eliminating revenue share fraud
EE, UK

- Largest mobile network in the UK, largest 4G network in Europe
- Delivers mobile and fixed communications services to consumers, businesses, government, and wholesale market
- Services more than 31 million customers
- Has ~14,000 employees and 500 retail stores

challenge

- Massive losses generated by fraudulent calls to expensive premium rate and satellite numbers
- Amount of organized fraud forced service provider to severely restrict its service to roamers
- Significant fraud from visitors roaming onto the EE network

solution

- iconectiv® TruNumber Protect* database with complete global number range data combined with EE's ability to technically deploy automatic blocking. This enables blocking of fraudulent calls by identifying high-risk premium rate and unallocated number ranges commonly abused by fraudsters

result

- Revenue share fraud virtually eliminated
- Millions of pounds saved since initial deployment in 2007
- Three months payback time for first deployment
- Minimal customer complaints

overview | about EE, UK

EE, part of the BT Group, is the largest and most advanced digital communications company in Britain, delivering mobile and fixed communications services. Originally a merger of T-Mobile UK and Orange UK, EE runs the UK's biggest and fastest mobile network, with its 4G coverage reaching more than 95% of the UK population. EE also provides extensive fiber and ADSL broadband services.

As a customer of TruNumber Protect for almost a decade, EE has been able to significantly reduce revenue share and roaming fraud losses by blocking fraudulent calls to high-risk revenue share and premium rate numbers.

challenge | desperately fighting organized roaming fraud

In 2005, what was then known as T-Mobile UK, suffered substantial losses from organized fraud, where roamers visiting the UK made fraudulent calls to expensive premium rate numbers. A few months later, the company was hit again by huge losses; This time from fraudulent calls to satellite numbers generated by subscribers roaming on one network in Italy.

The fraud incidents took place predominantly during weekends and the use of reactive, rather than proactive, fraud measures introduced a level of latency that the fraudsters could exploit. Desperately looking for a way to stem the losses, the company took the drastic decision to block all roaming service on that particular network in Italy.

"iconectiv's complete global number range database allows us to be proactive in fighting revenue share fraud (IRSF)."

Tracey Ebbitt
Fraud Strategy Manager,
EE, UK

iconectiv®

temporary measures to stop the fraud

Turning off all roaming stopped the fraud for the time being. After that, the service provider started routing all roaming calls back to the UK, so that it could block any call that was not terminating in the UK or Italy.

While this scheme was able to stop most of the fraud losses, it had a customer experience impact. The company sought network improvements to prevent future fraud losses and ensure customer satisfaction.

solution | iconectiv's TruNumber Protect number range database

T-Mobile UK turned to iconectiv and its trusted global database of number ranges. The TruNumber Protect offer includes all high-risk numbers in the world, such as premium rate and special service number ranges, as well as all unallocated numbers, which are often abused by fraudsters.

Thanks to this data, fraudulent calls can be proactively blocked and eliminated by checking each dialed number at call setup against the iconectiv database using CAMEL.

"As a customer of iconectiv's TruNumber Protect for almost a decade, EE has been able to significantly reduce revenue share and roaming fraud losses by blocking fraudulent calls to high-risk revenue share and premium rate numbers."

Tracey Ebbitt

result | combating fraud in an efficient way

Deploying iconectiv's TruNumber Protect allowed EE to:

- Significantly reduce revenue share and roaming fraud with minimal customer complaints

- Achieve a payback time of three months on initial investment

- Save millions of British Pounds since 2005

- Enhance its existing fraud management system with proactive fraud prevention based on comprehensive and continuously updated global number range information

let's talk about your fraud prevention needs

iconectiv provides trusted global numbering databases and managed services that prevent revenue share fraud, SIM-box fraud and interconnection-related revenue leakage. The company frequently contributes to industry organizations committed to fighting telecom fraud including the GSMA Fraud and Security Group and the CFCA.

Please contact us to learn more about how you can become more proactive in fighting interconnection-related fraud.

about iconectiv

At iconectiv, we envision a world without boundaries, where the ability to access and exchange information is simple, secure and seamless. As the authoritative partner of the communications industry for more than 30 years, our market-leading solutions enable the interconnection of networks, devices and applications for more than two billion people every day. We have intimate knowledge of the intricacies and complexities involved in creating, operating and securing the communications infrastructure for service providers, regulators, enterprises, aggregators and content providers. Our 5,000+ global clients rely on us for network and operations management, numbering, registry and fraud prevention solutions. We are proud to be enabling the world of tomorrow by making new connections today. A US-based company, Telcordia Technologies, does business as iconectiv. For more information, visit www.iconectiv.com

make the connection.

For more information about iconectiv, contact your local account executive, or you can reach us at:

+1 732.699.6800

info@iconectiv.com

www.iconectiv.com

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