters. These capabilities are powerful tools to optimize network performance, enhance customer experiences, and unlock new revenues.
- **Proximity Detection:** our platform can detect if 2 devices are seen in the same area.

tmforum TMFORUM OPEN DATA ARCHITECTURE

Intersec's API seamlessly integrates into the TMForum Open Data Architecture (ODA) for instant network monetization.



Advanced detection and real-time notifications of relevant network events to trigger business actions:

For connected people:

- New SIM card/roamer detected → Welcome SMS
- Existing SIM in new device → New package
- User enters a zone → Targeted ads

For connected objects:

- Connectivity loss → Alert IT network team
- Data usage anomaly → Alert IT security team
- Device leaving zone → Notify stolen device

About Intersec

Intersec is a global leader in telecom metadata and location intelligence solutions. Designed by fast data experts, our solutions guide governments and telcos in their data-driven revolution to build tangible value, from efficiently warning people in case of danger to driving new sources of revenue. Our 80 clients in 50 countries leverage our instruments to reach, locate, and map nearly one billion connected devices 24/7, and our public warning solutions cover 30% of the population in the European Union. At Intersec, Privacy by Design goes well beyond accepted standards, it assures regulatory compliance, no matter where our clients operate.

