



Revenue Assurance & Management 2011



APRIL 11-12, 2011 • FONTAINEBLEAU HOTEL, MIAMI, FL

Learn the latest on:

- > RA for cloud computing
- > App store/RIM settlement verification
- > Margin and cost analysis
- > Switch testing/verification workshop
- > Risk management
- > RA for mobile payments
- > Enterprise RA implementations
- > RA workflow management
- > Root cause analysis and recovery strategies
- > Policy control management and usage audits
- > Supplier cost and invoice validation
- > Data analytics
- > RA maturity models
- > Leveraging RA for customer experience
- > And much more.

Agenda

MONDAY, APRIL 11, 2011

8:00 - 8:45 am

Registration and Refreshments

8:45 - 9:00 am

Conference Opening Remarks

Dr. Matthew Lucas, Vice President, TeleStrategies and Conference Chair

9:00 - 9:30 am

Strategies to Enhance the RA Function

The role of RA is rapidly expanding as organizations look for a comprehensive view of their markets, offerings, partners and operations. This session will focus on Telefonica's strategy and goals for their RA team across their entire Latin America operations, consisting of 18 operators across 15 countries. This speaker will focus on the evolving role of an enterprise RA function: benefits and challenges; dealing with different RA approaches and maturity levels; how to get synergy across the organization; how to gain a common "language" to communicate results; and discuss what it takes to drive a RA philosophy throughout the company.

Gabriela Sobral Gil, Revenue Assurance Director, Telefonica Latin America

**Special Offer
for Communications Service Providers:
Register two people from the
same company and pay for one!**

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ADDITIONAL SUPPORT



"Even if you have a well established RA program, this is a great forum to pick up new ideas to better refine your existing RA program or get re-energized on overall control and business processes."

— DalAnn Martin, Verizon Wireless

9:30 - 10:15 am

When Risk Management Met Revenue Assurance

Traditional revenue assurance is typically performed through a series of bottom-up tactical controls across the OSS and BSS systems to detect revenue leakage. While these risk assessment techniques mitigate isolated configuration errors, they are often detached from the daily RA operations and tools, leading to a fragmented risk outlook. This is inadequate for today's CFOs, who require a far tighter integration of RA and Risk. This presentation will look at RA solutions and approaches that directly couple Risk Management standards and methodologies into the daily Revenue Assurance operations.

Anthony Sani, Head of Consulting, cVidya Networks

10:15 - 10:30 am

Break/Exhibits/Networking

10:30 - 11:15 am

The Latest Trend in Enterprise Efficiency: Solving Complex Problems with Simplified Solutions

Today's operators have focused considerable time and resources into solving specific problems within their operations. Implementing teams and controls around Fraud Protection, Expense Exposure and Trending, Revenue Assurance, Product to Market Times, Network Integrity, etc, have garnered benefits while creating new gaps in operational efficiencies. Several carriers have implemented new methods to manage these areas more holistically, allowing operators first-ever views of end-to-end operational factors in far more depth than a simple dashboard could ever create. This presentation will show several case studies and live examples of these types of new practices, and the benefits these few operators have gained.

John Brooks, Vice President, Subex
Additional Presenters to be Announced

11:15 - 11:30 am

Break/Exhibits/Networking

11:30 - 12:15 pm

SESSION A

RA is Right. Revenue Management is Righteous

Revenue Assurance has traditionally focused on ensuring processes and systems are working right (bills are correct and paid; usage is collected and billed; and subs are provisioned correctly). This session will discuss how RA is evolving at T-Mobile – aligning directly with the company's strategic direction and management structure to proactively identify opportunities and involve itself in the entire product lifecycle. The speaker will discuss how T-Mobile is executing its RM strategy to not only ensure IT operations accuracy, but that the organizations' offerings and execution are working in an optimally profitable, consumer friendly manner so that everything is not only right, it's righteous.

Scott Cranston, Senior Manager, Revenue Management, Risk Management, T-Mobile

11:30 - 12:15 pm

Extending the Reach and Value of the RA Investment

This session will present a case study on how a tier 1 operator was able to leverage their current RA investment beyond billing and across the entire order to cash process. The speakers will discuss how they extended value through delivery and operational capabilities as well as how they were able to achieve measurable process improvements.

