



Geolocation in 5G is driving a shift for CSPs

The race to capture, understand
and monetize mobility and
activity data has begun

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- The background of the slide features a blurred image of a computer monitor displaying several financial line charts. The charts show fluctuating data points over time, with some peaks and troughs. The overall tone is dark, with the charts appearing in shades of white and light gray against a black background.
- ✓ 5G upgrade
 - ✓ Data privacy regulations
 - ✓ Public security requirements
 - ✓ Competitive landscape...

CSPs have
invested **HEAVILY**
over the last years

A white heartbeat line graphic is positioned in the bottom right corner of the slide, extending horizontally across the dark background. It consists of a series of peaks and troughs, resembling a pulse or ECG line.



Monetizing anonymized data is a growing business but one that is making only **modest revenue contributions.**

Source: tmforum benchmark



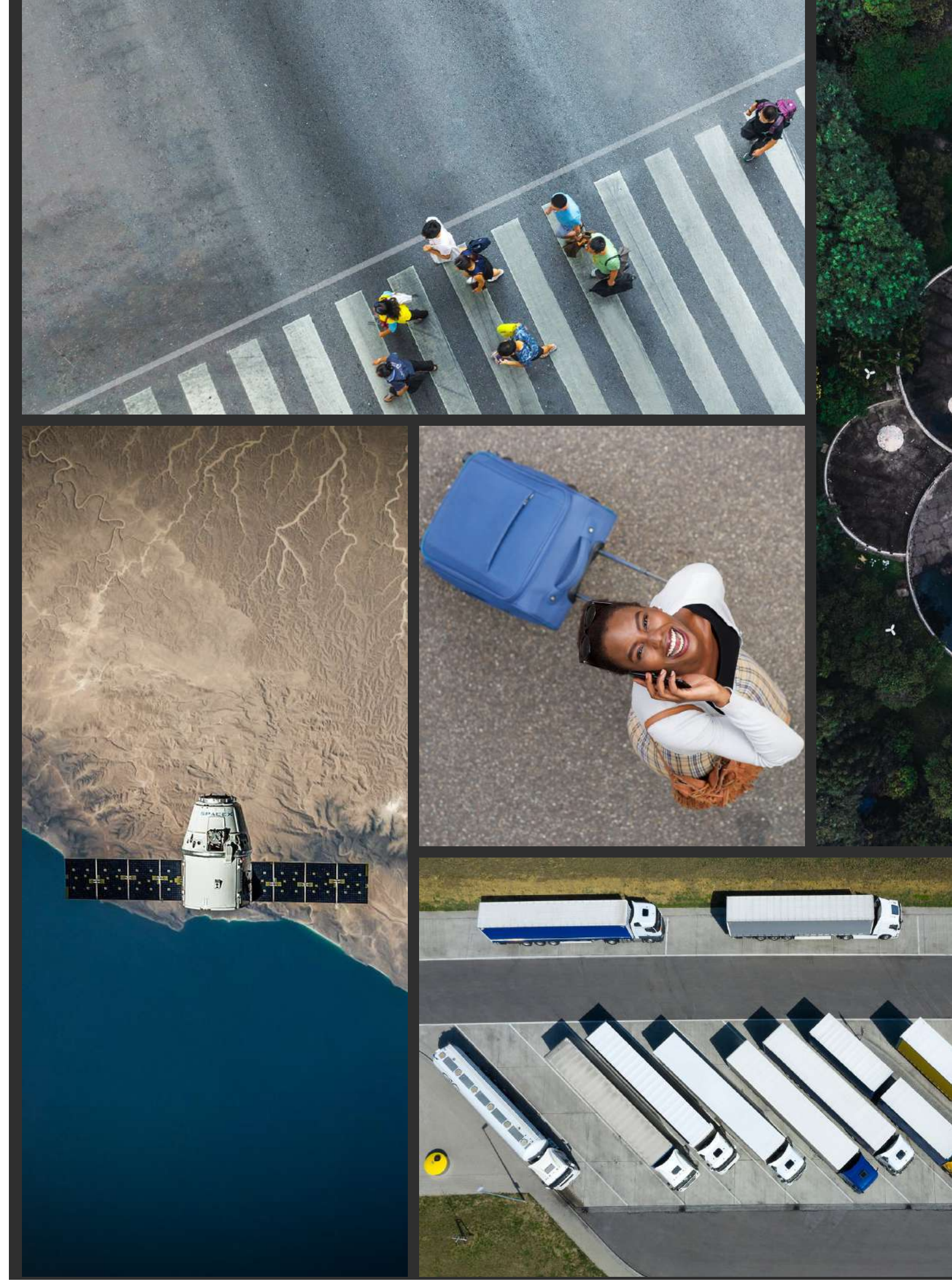
**NOTHING
IS MORE
EXPENSIVE
THAN
A MISSED
OPPORTUNITY.**

“

There is potentially a much bigger market for CSPs to sell data services to businesses.

The 5G promise lies in data-as-a-service and new verticals.

