

# eliminating revenue share fraud mobile network operator



- One of the largest mobile networks in Europe
- Delivers mobile and fixed communications services to consumers, businesses, government, and wholesale market
- Services more than 31 million customers

## challenges

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 network

## solution

iconectiv TruNumber Protect\* database with complete global number range data combined with an MNO's technical ability to deploy automatic blocking. This enables fraudulent call blocking by identifying high-risk premium rate and unallocated number ranges commonly abused by fraudsters

## results

Revenue share fraud virtually eliminated

Millions saved since initial deployment in 2007

Three months payback time for first deployment

Minimal customer complaints

## overview: reducing revenue share, roaming fraud

The service provider runs one of the biggest and fastest mobile networks, with its 4G coverage reaching more than 95% of the country's population. One of the country's largest and most advanced digital communications companies, it delivers mobile and fixed communications services and provides extensive fiber and ADSL broadband services.

After using TruNumber Protect for almost a decade, the service provider was able to significantly reduce revenue share and roaming fraud losses by blocking fraudulent calls to high-risk revenue share and premium rate numbers.

Business growth also requires more staff. New employees may be unfamiliar with telecom terminology and concepts. This can lead to miscommunication, operational inefficiencies and unnecessary expenses. For example, when sales and engineering teams do not use the same nomenclature, inaccurate billing and change orders often result—undermining profitability.

## challenge: desperately fighting organized roaming fraud

In 2005, the company suffered substantial losses from organized fraud, where roamers visiting the country made fraudulent calls to expensive premium rate numbers. A few months later, they were 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. Looking for a way to stem the losses, the service provider 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)."*

– company fraud strategy manager

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. After that, the service provider started routing all roaming calls back to its home country, so that it could block any call that was not terminating in its home country or in 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: TruNumber Protect number range database**

The service provider 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 Customized Applications for Mobile network Enhanced Logic (CAMEL)

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

*– company fraud strategy manager*

## **result: combating fraud efficiently**

Deploying TruNumber Protect allowed the service provider to:

- Significantly reduce revenue share and roaming fraud with minimal customer complaints
- Achieve a payback time of three months on initial investment
- Save millions since initial deployment
- 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**

Your business and your customers need to access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services and its unmatched numbering intelligence helps you do just that. In fact, more than 2 billion people count on our platforms each day to keep their networks, devices and applications connected. Our cloud-based Software as a Service (SaaS) solutions span network and operations management, numbering, trusted communications and fraud prevention. For more information, visit [www.iconectiv.com](http://www.iconectiv.com). Follow us on Twitter and LinkedIn.

### **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](mailto:info@iconectiv.com)