

# Telecommunications Fraud Detection & Prevention Positioning Paper

## Fraud – how much is it costing your business?

The open nature of communications infrastructure offers the would-be fraudster huge opportunities to exploit Telecommunications companies; worldwide annual costs of fraud to carrier companies could amount to anything between \$35-£40 Billion <sup>(1)</sup>, with UK identity fraud alone costing the UK telecommunications sector £372M <sup>(2)</sup>.

**Acuma's solutions for Fraud Detection and Prevention** deliver real value by providing Fraud, Corporate Risk and Compliance functions with the necessary insight to ensure that issues are identified, actioned and resolved. In partnership with software solutions from IBM, Acuma offer specialist modelling and analysis enabling Telecoms businesses to proactively highlight indicative fraudulent activity and enable investigative and preventative action, in areas such as:

- Unusual usage patterns and high usage;
- account cloning;
- linked accounts and calling circles;
- service usage on barred handsets & accounts;
- multiple handset use;
- Relationships between employees and customers.

Acuma offer a range of business-focussed solutions to our telecommunications customers that can be delivered either as part of a strategic programme or as individual point solutions. Our breadth of skills in all areas of Enterprise Information Management and consulting expertise within the Telecommunications sector enables us to work with our customers to target and exploit benefit opportunities and add value in key areas of your Business Operations. Organisations implementing Acuma solutions across multiple business functions will benefit from:

- Auditable, in-depth visibility of actionable information throughout the business.
- Insight into complex cross-departmental relationships and business issues.
- Increased revenue, lower costs, and better business results.
- A sustainable capability built on best practice.

(1) Lightreading.com, December 2003; (2) Home Office Identity Fraud Steering Committee 2006

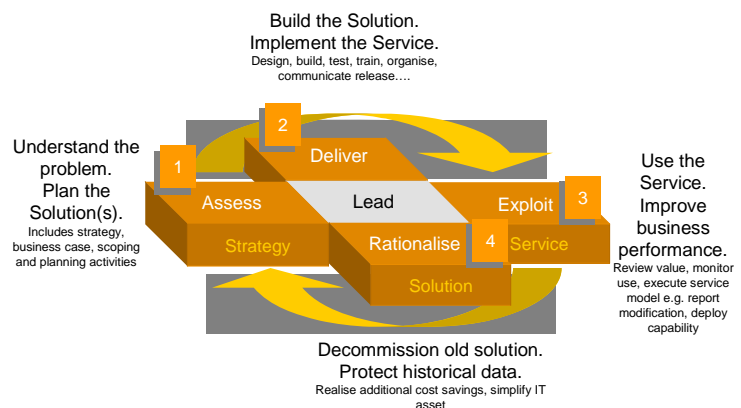
## Acuma IVM – A proven approach to delivering insight and action for a single function, multiple functions, or across the enterprise

While the strategic focus of Telecoms companies is traditionally focussed on managing the processes and infrastructure of the Operations Support Systems that enable core network provision and delivery of telecommunications services to the end customer, a significant difference to the overall top and bottom line performance of the company can be made by tracking and resolving issues within the various Business Support Systems layers (BSS). This area is often overlooked by Telecoms operators, Managed Service Providers and Virtual Network operators.

Acuma understand that addressing the service value chain is vital to driving business benefit, and our Telecommunications solutions provide a capability that can grow with your business. Our approach enables you to deliver initial value within a single business function, with further incremental iterations of delivery deploying to other key areas of business operations such as:

- Revenue Assurance & Margin Protection
- Pricing Analytics & Product Management
- Customer One View
- Regulatory Compliance Assurance

All our solutions are underpinned by our proven Information Value Model (IVM) approach to ensure that not only is the technology and data architecture right for the business, but also that the analytics capability is integrated into the organisation and business processes. This ensures that the solution is sustainable, can be supported by IT and fully exploited by the business.



### How do I find out more?

Call Acuma on 0870 789 4321, or email [information@acuma.co.uk](mailto:information@acuma.co.uk)