



intersec

don't settle for less

www.intersec.com

“Simplicity is the ultimate sophistication.”
Leonardo da Vinci

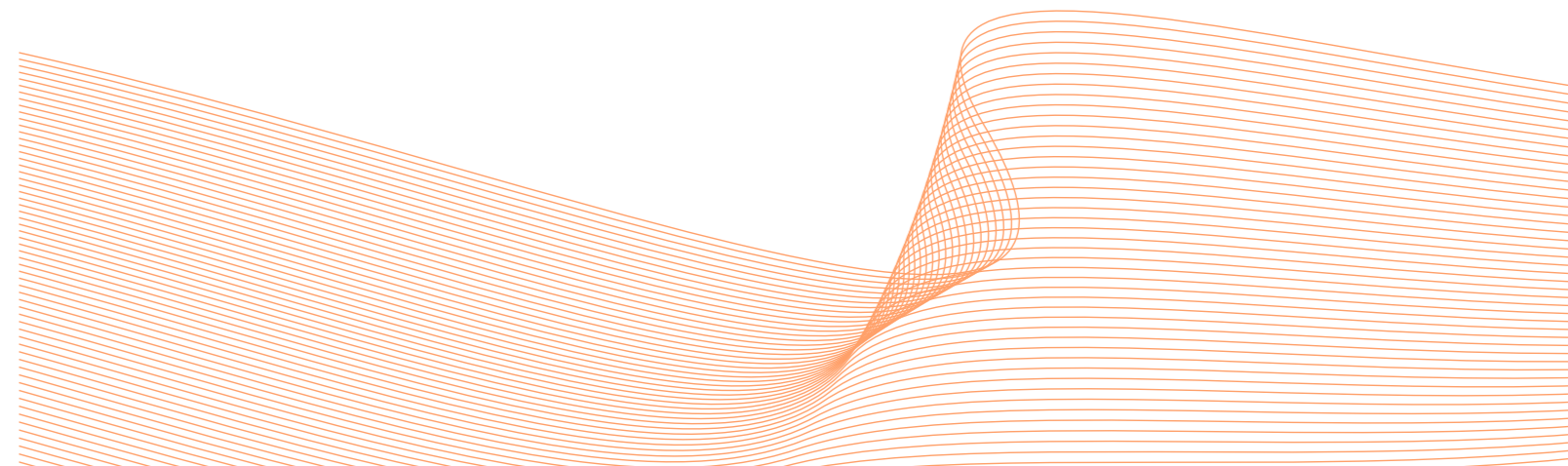
Innovative value-added services platforms for mobile operators

Operators manage ever greater interpersonal information flows. The current need to reach, segment and communicate with the largest possible number of subscribers requires state-of-the-art technology which can support and adapt to market requirements.

A safe, reliable and high-performance network, the introduction of innovative VAS allowing for the creation of new revenue streams (particularly with third parties), optimal real-time customization and targeting in order to improve the operator's responsiveness are all required today.

Intersec designs innovative VAS platforms enabling mobile operators to go beyond the technological challenges of their business expansion.

Discover what we believe in and how we do it...



The founding...

...of a game changer

Industry trend

Performance with computer hardware is moving forward at a breathtaking pace, while progress with software is slower, hence the development of a negative trend within the software industry.

code

performance

In 2004, faced with this frustration, Intersec co-founders Yann Chevalier and Olivier Guillaumin sought to provide telecommunications operators with optimized, high-performance software. Visionaries, Intersec co-founders advocate the concept that the purity of the code determines software performance.

Intersec

Performance is directly linked to the source code of a software platform. Intersec rethinks the process of designing, testing, profiling and debugging of telecom software.

code

performance

“It appears that perfection is reached not when there is nothing more to add but when there is nothing left to take away.”

Antoine de Saint-Exupéry

Intersec's philosophy flies in the face of the modern software engineering paradigms. We do not believe in the benefits of reusing and stacking external software bricks when developing our solutions.

All of the modules used in our products are developed in-house and assembled in the form of modular architecture products. This process makes our

solutions more lightweight. They achieve outstanding performance. We understand the mobile operators' organizations. They often face marketing and technical teams working in silos with opposite constraints. We design our solutions to join them together around performance and ergonomomy.

Multiply market standards by at least 100 to obtain our cruising speed.

