From Telcos to Techcos

A metadata-driven transformation

intersec

Terabytes of metadata 24/7

Cars
GPS devices
Elevators
Apps
Aircraft
Containers
Billboards
Alarm systems

MOBILITY DATA

ACTIVITY DATA
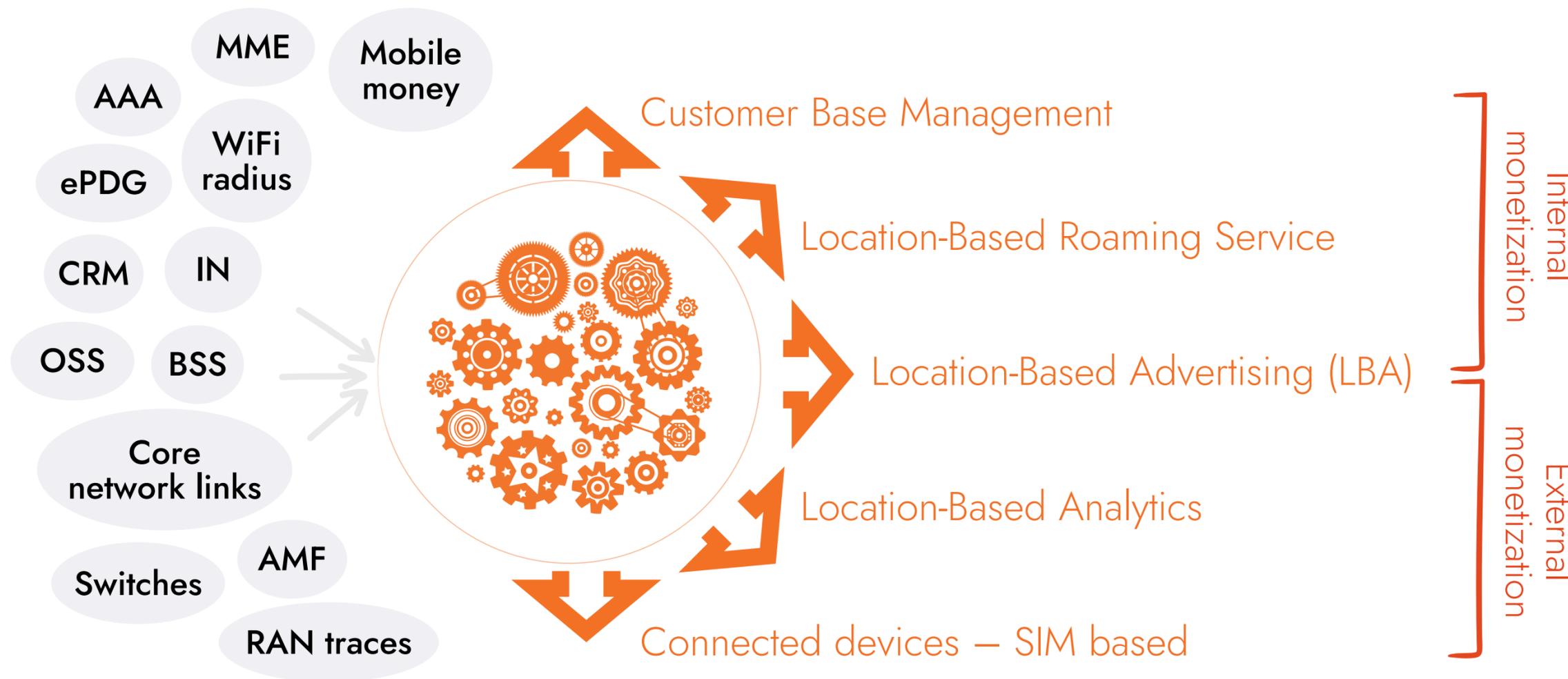
Alarms
System KPIs
Maintenance KPIs
Calls & texts
Gauge
Billing records
Battery fill
Bank account
Card transactions