Victor Milligan, Chief Marketing and Strategy Officer, Martin Dawes Analytics

12:15 - 1:15 pm

TeleStrategies' Sponsored Lunch

1:15 - 2:00 pm

SESSION A

Assurance Workflow Management – or What the Dog Does After He Catches the Car

Much of the revenue assurance discipline focuses on 'chasing the leaks.' But what do you do once you have the leaks? This session will focus on the build-out and maintenance of repeatable processes for managing revenue assurance results. The presenter will review the workflow process Verizon has developed to manage its inventory of revenue assurance suspects and resulting metrics -- from audit result collection through to resolution. Specific areas covered include: customer identification and collation; customer experience management; customer-driven prioritization; work force and automation management; resolution and quality control. The presentation will wrap up with a review of the types of metrics collected.

Paul D. Maddock, Sr. Staff Consultant Revenue Assurance, Verizon

SESSION B

The Cloud: Revenue Assurance Is Not Enough

Cloud services could be telecom's next cash cow. But, not without comprehensive RA! Because, as it turns out, cloud services are fraught with order-to-cash failures, unreported utilization, billing errors and more. This session will cover how to address these traditional RA pitfalls, and how RA fundamentals differ in the Cloud. The speakers will also look at the expanded scope of RA, including revenue yield management as well as how dynamic pricing models and reservation models such as spot, auction, reserved pricing may be used to maximize Cloud revenues.

Doug Zone, Chief Technology Officer, MetraTech

2:00 - 2:15 pm

Break/Exhibits/Networking

2:15 - 3:00 pm

SESSION A

Revenue Control Systems – Automating RA Reporting at Sprint

Usage metadata is the glue that holds any revenue control system together. This session will look at how Sprint creates and links usage metadata from various in-house and COTS mediation/billing systems, and automatically loads that data into a revenue assurance database. The speakers will discuss how they record summary information for each CDR file, and how it is later used for usage reporting, tracking, forecasting and gap checking between files to prevent revenue leaks. They will also look at the custom tools developed to identify files throughout the usage collection and mediation stages; how to compare biller reports in real-time; what billing triggers are needed to reconcile usage throughout rating; and how to leverage the RA database for daily trending reports.

Bruce Marinello, Director, Usage Management & Settlements, Sprint
Anand Jayaraman, Applications Developer, Sprint

SESSION B

Targeting Margin Gaps to Generate Recoveries and Drive Organizational Improvement

As organizations advance their margin assurance efforts, they often lose sight of revenue and cost savings opportunities. This session will look closely at what goes into a comprehensive recovery effort, and how that leads to better margin and operational assurance. The presenters will use several case studies to identify recovery opportunities and root cause analysis; then discuss how to leverage the information captured to pursue margin recoveries, improve monitoring systems and drive operational improvement.

Sami Ibrahim, Principal and Co-Founder, Agility Solutions
Cody Sudmeier, Principal and Co-Founder, Agility Solutions

“Eye opening initiatives for deployment within my billing and RA operations.”

— **Joan Pieros**, Assistant Vice President, Caribbean Billing and Revenue Assurance, Centennial Communications

3:00 - 3:15 pm

Break/Exhibits/Networking

3:15 - 4:00 pm

SESSION A

Revenue Assurance Management

Over the past few years, Qwest Communications has realized significant savings by proactively managing costs, reducing fraud and revenue leakage as well as improving margins. This session will look at how Qwest's revenue assurance department combined technology, teamwork and adopted the right corporate mindset to gain new insight into cost, revenue and margin data. The speakers will address a phased approach for success, the importance of data quality assurance, working with stakeholders, identifying the root cause of discrepancies and more.

Vamsi Krishna, Manager – IT, Qwest

Jim Hayden, Managing Director, Business Intelligence, TEOCO

SESSION B

Policy Control: Ensuring Data Revenue is Converted to Data Profits

In the age of soaring data traffic but trailing revenues, policy controls are increasingly becoming a key way to protect revenues generated. From supporting the launch of innovative pricing plans, integrated real-time policy solutions provide the mechanisms to capture precious revenues generated by penalising overages, matching quality of service to tariffs and monitoring for fraud control in real-time. Using case study examples by a leading EMEA-based operator, the speaker will present how to validate that policy control mechanisms are performing as intended; ensure that the associated data services are billed correctly; and maximize data revenue returns.