Source: tmforum benchmark





CSPs are in the position to provide the best source of location data

100% of subscriber base
100% covered territory
Any device, any time
10m accuracy in urban area
1 location every 3 minutes
On-demand refresh
Anonymized trusted data

CSPs collect a wealth of data from their subscribers.



Intersec offers an equipment vendor-agnostic platform for all geolocated needs.

THE PLATFORM COLLECTS ANONYMIZED LOCATION
DATASETS ON A MASS-SCALE THROUGH A
COMBINATION OF ACTIVE AND PASSIVE TECHNIQUES

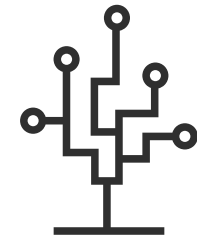
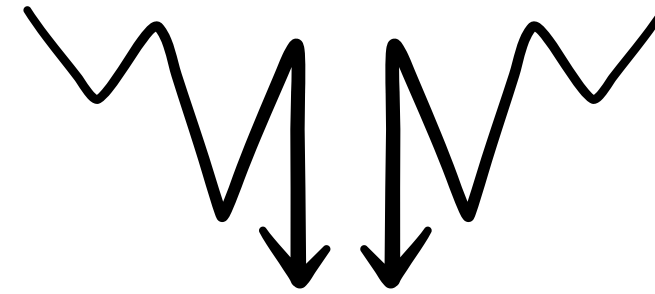


HOW SO?

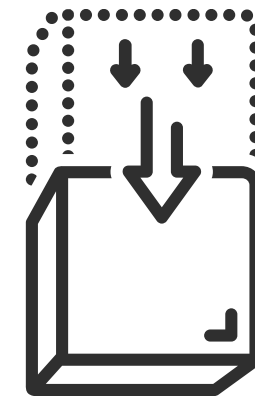
1- Collection of terabytes of anonymized mobility and activity datasets through a combination of location technologies

2- Mobility and activity data are processed and turned into actionable location insights

3- A comprehensive set of mission-critical and high value-added applications for any use cases



- Active location: SMLC, GMLC, SAS, E-SMLC, LMF
- Passive location: Cell and subcell accuracy at scale
- RF Fingerprinting: Highest accuracy



Equipment vendor-agnostic platform



Anonymized datasets



5G geofencing accuracy



The Intersec scalable and future-proof platform allows CSPs to:

Unlock monetization opportunities with existing use cases

Fully leverage Intersec top-of-the-shelf location-based applications

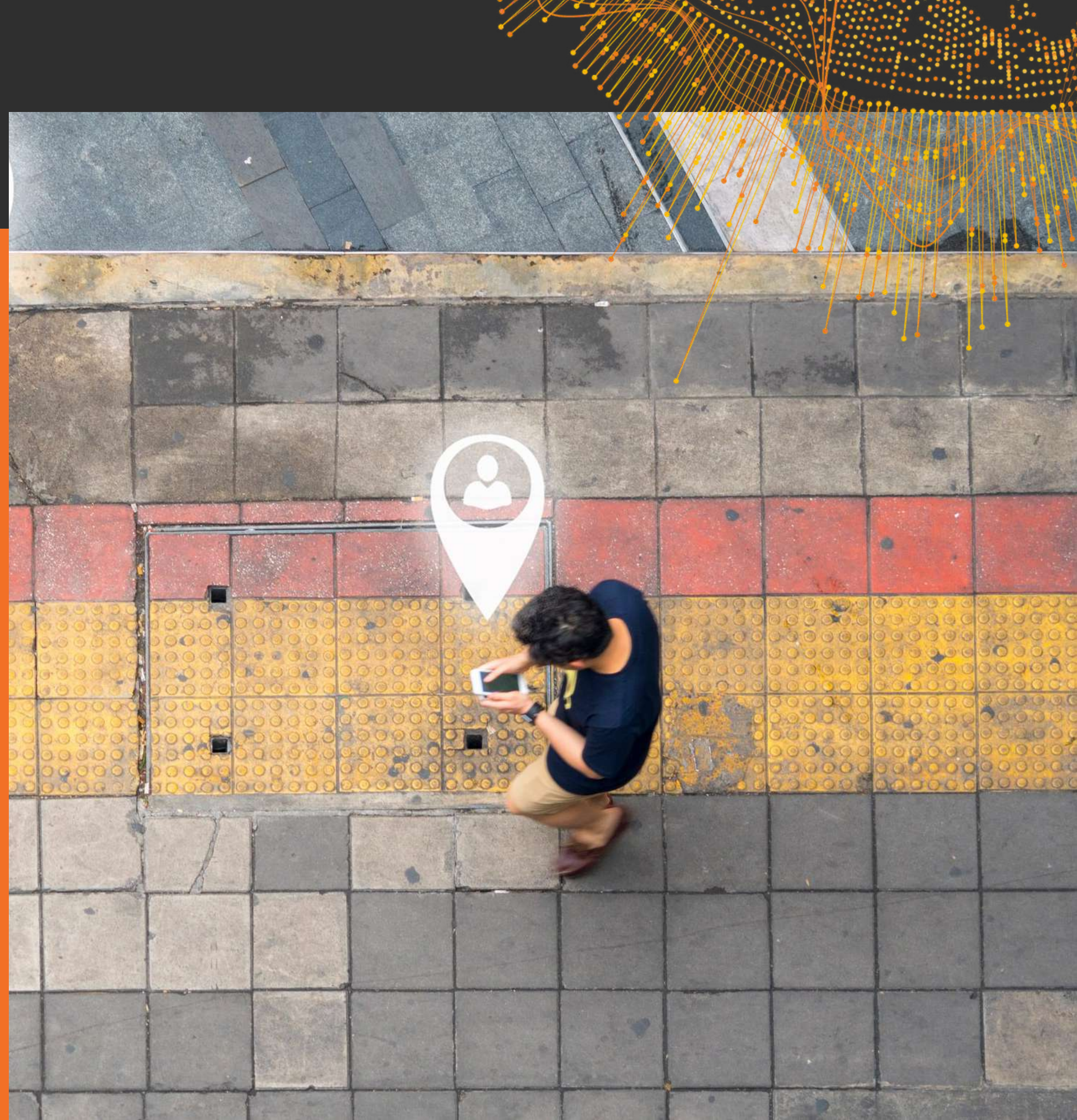
Seamlessly plug in any new and disruptive use cases



What if...

you could utilize behavioral analysis to identify potential suspects?

Fast data and AI are required to meet the latest law enforcement requirements (real-time geofencing, trip analysis...)



What if...

a school bus
enters a red zone
without knowing
the risks?

Intersec Public Warning System
warns people before they reach
the endangered zone



What if...

you could match
taxi drivers with
riders based on
their interests?

Derive insights and detect
contexts in real-time to create
stellar customer experiences



What if...

your innovation lab struggles to bring its best ideas to market?

Unlock your monetization and
compliance use cases with Intersec
Application Builder state-of-the-art
geofencing capabilities





It's time for CSPs to turn their investment into tangible results.



Intersec has helped customers achieve business opportunities through geolocation data since 2004.



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