Intersec founders

Yann Chevalier

Co-founder and CEO
Ecole Polytechnique
Telecom Paristech

Olivier Guillaumin

Co-founder and President
Ecole Polytechnique



Our mission

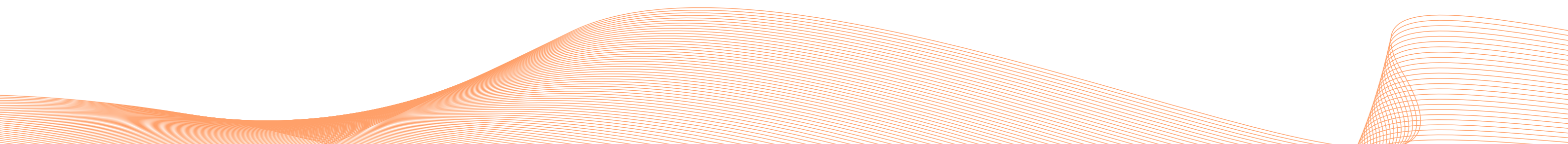
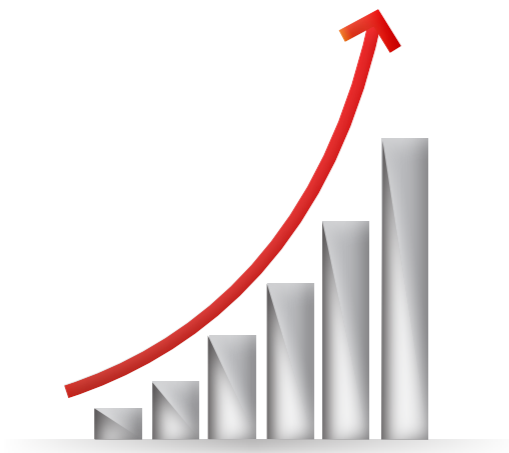
Design innovative VAS platforms enabling mobile operators to go beyond the technological challenges of their business expansion

We deploy the outstanding expertise of our software development “goldsmiths” to serve mobile and convergent telecommunications operators in addition to MVNOs. We design our technology to support and accelerate the expansion of the operator’s business, which can only be achieved if the use of the software is both transparent and simple. Our solutions help mobile operators to optimise and create revenue streams while consolidating their position on the market.

If the creation of new services along with an increased number of segmented offers involve added operational complexity, we only have gone halfway towards meeting our goals.

“Intersec IGL00 is changing the game for mobile location because it strips away the remaining technical challenges preventing operators from delivering the next evolution of targeted messaging and location-based services.”

**John Baker,
Vice President and General Manager,
Network Solutions, CommScope**



Simplicity & Quality

Our development philosophy is strongly influenced by the French scientific tradition. This flair for detail and customisation where excellence is concerned is shared by the whole R&D team united under one same headquarters' roof. The sales and deployment teams work closely with our clients, via the French headquarters and international offices. This proximity with the clients and users of our solutions ensures that our range is perfectly suited to their requirements. Thanks to the location of offices abroad, Intersec is very proud to be actively participating in the development of local economies. Intersec's technology achieves record performance while requiring minimum resources. The tests carried out confirm the savings achieved in terms of processor and memory usage. The direct consequence is a significant reduction in the carbon footprint of our clients: Intersec is at the edge of the green IT movement.

Intersec develops its software in the C language and based on the KISS principle: Keep It Simple Stupid. By programming in pure code, which only contains what is absolutely needed; Intersec's software is closer to the machine to achieve unrivalled performance levels. All of Intersec's technology is proprietary and developed exclusively in-house by our staff proving our profound sense of industrial responsibility. Every new half-yearly version of an Intersec product represents the right occasion to add new functionalities. We go much deeper by always seeking to further simplify the code: we withdraw any lines which can be optimized.

Social Responsibility

We adopt a confident and unapologetic approach to software development: there is no limitation which cannot be overcome. At Intersec, we cannot accept reduced performance due to limited memory space or bandwidth: because as we see it, every detail counts. With this in mind our team has developed memory management methods in which no space is taken up by the blank cells of a table. This mindset gives free rein to the imagination and the discovery of new methods and technologies.

