France
SFR Business

SFR is one of France's leading mobile network operators, serving millions of subscribers nationwide and tracking the movements of 21 million cell phones in real time. All data is collected continuously, anonymized, and processed in full compliance with GDPR to guarantee personal privacy. Leveraging this data, SFR Business enables tourism and transportation actors, as well as local authorities, to carry out statistical studies that retrace user movements across the country, identify patterns, and support informed, strategic decision-making with confidence.

SFR

To handle the massive volumes of data generated nationwide, SFR Business needed a solution capable of aggregating storage and computing resources across multiple servers, enabling the transformation of big data into actionable and representative indicators of population behaviour.

THE SOLUTION

Data foundation

Intersec's solution enables the large-scale collection and storage of metadata extracted from SFR's mobile network over a rolling 12-month period. This robust data foundation ensures continuity, reliability, and full territorial coverage, allowing population movements and behaviors analysis at national scale with accuracy.

Advanced analytics

GeoInsights relies on big data algorithms specialized in mobile geolocation processing, allowing very large data volumes to be exploited efficiently. This enables the production of synthetic statistical indicators on a recurring basis or on demand, with high performance and precision.

Operational insights

With predefined indicators and a robust server cluster architecture, the GeoInsights solution allows SFR Business to deliver insights on attendance, flows, and travel behaviour. Indicators can be analysed by time period, population segment, and administrative area, with historical comparisons available.

HIGHLIGHT

Isère (38)
+4096
visiteurs hebdomadaires par rapport
au moins de juin

The territory barometer from SFR Geostatistics, built on Intersec's platform, is a perfect example of use. It provides monthly, pre-calculated flow and traffic indicators by administrative area. It allows users to monitor population movements in detail, revealing travel patterns of residents across France and abroad, while also showing the origins and destinations of foreign visitors in each region, offering actionable insights for planning and analysis.

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