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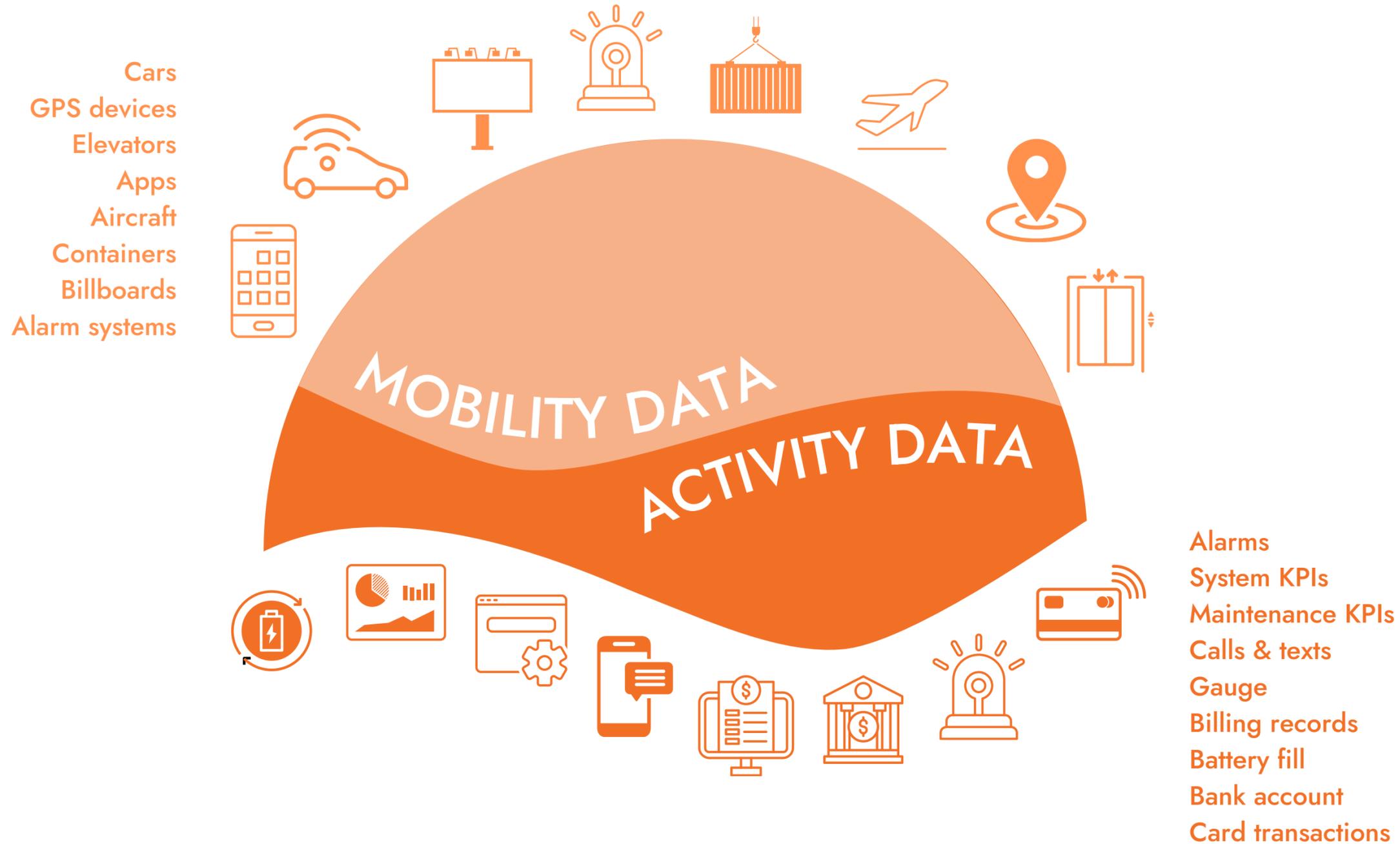
Scalable platform, trusted partner