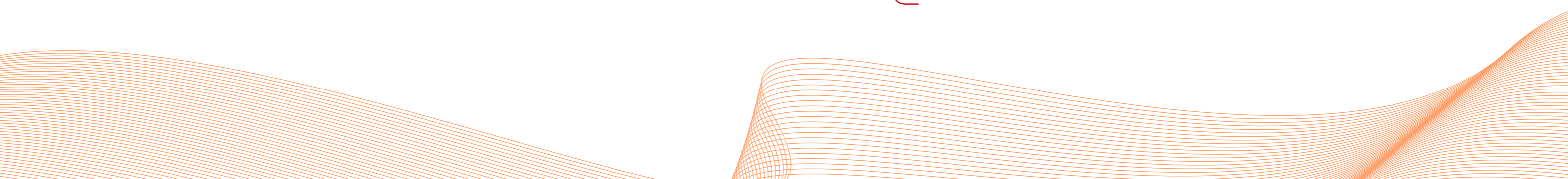
Innovation and Inventiveness

A team comprised of people drawn from numerous backgrounds combining both technical and marketing staff, has the task of gaining a full understanding of customers' expectations through half-yearly meetings. Each client is different and his needs are unique and specific. The tailored deployment projects for our products are carried out in record time thanks to horizontal and open communication among the teams. The R&D department encourages information sharing in order that every developer may benefit from the innovation generated by a colleague. Although Intersec does not believe in the reuse of external software, it does encourage capitalization regarding our internal modules.

Agility & Customer Centricity

The technology we develop can be used within the operator's network. This enables us to target the entire subscriber base. Benefiting from this comprehensive and exhaustive overview of subscribers' activities, the operators can enjoy the fruits of a genuine revolution regarding customer knowledge. They can thereby enhance the value-added of their offer. Intersec does not believe that mobile operators should be considered simply as network managers. We are combating the phenomenon of disintermediation by enabling them to strengthen their positions in the market without compromising either their revenue or business model.

Leadership & Vision

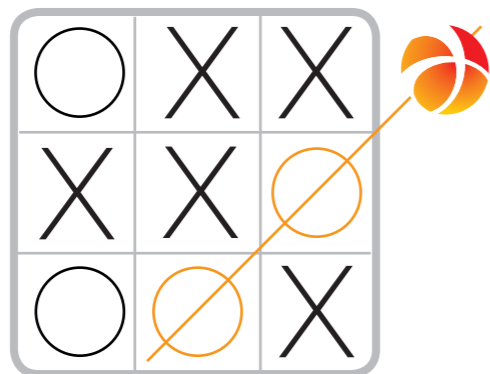


When being on the fringe...

The modern software engineering paradigm encourages the reuse of existing bricks, forming new solutions from the manner in which they are assembled. Faced with the limited scope for performance optimization permitted by the machines, Intersec thinks out of the box and dispenses with the mainstream approach in order to offer simple, lightweight solutions with unique performance. Thanks to the purity and substantial reduction of lines of codes

developed within our solutions, the performance level increases proportionately with the number of machines deployed. If the number of machines is doubled to meet a project's requirements, the performance of the software will also double with no loss in efficiency. This is the principle of linear scalability, which is the only means of achieving unique performance.

Think out of the box to stand out from the crowd



...makes you best-in-class

- + Excellence and technological prowess**

The use of the C language makes it possible to carry out programming as close as possible to the heart of the machine. This is the only means of achieving unique performance. The savings achieved in terms of machine resources is the key benefit derived from the simplicity and optimization of the written code.
- + Real-time network intelligence**

A collection comprised of customer history, activations and usage, all of which are key to boosting knowledge of the client and the market. Our ability to easily cope with immense quantity of rich network events and information provides the operator with new opportunities for innovation, monetization and revenue growth.
- + Simple integration within the operator's network**

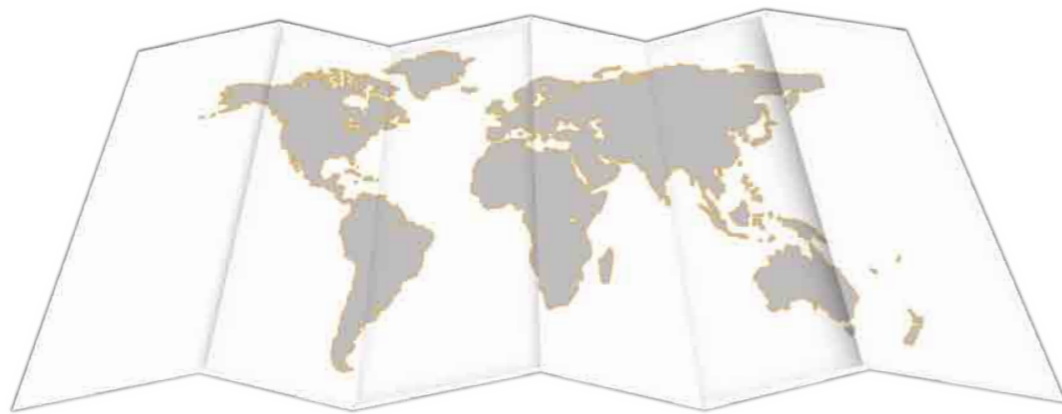
The simplicity and uniformity of our solutions achieved through our exclusive in-house development work allow for total flexibility and a scaled response. Our solutions are comprised of a generic base layer and customizable application layers according to requirements. Each solution is delivered with a Software Development Kit.
- + Tight control over the Total Cost of Ownership (TCO)**

