Mapidea adds value to Telco
Data Analytics initiatives

Location Intelligence startup launches a new Data Monetization product
at the Mobile World Congress 2018

Mapidea, a Portugal-based Location Intelligence startup, will be launching its new product 'Mapidea Telco Data Monetization' during the Mobile World Congress 2018, in Barcelona. This solution allows Telecommunications Operators (Telcos) to implement their Data Monetization strategies by easily creating and marketing their own Data-as-a-Service (DaaS) products for corporate clients, thus creating an interesting new revenue stream.

This new product is based on **Mapidea**'s Enterprise SaaS solution (Mapidea Location Intelligence). It is a ready to use multi-tenant platform upon which Telcos can aggregate the data they want to monetize and provide it to their corporate clients in a full fledge Location Analytics environment built specifically for business users.

Mapidea Telco Data Monetization will be provided to Telco Operators on a variable costs model, indexed to sales Telcos make to their corporate clients. Being a ready to use platform, based on a Location Intelligence solution already used by several international companies as a tool to improve insights, marketing efforts and business optimization, this new platform allows a Telco to market its own Data Monetization products in a very short period of time, with minimal CAPEX and risk.

Quoting Miguel Marques, **Mapidea**'s CEO: "Mapidea Telco Data Monetization is born from the current Data Monetization trend. Our purpose is to help Telcos around the world to quickly create their Data Monetization products. This way, they can provide their corporate clients with Data-as-a-Service solutions that combine the Telco data with **Mapidea**'s world-class location analytics tool; all this in a collaborative environment where the telco business client's data can also be uploaded to increase the value of the analysis done. This type of solution is a much richer alternative to excel or text files with rows and rows of unintelligible data. Giving not only data but analytical power and autonomy to the corporate clients is the future of Telco Data Monetization and Analytics."

The first Telco Operator to integrate **Mapidea**'s software into its Data Analytics strategy will be **NOS**, a Portuguese Telecom Operator. The products and services with **Mapidea**'s software included will be marketed to its corporate clients operating in Portuguese territory (to be announced soon).

Mapidea will be performing live demos of its products during the Mobile World Congress, Hall 8 Stand 8.0J27.

For more information contact Pedro Moura by phone (+351 968 779 204) or info@mapidea.co.

About Mapidea: Founded in 2014 by a team of GeoMarketing and Business Intelligence experts, its vision is to transform maps and location intelligence in analytical tools as common as spreadsheets in business organizations. Headquartered in Lisbon, **Mapidea**'s products are used by big companies. For more information go to http://mapidea.co or contact us at info@mapidea.co.

About NOS: NOS is the biggest communications and entertainment group in Portugal. It offers latest generation fixed and mobile phone, television, Internet, voice and data solutions for all market segments. It is leader in Pay TV, new generation broad band services and in cinema exhibition and distribution in Portugal. In the business segment, it has positioned itself as a sustainable alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services with tailor made solutions for each sector and for businesses of different sizes, complementing its offer with ICT and Cloud services. NOS is part of the main Portuguese stock exchange index (PSI-20), and has more than 4.6 million mobile phones, 1.6 million television, 1.7 million fixed telephone and 1.3 million fixed broad band Internet customers. For more information, go to: http://www.nos.pt/institucional