Lawful intelligence

Emergency call location

Network location accuracy

Customer lifetime value

Situational awareness

5G data monetization

SAFER COMMUNITIES

SMARTER BUSINESSES

Early warning & public alerts

Network/API monetization

MOBILITY DATA

ACTIVITY DATA

MOBILE NETWORKS

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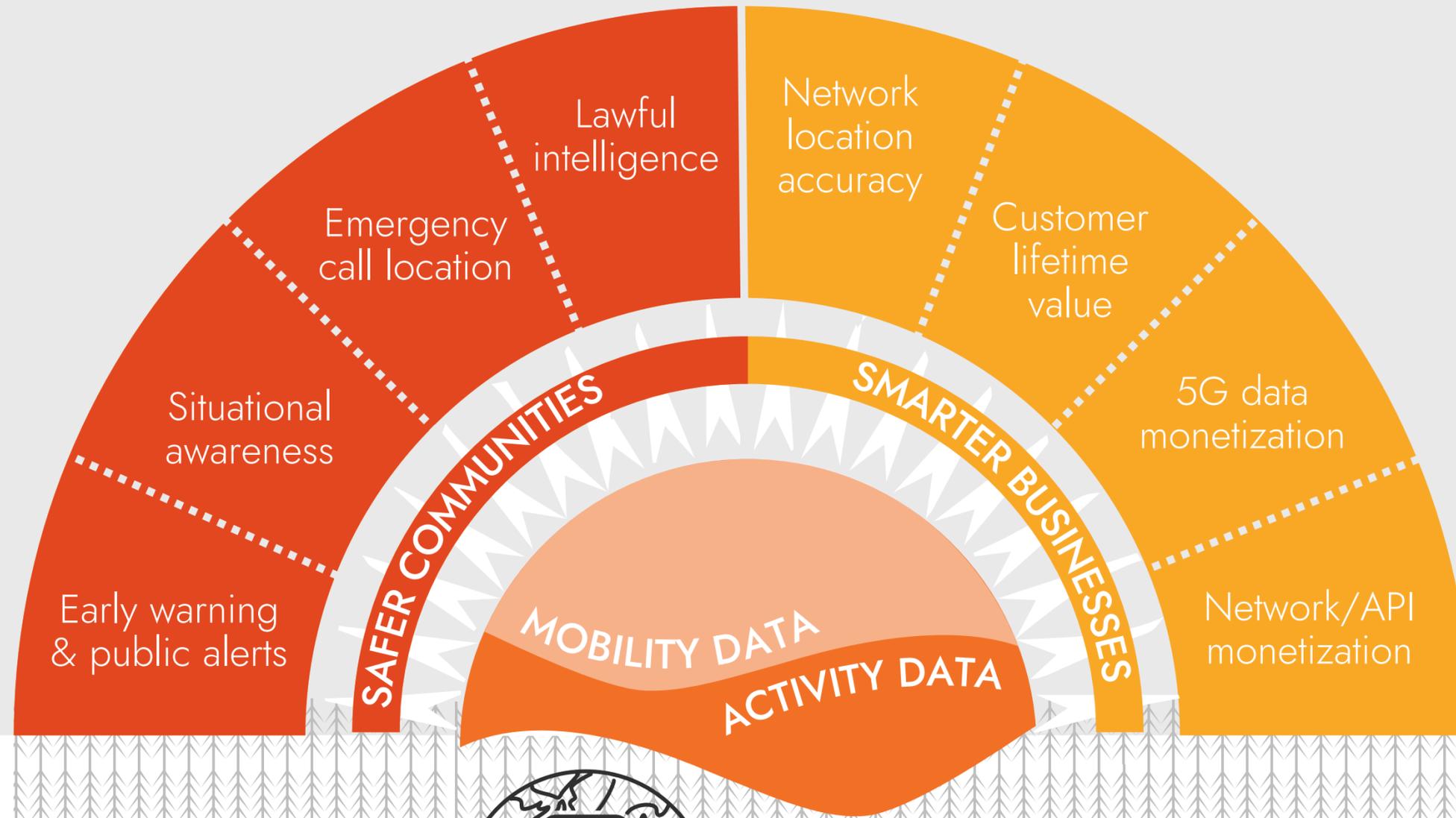
B2C, B2B & B2G Data Monetization

