

Revenue Management & Fraud Prevention

Latin America

October 24 & 25, 2011

Windsor Barra Hotel, Rio de Janeiro - Brazil

The only opportunity in the region to exchange experiences and broaden, develop and consolidate your Revenue Management & Fraud Prevention knowledge!



Extra Special Conditions for Brazilian and Latin American Operators:

Register 2 executives for the already special price of 1!

Operators' speakers already confirmed:

- AVANTEL COLOMBIA
- CLARO BRASIL
- OI BRASIL
- OPTIMUS PORTUGAL
- TELEFONICA MOVILES CHILE
- TELEFONICA MOVILES PERU
- VIVO BRASIL

"Excellent discussions and amazing opportunity to meet and exchange experiences"

R.G.R., ANTEL URUGUAY

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October 24th Agenda

08:15 Reception, Registration and Welcome Coffee

09:00 Conference Welcome by the Informa Team

09:05 Chairman's Opening Remarks

09:15 **A Wide Range and Detailed View Covering the Main Fraud Risks Worldwide and How Operators Can Mitigate Them By Applying Effective Prevention and Detection Strategies**

- The international map of world frauds – no geographical location is immune
- International Revenue Share Fraud (IRSF): the main issue for operators
- Home Banking fraud supported on the telecoms services: new trend coming up
- Mobile Malware: more sophisticated and growing at a fast pace – are you prepared?
- Subscription Fraud is not gone – the continuous ghost that is difficult to tame
- How should your FMS be positioned to deal with it? – The Optimus case example

José Carlos Sobreira Martins, *Fraud Director*
OPTIMUS PORTUGAL

10:00 **Managing the Disciplines of Fraud and Revenue Assurance Management in an Integrated Telecoms Strategic Vision**

- Similarities and differences between RA and fraud practices
- When and how can they work together?
- Internal areas that can gain from the Business Assurance approach between fraud and RA
- Case examples

James Stewart, *Product Manager*
MACH

10:45 Coffee Break, Exhibition Visit & Networking

11:15 **Preventing Revenue Leakage and Fraud Threats When Launching New Products and Services**

- How the revenue assurance team can assist in fine-tuning and product assessment before launch
- Managing the revenue assurance complexities of bundled service offerings
- Shifting from a silo system towards a consolidated platform to support your range of service offerings

Rodrigo Otávio Gonçalves, *Revenue Assurance Senior Manager*
VIVO BRASIL

12:00 **Revenue Leakage and Fraud Risks on the Emerging Industry of Contactless or Mobile Payments and How to Adopt a Protective Strategy**

- Concept and benefits for operators of the contactless payments
- Mobile Money and the impact for operators and customers
- The risks involved in Mobile Money – making money versus revenue leakage

- Effective strategies to mitigate the fraud risks, revenue leakage and securing transactions
- Impacts over the fraud and RA teams
- Future trends in the environment of contactless payments

Luisz Silva, *Senior Account Manager*
for CALA Region

NEURAL TECHNOLOGIES

12:45 Lunch, Exhibition Visit & Networking

14:15 **RA Maturity Model Customization and its Importance for the Improvement of Operational Strategies**

Understand the methodologies for success and all the potential variables when customizing your RA Maturity Model: establishing and achieving targets, homologation control, quantifying standards for KPIs, benchmarking, end-to-end control chains.

Christian Oviedo, *Fraud Prevention and Control Submanager*

TELEFONICA MOVILES CHILE

15:00 **From Big Brother to Sniffing Around - New Challenges in Mitigating Internal Sales & Service Oriented Fraud**

- Sensitive information leakage – a threat to reputation
- Misuse of IT-based resources within the company
- The need for a new approach & technologies to tackle internal fraud
- Employees – from total trust to total track?
- cVidya strategic position to help operators to manage internal fraud efficiently

Tal Eisner, *Senior Director Product Strategy*
COVIDYA

15:45 Coffee Break, Exhibition Visit & Networking

EXPRESS WORKSHOP

16:15 **Fraud & Revenue Assurance Challenges in an IP Convergent World**

- The changing competitive landscape
- Next Generation Technologies and potential risks in newer Value Added Services
- RA & Fraud Management in an NG environment
- Risk management organisational evolution
- The road to Business Assurance

Workshop lead by:

Pietro Saia, *Business Development Management*

PRAESIDIUM

José Carlos Sobreira Martins, *Fraud Director*

OPTIMUS PORTUGAL

17:45 End of Conference Day 1

October 25th Agenda

09:00 Chairman's Day 2 Opening Remarks

09:15 Combining Risk Management with Revenue Assurance – a TM Forum Best Practice

- Basic Risk Management concepts – based on ISO 31000
- Incorporating Risk Management techniques into the daily RA operations, to set goals and priorities, and to analyze controls
- The TM Forum best practices – GB941 Addendum E, Revenue assurance Risk and Coverage model

**Gadi Solotorevsky, Board Advisor & RA Team Leader
TM FORUM**

10:00 Understanding and Adopting the Business Assurance Perspective

Business Assurance is not a specific technology, solution or activity – it is everything a company does to assure their business operates properly and it is influenced by several entities and areas. Is Revenue Assurance the driver for Business Assurance? Is it its real goal?