Intersec's approach to development is focused on optimizing the software architecture. Being a Linux pioneer, Intersec solutions are fully compatible with virtualized environments maximizing machine use. This results in a significant reduction in the necessary OPEX, and also in the CAPEX by reducing the number of machines required.

On the field

A recognized technology by numerous awards, and trusted by major telco groups. Intersec collaborates with mobile telecom industry actors, providing its technological and business expertise to a global ecosystem. We work directly with mobile operators, ranging from Tier Ones with hundreds of millions of subscribers to recently launched MVNOs. Intersec

knows how to propose the business model which will best fit our clients constraints: CAPEX, OPEX or mixed. We have built a network of partners representing us all around the world including integrators, equipment suppliers and software partners. Our solutions are recognized by government institutions, specialized press and industry key players.

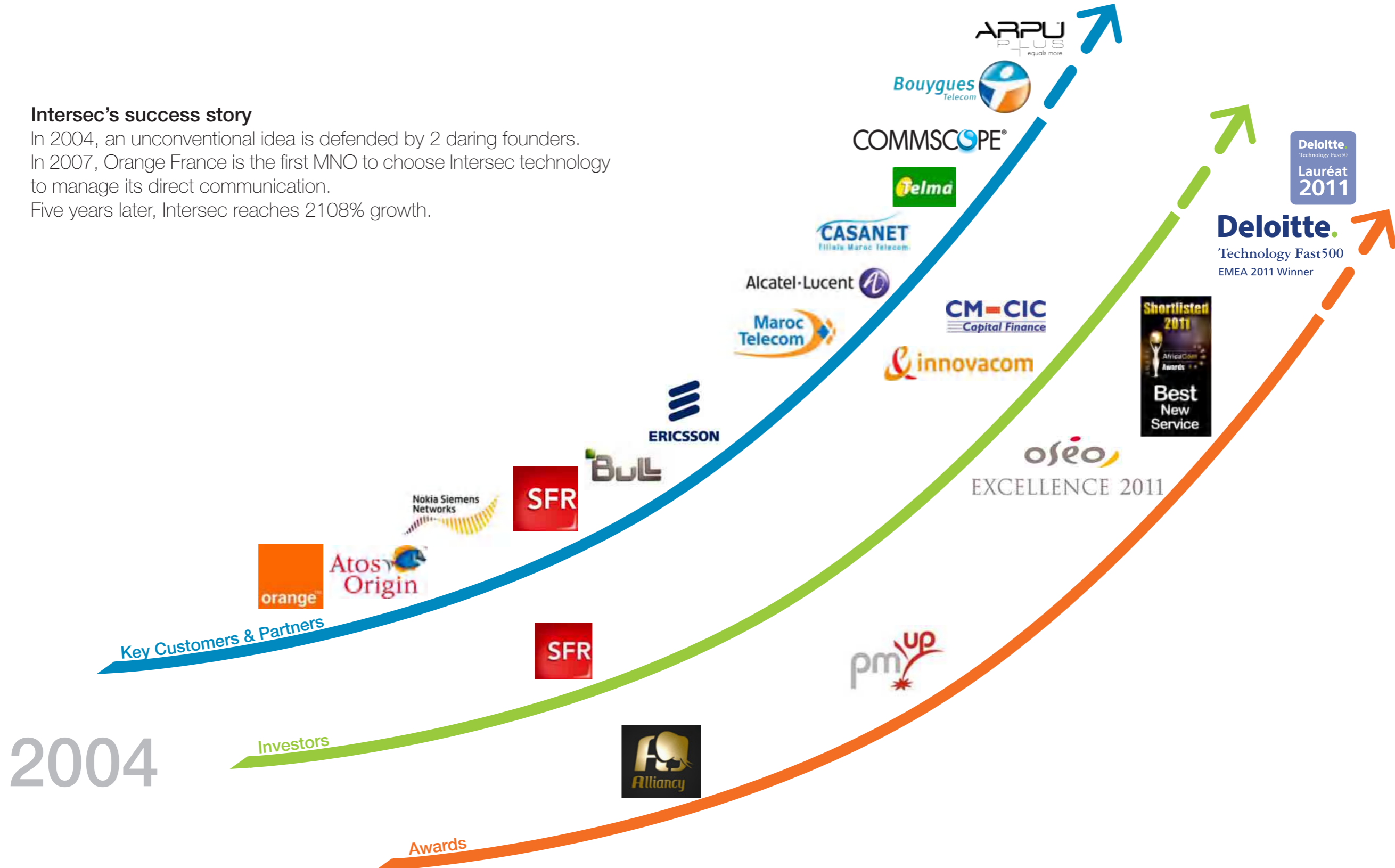


"After a long sourcing process, we trusted the Intersec Loyalty Management Suite as a promising game-changer in the loyalty and retention management for us. This end-to-end solution provides marketing and technical teams with the most complete and enriched information to launch and analyze micro-segmented offers in a timely manner."

Arnauld Blondet,
Technocentre, Innovation Director for AMEA at Orange

Intersec's success story

In 2004, an unconventional idea is defended by 2 daring founders.
In 2007, Orange France is the first MNO to choose Intersec technology to manage its direct communication.
Five years later, Intersec reaches 2108% growth.



Our offer for the fast evolving telco business

The International Telecommunication Union (ITU) recorded a 734% growth in mobile subscriptions between 2000 and 2011. Global mobile penetration is estimated at 82%, and it exceeds 100% in a number of Western markets.

Global sms traffic should reach 8700 billion sms exchanged in 2015, with the revenues they generate increasing by 40% over four years to total \$140 billion in 2015 (see Informa). In France, the three active operators had to manage the routing of 1 billion sms just for New Year's Day 2012!

In emerging markets, the creation of targeted offers, which can be customized according to each subscriber's consumption profile, requires rigorous micro segmentation. However, this is virtually non-existent due to the lack of available information concerning the client behind the number.

On the other hand, in mature markets facing growing competition between MNOs, MVNOs and aggressive over-the-top players, the trend is towards a differentiation of products and packages involving a wide range of value-added services in order to remain the prime contact with the subscribers base.