MME

Mobile money

AAA

WiFi radius

ePDG

CRM

IN

OSS

BSS

Core network links

Switches

AMF

RAN traces

Customer Base Management

Location-Based Roaming Service

Location-Based Advertising (LBA)

Location-Based Analytics

Connected devices — SIM based

Internal monetization

External monetization

- Fully integrated platform with many various sources from the network

- Mutualized and specialized fast data processing capability

- Increased run-rate through activation of ready-to-use applications

- Immediate monetization, deployment < 1 month

- Generate 200M €* additional yearly revenue
  *Tier 1 MNO in Europe with 17M subscribers

HIGH-VALUE INSIGHTS

Mobile data points
- Bundle subscription
- Bill payment
- Traffic (local voice, int'l voice, data, SMS, etc;) generated by the customers
- Location data

Socio-demographic segmentation
- Age, gender
- ARPU level
- Handset category
- Income stability
- Friends and family network
- Traffic volume
- Traffic patterns and timing
- Preferred channel
- Upgrade performance
- Occasion and/or timing

Geographic segmentation
- Home/work location
- Holiday
- School/University
- Other places of interest:
  - Museum
  - Sports stadiums
  - Malls
  - Amusement parks
  - Clubs
  - Exhibitions
  - Airport
  - Monuments

Behavioural insights
- Traffic and movement behaviour & frequency
  - Day vs night
  - Week/weekend
  - Holidays
- Mean of transport (car, bus, metro)
- Frequent traveller
- Domestic/int'l traveller
- Business/leisure
- Social activity
- Personality/lifestyle
- Incentive propensity

Customer traits
- Cinema lover
- Active 'club-going'
- Sport addict (golf, ski, tennis)
- Beach/mountain lover
- Blue/white-collar
- Tech savvy traveller
- Conservative/social
- Culture addict
- Music lover

User traits

TARGETED OFFERS
- Roaming offers to frequent travelers
- High throughput to heavy gamers
- Mobile and sport TV packages to sports fans
- Financial services

Segmentation

MARKET ANALYSIS
- Drive marketing campaigns and mobile packages to attract specific profiles
- Check evolution in real time of customer base characteristics

User behavior

PREDICTIVE MARKETING
- Top-up prediction
- Churn Detection
- Best Time to engage

AI-driven location intelligence

Choose

The most appropriate location method based on user context
- Urban or Rural
- Device model/OS
- Indoor or Outdoor

Enhance

Positioning by cross-checking results from different location methods. Automatic detection of inconsistency and auto-healing

