



WRM8

Wholesale Fraud Management

When data goes BIG, so must your FMS

LOSING OUT?

- > Is your data volume so large and varied you don't know how to deal with it?
- > Can you store all your data?
- > Can you analyze it all?
- > Can you find out which data points are really important?
- > Can you use it to your best advantage?

THE BIG DATA 3 V'S

- > **Volume:** Transaction-based, M2M, sensor, unstructured data, social media streams. Too much is a storage and analytical issue.
- > **Variety:** Stock ticker, financial transactions, email, video, numeric data. Merging and governing is a big issue.
- > **Velocity:** how fast data is being produced and how it must be processed to meet demand.

Big data is the term for a collection of data sets so large and complex that it becomes difficult to process using onhand database management tools or traditional data processing applications. The term "big data" puts a large emphasis on the issue of information, it is also heavily weighted toward current events. This can lead to short-sighted decisions which can hamper an enterprise's information architecture as IT leaders try to modify it to meet changing business demands. The core issue is how to interpret big data and find patterns that help organizations make better business decisions.

Until recently, organizations have been limited to using subsets of their data - or were constrained to simplistic analysis because of the sheer volumes of data overwhelming their processing platforms. But, what is the point of collecting and storing terabytes of data if you can't analyze it in its full context, or have to wait hours or days to get results? On the other hand, bigger data does not always mean better answers to your business questions.

Many organizations are concerned that the amount of amassed data is becoming so large that it is difficult to find the most valuable pieces of information, plus in managing big data, business and IT leaders must put a focus on criteria such as the 3 V's: volume, variety and velocity.

You now have two choices

Incorporate massive data volumes in analysis. If the answers you're seeking will be better provided by analyzing all your data, go for it. High-performance technologies that extract value from massive amounts of data are available today. One approach is to apply high-performance analytics to analyze massive amounts of data using technologies such as grid computing, in-database processing and in-memory analytics.

Determine upfront which data is relevant. Traditionally, the trend has been to store everything (some call it "data hoarding") and only when you query the data do you discover what is relevant. We now have the ability to apply analytics on the front end to determine relevance based on context. This type of analysis determines which data should be included in analytical processes and what can be placed in low-cost storage for later use if needed.

WRM8 determines upfront

Enghouse Fraud Management system, part of the **Enghouse Wholesale Revenue Management** platform, chooses to determine upfront.

At Enghouse we believe that the only way for a CSP to maximize its effectiveness in fighting wholesale fraud is to rely on a solution dedicated to analyzing business specific relevant data, wholesale data.

However, relevant data is not the one and only 'magic solution' to maximizing wholesale fraud efficiency.

WRM8 has the tools you need

Communication service providers must also consider the engine and toolbox they need to battle fraud and improve their wholesale margins.

Enghouse Wholesale Revenue Management (WRM) includes a well proven **Fraud Management** system, earlier branded under the name Watchdog FMS by Basset.

Combining **Enghouse Wholesale Billing & Settlement** with **Enghouse Fraud Management** system will enable CSPs to finally get a unified solution that can manage the unique and demanding business area of Wholesale fraud.

Enghouse Wholesale Fraud Management system includes unique algorithms and flexibility in its analytics.

Examples of scenarios:

- High Usage Alarms: Sudden peaks in high value destinations or trunks
- Changes on traffic relation between incoming on outgoing on a trunk
- Comparing measured call duration with expected call duration
- Volume of charged calls in relation to initiated calls
- Volume of charged calls compare to expected charged calls, or expected distribution
- Offered rate below the range of most other offered prices (market price)
- Rising amount of short duration calls (5-10 seconds)
- Duration of ringing and compared to average and