Innovation in VAS, integrating the intimate and instant knowledge of the user is critical.

It enables operators to satisfy their demanding customers and adapt to a more complex and competitive environment.

"SFR runs Intersec technology since 2009. Deployed in a timely manner, the IGLOO technology enables the continuous activation of innovative use cases based on network-centric localization: analytics for in-house and third party needs such as regional to local travel mapping ; localized push marketing campaigns for brands and retailers."

**Pierre-Emmanuel Struyven ,
Vice President Innovation and New Markets, SFR France
(Tier One +21 million subscribers, Vivendi Group)**



Supporting products

LOYALTY SOLUTIONS



Our Loyalty Solutions are designed to help operators deliver on their strategy to retain customer and grow ARPU, while facilitating effective promotion and communication with their subscribers: the customer base marketing.

MESSAGING SOLUTIONS



Our Messaging Solutions help operators maximize the profitability of messaging traffic, augmenting associated revenue and reducing costs to deliver messages.

LOCATION-BASED SOLUTIONS



Our LBS Solutions are designed to help operators opening new revenue streams thanks to incremental real-time subscriber intelligence and location monetization.

ALERTING SOLUTIONS



Our Alerting Solutions help national government agencies and local operators to deliver high-performance national safety solutions and consolidate subscriber behavior for analysis, planning and targeting.

LMS – Loyalty Management Suite

LMS consolidates subscriber network activity in real-time and exposes a comprehensive toolkit for customer base marketing: create targeted retention campaigns, predict churn and analyze trends.

MCMS – Multi-Channel Marketing Suite

MCMS provides rich campaign management capability for efficient Communication, Promotion, Mobile Marketing purpose. It supports multiple channels from messaging to voice and support advanced profiling options for targeting.

MCG – Multi-Channel Gateway

MCG is a high-performance Messaging Control and Delivery engine that consolidates SMS & MMS traffic management. This provides the operator with new options for optimized message routing, delivery and filtering, 3rd party provider management and enrichment of the high-value messaging traffic.

CBC – Cell Broadcast Center

CBC is a 2G & 3G network Cell Broadcast technology enabler, bringing together management of CB services and target location with high-performance broadcast on a timely mass-scale basis.

IGLOO – Intersec GeoLocator

IGLOO is a network enabler, consolidating real-time Intelligence from the network including subscriber location information on a mass scale basis. It exposes and manages the subscriber and location information to enable innovative location-based services creation.

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