Analyze

- Mobility behavior: Individual behavior: favorite places, habits, interaction with other users, trip analysis
- Population behavior: number of unique visitors, dwelling time, typical journey
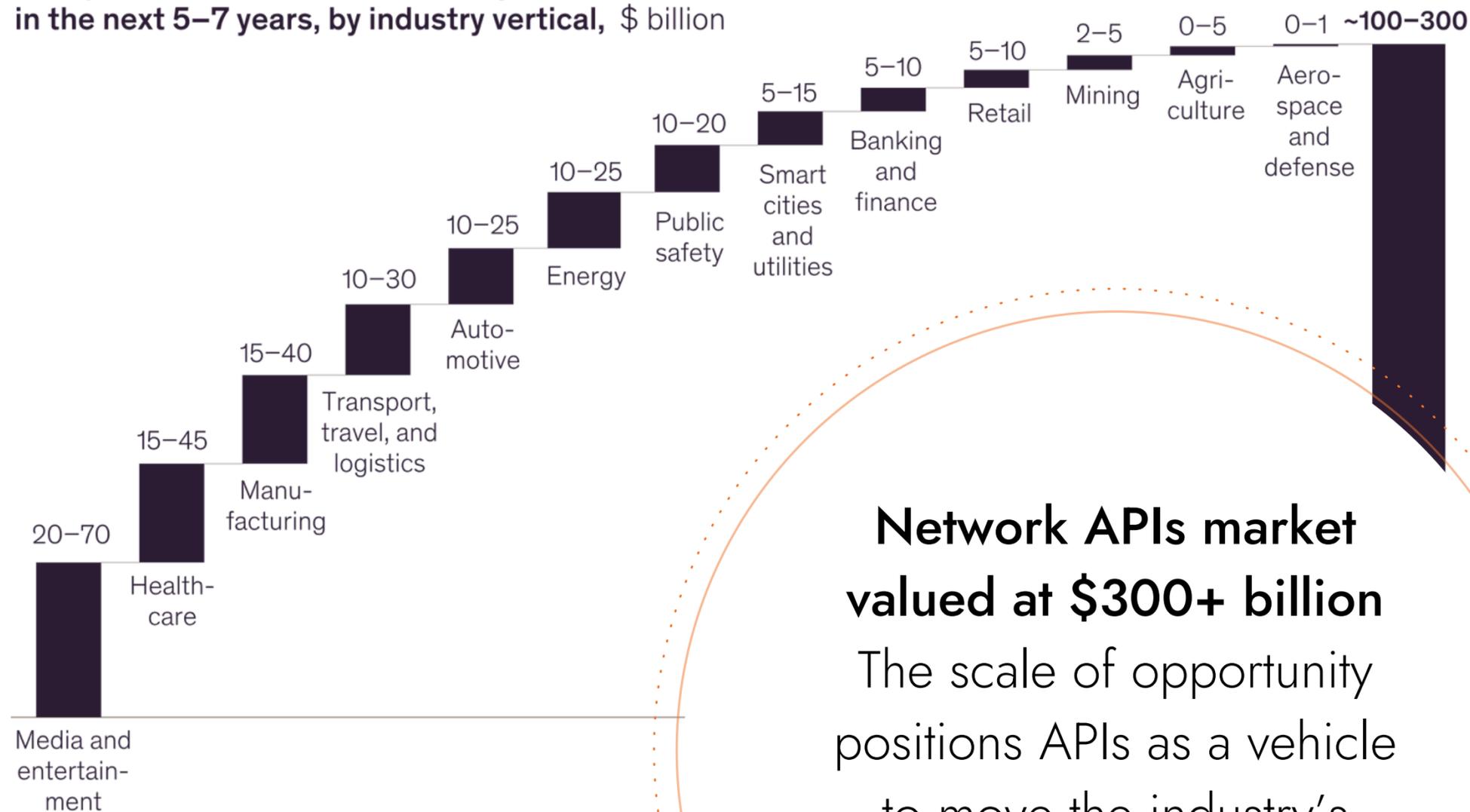- Users' traits: travelers, sport addict, suspects

Predict

Users' actions
- Next visited places
- High attendance prediction
- Unusual regrouping
- Urbanization trends

Network APIs offer telcos a chance to generate sizable returns on their 5G investments

New potential revenues enabled by network APIs in the next 5–7 years, by industry vertical, $ billion

Value	Industry
20–70	Media and entertainment
15–45	Health-care
15–40	Manu-facturing
10–30	Transport, travel, and logistics
10–25	Auto-motive
10–25	Energy
10–20	Public safety
5–15	Smart cities and utilities
5–10	Banking and finance
5–10	Retail
2–5	Mining
0–5	Agri-culture
0–1	Aero-space and defense
~100–300	

Network APIs market valued at $300+ billion
The scale of opportunity positions APIs as a vehicle to move the industry's revenue dial materially.