**Sérgio Silvestre, CMO
WEDO TECHNOLOGIES**

10:45 Coffee Break, Exhibition Visit & Networking

11:15 Benchmark Your Fraud Management and Revenue Assurance

- Looking at all the suspects of the data process and business intelligence
- Using enterprise risk management to impact revenue use trends
- Driving more sophisticated partner settlement and partner management

**Luz Esperanza Diaz, Internal Control and Quality Manager
AVANTEL COLOMBIA**

12:00 Rejuvenating Your Relevance: Leveraging Revenue Assurance Intelligence to Solve Business Problems

- RA teams in many operators are struggling to stay relevant, faced with diminishing returns from revenue recovery
- Most RA programs are potential goldmines of operational data – which can be employed and leveraged to solve many non-RA business problems

- Examples of the extended value that RA teams are adding to the business, by tackling problems in areas such as customer experience improvement, call center cost reduction, launching and monitoring the performance of new products, etc

**Nicholas Cranwell, Business Consultant
SUBEX**

12:45 Lunch, Exhibition Visit & Networking

14:15 Oi's Case Study: Subscription Fraud Detection Methods

**Márcio da Matta Junior, Fraud Detection Manager
OI BRASIL**

15:00 Preventing Revenue Lost Caused by Illegal Handset Smuggling: A Case Study from Telefonica Moviles Peru

- Monitoring handset smuggling by IMEI
- Analysis strategies in the commercial chain
- Economic impact and the "smuggler's" value chain
- Handset blocking and using TURBOSIM (breaking the security)
- Handset smuggling and its relation with the improper use of service

**Christians Valle Gomez, Operational and Commercial Risks Expert
TELEFONICA MOVILES PERU**

15:45 Changing the Organizational Mindset from Reactive to Proactive Revenue Assurance

- Examining different RA methods and adopting one best suited to your organisational style and business objectives
- Manual versus automated RA processes
- Developing enterprise wide RA and a cradle to grave revenue protection process
- Business intelligence and analytics - what can they do for revenue monitoring?

**Estevan Santiago, RA Manager
CLARO BRASIL
(awaiting final confirmation)**

16:15 Closing Coffee

If you are interested in being a speaker at the event, we would very much like to hear your proposal! Please send your abstract to ana.cristina@informa.com

Who Should Attend?

BY COMPANY PROFILE:

Mobile, fixed, cable, radio operators, regulators, solution providers, system integrators and consultants.

BY FUNCTION:

CFO, CIO and Heads, Directors and Managers of Fraud, Revenue Assurance, Risk Management, Security, Finance Operations, Business Development, Strategy & Planning, Customer Relationship, Provisioning, Traffic, Roaming, Revenue Cycle, Prevention and Control, Audit, Compliance.

BY REGION:

All Latin America focused executives.

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TO OPTIMIZE THE NETWORKING OPPORTUNITIES AND EXCHANGE OF EXPERIENCES, THE EVENT WILL BE CO-ALLOCATED WITH THE BILLING, POLICY & CHARGING LATIN AMERICA EVENT

Attendees with interest in both Billing, Policy and Charging & Revenue Management and Fraud Prevention events are free to participate in both discussions by registering to only one of the events, as the rooms are side by side and the exhibition area is common. Just pick your topics and enjoy this unparalleled opportunity!

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Sponsorship and Exhibition at the Billing, Policy & Charging

Sponsoring and Exhibiting at this event is an excellent platform for your company to network and explore business opportunities with corporations in the Latin American market. Sponsors have an incredible amount of presence and in conjunction with an exhibitor stand it will not only give your company optimum exposure, but also opportunity for delegates to meet you and your executives to find out more about business opportunities in the sector.

For more information contact:

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WeDo Technologies is the leading supplier of Revenue Assurance solutions for the global telecoms industry. Business Assurance RAID, the Revenue Assurance and Fraud product, has been implemented across the five continents. With an

international presence in Portugal, Australia, Brazil, Egypt, France, Ireland, Malaysia, Mexico, Poland, Spain, UK and USA, WeDo Technologies is a member of the GSM Association and of the TM Forum. The company was founded in Portugal in 2001.



Associate Sponsor

MACH is the leading provider of hub-based mobile communication solutions that connect and monetize the telecom world. MACH's suite of technology platforms simplifies and accelerates the creation and protection of the mobility supply

chain. MACH provides its 650 operator customers with roaming, fraud protection, revenue assurance, interconnect billing, mobile messaging, and direct billing solutions. Integrated with its data clearing business, MACH also operates a \$10bn network operator financial settlement capability. MACH serves a global customer base including Orange, Telefonica, T-Mobile, Telus, Verizon Wireless and Microsoft. Headquartered in Luxembourg, MACH has offices in 12 countries and employs more than 1,000 people worldwide.

What Prior Editions's Attendees Say About the Events

"Excellent, because we are just rearranging our fraud and revenue assurance area and it was great to see the way that other companies are taking."

R.M., GVT Brasil

"Very interesting topics presented and possibility of connecting with solution providers."

J.R.V., ENTEL PCS Chile

"Excellent. Actual topics to guide us to develop areas under our management."

L.A.R., TELEFONICA MOVILES CENTROAMERICA

"Excellent. Great place to exchange experiences."

M.A.S., ANTEL URUGUAY

"Knowledge acquired from other experiences is very useful to apply to our company."

E.C., CABLE ONDA

"Excellent experience share, knowledge of region operators that added value to the conference."

W.O., TIGO GUATEMALA

"Excellent. Very informative, timely and constructive."

K.C.M., TELEFONICA PANAMA

"Very good overview of current developments in the field."

A.B., UTS