Humera Malik, Director of Global Marketing, Redknee

4:00 - 4:15 pm

Break/Exhibits/Networking

4:15 - 5:00 pm

SESSION A

Where Did the Revenue Go?

With the dramatic growth of smartphones, 3rd party apps, data usage and service offerings, wireless and convergent providers are working harder than ever to keep their systems in sync. Whether it's the Android app store, BREW, RIM or other data services, providers are on the hook to make sure that they pay the application vendor and the customer is billed correctly. This requires good forensics, controls, corrections and compliance management, otherwise operators will have significant revenue leakage. The speaker will present a case study of a carrier's RIM bill to show typical errors in their invoice; common data mismatches between 3rd party billing system and internal systems; how provisioning systems can lead to overpayments which can easily go undetected – leading to significant excess expense; and how to compare data between systems to mitigate risks, improve business processes and increase third party applications revenues.

Tom Cooper, VP, Management Consulting Services, Connectiv Solutions

SESSION B

So You Found Your Initial \$100m Recurring Lost Revenue, What Do You Do for an Encore?

The cost and revenue assurance storyline is filled with amazing anecdotes of incredible costs saved and/or revenue recovered. But what is missing from many of today's cost and revenue assurance projects is the tough work of actually going in and breaking down the root causes involving the people, process, and technology to identify and fix the issues that caused the problem in the first place. This session will present a case study of how a successful tactical revenue assurance project at BT was used to correct organizational, system and process issues in several BAU functions while also transforming its Cost and Revenue Assurance capabilities. The speakers will focus on key areas including cost management; inventory management and reconciliation; customer invoice validation and cost allocation; and how to leverage data analytics.

David Lee, Vice President Finance, British Telecom

Shannon Hladky, Managing Partner, Synaptitude Consulting

Eric Nelson, Chief Development Officer, Synaptitude Consulting

“RA event was very informative and interesting... key solutions were provided that I am excited about implementing once I return to the office.”

— **Teresa Iglesias**, AVP, Carrier Finance, Tracfone Wireless

5:00 - 6:00 pm

Networking Reception and Exhibits

TUESDAY, APRIL 12, 2011

8:00 - 8:30 am

Morning Refreshments

8:30 - 9:15 am

SESSION A

RA Brand Management and Organization Alignment

The Revenue Assurance discipline is expanding beyond the traditional realm within the Telecom industry. This requires an approach that is heavily reliant on interaction with business stakeholders throughout the enterprise. Many hurdles must be overcome to build alignment across Customer Care, IT and Sales & Marketing as well as achieving executive management support. The presenter will highlight the successes and challenges of building an internal RA department within an already established and diverse organization using examples from DIRECTV's focus on billing discrepancies.

Aaron Bernardin, Director of Revenue Assurance, DIRECTV

Seena Khatter, Manager of Revenue Assurance, DIRECTV

SESSION B

Revenue Assurance for the Cloud

With cloud services maturing, both providers and consumers need to be thinking about real-time executive and operational dashboards, as well as control platforms, to not only monitor and manage their actual and/or billable “usage”, but also to ensure that it is billed accurately. This session will look at how providers can establish, monitor, and demonstrate ongoing compliance with a set of controls that meet their customers' business requirements. The speaker will also look at how to enable consumers of cloud services to control their own reporting platforms to ensure their SLAs are being met and that the “usage” they are being charged for was in fact consumed by their organization.

Dr. Ronald J. Angner, Senior Vice President and Principal of OSS/BSS and Operational Excellence Practice, TMNG

9:15 - 9:30 am

Break/Exhibits/Networking

9:30 - 10:15 am

SESSION A

Mobile Payment Assurance

The mobile payments business is about to take off in the US, with wireless operators well positioned to offer a range of payment models never before seen to their subscriber base. This session will look at the service models considered by mobile operators, and the revenue assurance implications for the underlying support systems and settlement platforms that enable the mobile payment business. The speakers will assess the retail payment and banking platforms interfaces, various revenue sharing models and security considerations, and identify what RA systems and control points must be in place to properly manage the operator's risk and transaction revenue.