HIGH-POTENTIAL, HIGH-PRIORITY API CLASSES:
"Simple APIs related to location and fraud prevention are relatively uncontroversial, easy to implement, and relevant to a variety of industries or use cases, including banking, fintech, and insurance for SIM swap."
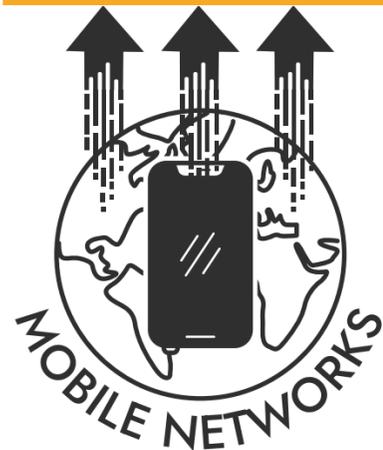
Source: McKinsey, February 2024

A network-powered ecosystem

APIs

Analytics

Data collection

MOBILE NETWORKS

oma
CAMARA
THE TELCO GLOBAL API ALLIANCE
intersec

tmforum

OSS BSS

TMF629: Customer Management
TMF640: Service Activation
TMF644: Privacy Management
TMF666: Account Management

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

✓ Adheres to established API standards to ensure seamless connectivity and interoperability
✓ Enhances capabilities through proprietary extensions to increase overall value proposition
✓ Integrates within the TMForum ODA to enable instant monetization
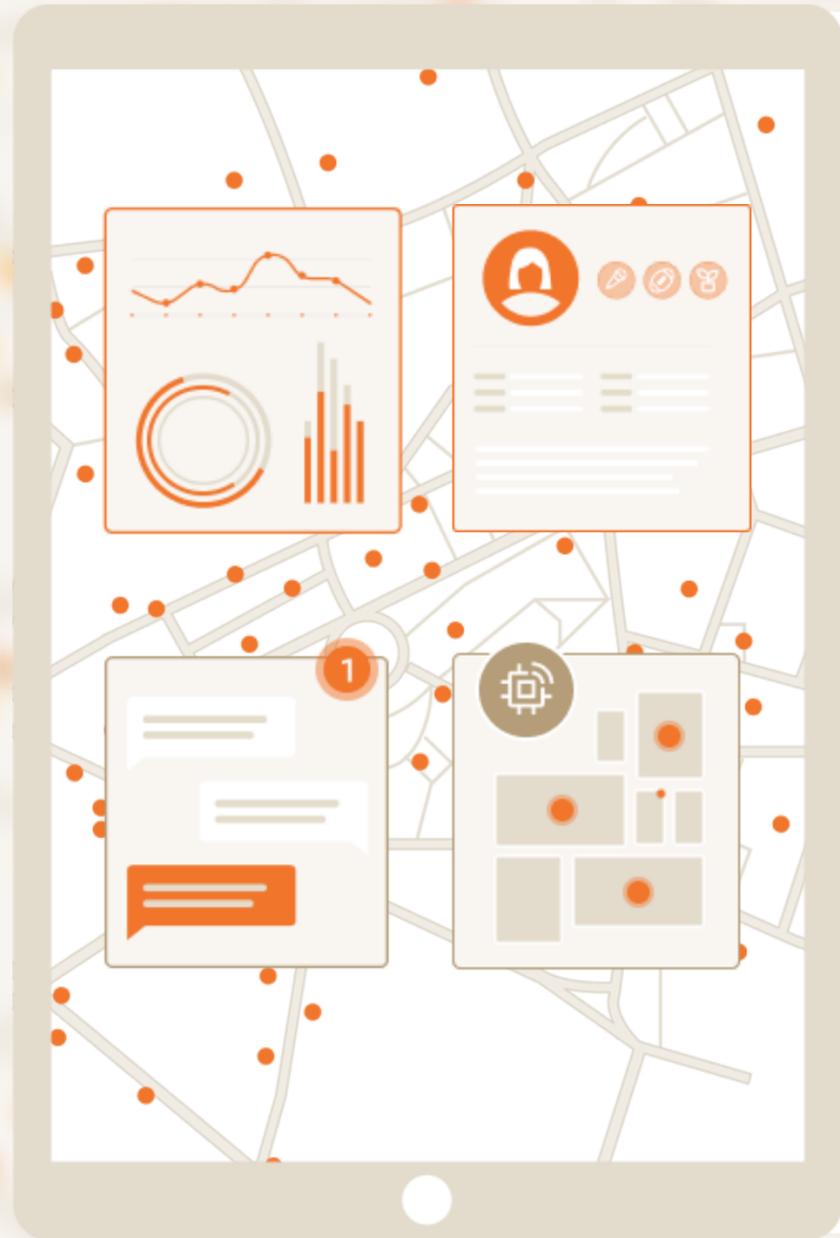
All in a single platform

