

Revenue Assurance



Summary

The Challenge

- Minimize revenue losses
- Identify, monitor and control revenue leakages and fraud

The Solution

- Ascom Revenue Assurance

The Advantages

- Substantial reduction of losses
- Enhancement in process quality
- SOX-compliant solution

Business Scenario

Especially in an increasingly competitive market and in times of shrinking margins, the ability of your network to generate maximized revenue is the key to success.

The loss of any CDR or Transaction record during the processing from generation in Switch or Transaction Platforms via Mediation to Rating and Billing is nothing less than throwing away turnover or cash. The same applies with respect to revenue losses due to fraudulent subscribers using an abnormal calling behaviour or the reaching/surpassing of their credit limits.

But without clear and accurate data analysis concerning the billing system performance and the detection of possible fraud, effective and target-oriented counter actions cannot be employed in order to secure your company's revenue.

Ascom's Revenue Assurance solution puts you in control of this!

CashBack and MEGS

Ascom's Revenue Assurance solution is a combination of products (and processes), through which the major factors leading to revenue losses can be detected, corrected and controlled. It is built upon two products which are based on the same core foundation: CashBack and MEGS.

CashBack

CashBack is a powerful tool to eliminate all revenue losses during CDR processing in the billing chain (revenue leakage). This system helps you to identify problem areas, for example in the billing cycle, and provides a clear picture about optimization benefits.

CashBack processes input data from various CDR- or IPDR-streams. It compares input streams, computes matching rates, and displays discrepancies by means of configurable reports and graphs. All this functionality is provided in a very user-friendly environment: CDR streams can be configured, data can be filtered, CDR attributes

can be translated, and the results can finally be shown in configurable detailed reports and graphs. Long term statistics support the overall optimization process.

Input processing: Data from different data sources (e.g. CCS7, Switch, Mediation Device, Billing/Rating) is processed and converted into a standardized internal format.

Normalization: During this processing stage the CDRs can be filtered or excluded from the comparison process, translation functions enable easy handling of local numbers or IN-Services translations. CDR-Combiners enable aggregate partial records to be compiled.

Validation: The validation process matches CDRs from various streams. Hit rates are evaluated and missing CDRs are detected. The matching logic can cope with time jitter and identifies the highest probability matchers in case of partially inaccurate comparison data (e.g. CCS7). The comparison is

extremely quick, thereby allowing rapid detection and rapid counter action.

Reporting: Matching results are displayed in daily or hourly standard reports; the content of additional reports can be configured. Unidentified CDRs are accessible, and different statistical views support the error detection process.

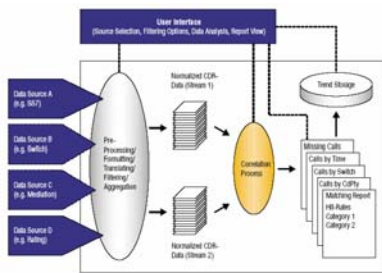


Fig 1: The CashBack and MEGS core data processing engine

MEGS

Due to its patented CCS7 real time acquisition support the MEGS Fraud Management System has been a key pacesetter in using CCS7 data for extremely fast fraud detection. A large set of innovative high quality solutions, e.g. for integrating a diverse set of data streams (e.g. subscriber data, credit limit information, external alarm data) or for automating the detection process for flexible actions (e.g. partial blockings), are at the very core of this system. Numerous additional practice-proven features have produced many success stories with this system.

MEGS, with its integrated Alarm- and Case Manager, provides the reliable basis for effective GSM and 3G fraud detection and handling. MEGS comprises an extremely powerful set of practice-proven and reliable alarm types, such as Pattern, Threshold, Accumulation, Creditlimit, Profile, Profile Deviation, and Fisher Alarm. All these Alarm types have been enhanced to support the various GSM and 3G service types or transaction variants. The Rule Editor allows the easy combination of different criteria to formulate a powerful alarm definition. The Fisher-Alarm, which is based on patented stochastic technology, is adapted to generic service profiles.

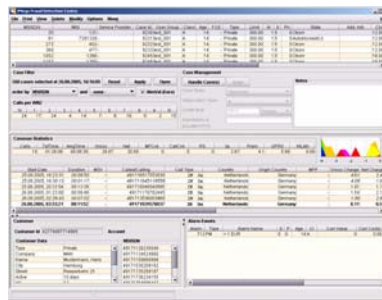


Fig 2: MEGS-Fraud Detection Center

MEGS has been optimized over the years in real-life operation. It is easy-to-use, optimized for typical operator tasks, with the central goal of acting against the fraudsters or subscribers reaching their payment limits quickly, and – if so desired - fully automatically to keep the costly time-to-detect at an absolute minimum. The system application operates at near-to-realtime. Input data is processed as soon as it is available, so that alarm generation is very fast.

The Value

CashBack implements a black box monitoring approach. It allows end-to-end control of your billing chain, and provides a true picture about processing quality! MEGS is a high performance fraud-detection system. The system can analyze different types of Usage data to detect any type of subscriber adopting an abnormal calling behaviour or reaching/ surpassing their credit limits.

The total system is designed for 24*7-availability, thus allowing permanent and long-term control and the monitoring of your revenue streams.

All this comes in a very competitive solution package. With its advanced data processing technology only basic entry-level HW with low investment costs is necessary in most cases.

The overall solution has an excellent price/performance ratio, so that very short return-on-investment times are more than likely.

Contact

Ascom Deutschland GmbH
Systems & Solutions
Charlottenburger Allee 61
D-52068 Aachen
Germany
Tel: +49 (241) 96806 0
info@ascom-ac.de
<http://www.ascom.de/syssol>

Ascom (Schweiz) AG
Systems & Solutions
Glutz-Blotzheim-Strasse 3
CH-4503 Solothurn
Switzerland
Tel: +41 (32) 624 2121
info@ascom-so.ch
<http://www.ascom.ch/syssol>