Carl R. Geppert, Partner - Communications and Media Practice, KPMG Invited Panelists

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cVidya Networks is a global provider of revenue-intelligence solutions for telecom, media and entertainment service providers. The company's

product portfolio helps operators maximize margins, improve customer experience and optimize ecosystem relationships through revenue assurance, fraud and risk management, dealer management, margin analytics, and clearinghouse services. cVidya's solutions have a proven track record of achieving rapid ROI and lower TCO. With over 130 customers in five continents and an extensive network of regional offices in Europe, North America, Latin America and APAC, cVidya has one of the largest installed bases of revenue-assurance and fraud-management implementations worldwide. cVidya's customers include: British Telecom, Telefonica Group, Vodafone Group, AT&T, O2 UK, MTN South Africa, Swisscom, Telecom Italia, and China Telecom.



Subex Limited is a leading global provider of Operations and Business Support Systems that empowers Communications service providers (CSPs) to achieve

competitive advantage through Business Optimization and Service Agility. The company pioneered the concept of a Revenue Operations Center (ROCTM) and its best-in-class solutions enable subscriber-centric Fulfillment, Provisioning automation, Revenue Assurance, Fraud Management, Cost Management, Data Integrity Management and Interconnect/Inter-party settlement. Subex also offers a scalable Managed Services program.

Subex has more than 300 installations across 70 countries.

SESSION B

End-to-End Revenue Assurance In a Group Company Environment

Atlantic Tele-Network recently embarked on a strategic initiative to implement an enterprise-wide RA and Fraud Management platform covering its entire operations. The session will look at ATN's complex requirements and their solution design to handle ATN's multiple subsidiaries, geographical regions and diverse business lines. The speakers will look at ATN's initial vision, the process of evaluating business constraints and the specific implementation challenges related to operating in a group company environment - where every subsidiary has unique business requirements related to specific risks. The presentation will also focus on ATN's experience to define the requirements, design the solution and rollout the implementation.

Ned DeMent, Director of Operations, Atlantic Tele-Network
Marty Lewandowski, Director of Revenue Assurance, Commnet Wireless
Eran Wagner, President North American Operations, cVidya

10:15 - 10:30 am

Break/Exhibits/Networking

10:30 - 11:15 am

SESSION A

Changing the Organizational Mindset: Reactive vs. Proactive

Reactive assurance may work reasonably well for certain environments and services. But, ultimately, to scale and deliver predictable revenue management results, telecoms must eventually switch to a proactive mindset and related RA processes. This session will present how Level 3's billing audit team has made the transition to provide proactive RA to ensure accurate billing, and their efforts over the past year to get Level 3 where they are today. The speakers will discuss specific proactive audits, including change order activity prior to the invoice, early billing, NRC audits and others; and will give a live presentation of the tools that they've utilized to meet their goals.

Lesli Dahlke, Billing Systems Analyst, Level 3 Communications

SESSION B

Switch Testing Workshop – Bring Your Use Cases!

Are your switches recording correctly? Bring your use cases and toughest switch-recording challenges to find out! The speaker will present time-proven strategies and procedures for testing switch recordings and verifying CDRs; and compare that against the case studies brought forth. Expect a collaborative session with your colleagues to exchange ideas and best practices – because switch recordings matter!

Glenn E. Ross, Director of Revenue Recovery Services, The Board Room

11:15 - 12:00 pm

SESSION A

Customizing the RA Maturity Model and Methodologies for Success

Delivering sustained operations improvements is not a one-time effort. This session will cover the internal and external aspects of Telefonica's customized maturity model which set the guidelines for their ongoing operations improvement strategy. The speaker will cover the target setting process for achieving goals (finances, non finances, RA and company targets); the benefits of homologating controls; quantifying standards for KPIs; how to take advantage of benchmarking; implementing an end-to-end controls chain; and the variables to develop a customized RA coverage model.

Gabriela Sobral Gil, Revenue Assurance Director, Telefonica Latin America

SESSION B

RA Is from Mars and Fraud Is from Venus

Is revenue assurance from Mars and fraud from Venus? Or are they two sides of the same coin? This session will focus on the similarities and differences between RA and fraud practices; where and when they can leverage common technologies and infrastructure; how to best align operations and processes to support them; how to address common organizational considerations; and how to equip RA and fraud teams (people, processes, technologies).

Hans Eismann, Director Client Services, WeDo Technologies

"If revenue matters to you, you need to attend this conference."

— Ray Scherrer,
Revenue Assurance Auditor, CallOne