- Regulatory compliance
- Internal data monetization
- External data monetization
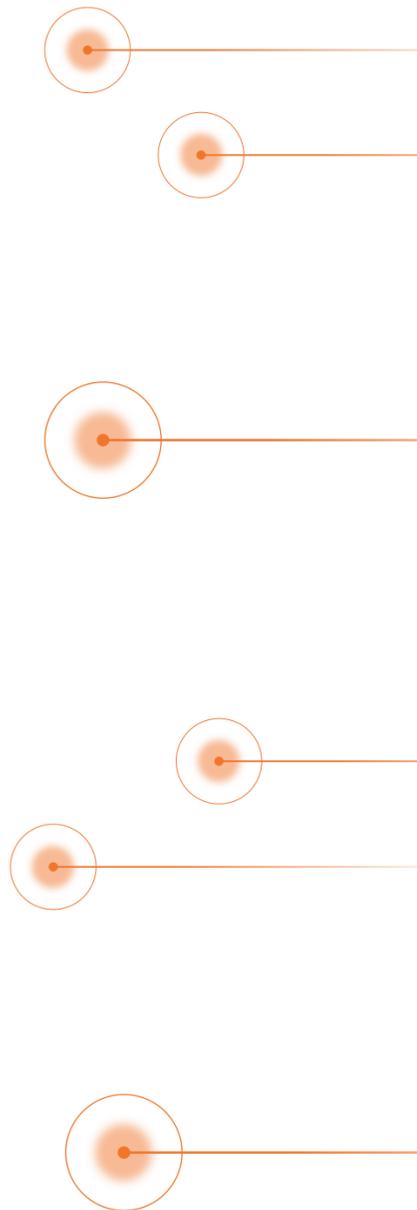- Network monetization

Endless possibilities

100% people & devices 24/7

- Subscribers insights
- Location insights
- Device management
- Real-time context detection

100 % trusted & reliable

Fully compliant with industry standards & seamless integration into your architecture.

tmforum MEMBER

CAMARA — THE TELCO GLOBAL API ALLIANCE

ETSI

3GPP — A GLOBAL INITIATIVE

GDPR

Recognized by **Gartner**

Testimonial

★★★★★

" Intersec's strength lies in the modularity of the platform on which we can plug various modules, depending on use cases. Its fast data foundation collects an incredible number of insights. At Orange, we need solid, lasting and scalable solutions to tackle challenges over time and remain competitive.

Arnauld Blondet, Innovation & Digital VP, Region MEA

orange™

80 CLIENTS IN 50 COUNTRIES. SINCE 2004.

Thank you!

Get started with Intersec:
sales@intersec.com

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