



RAID.Cloud Subscription Fraud



Challenges Starting point for multiple telecom fraud scams

Subscription fraud is recognized as the most damaging of all non-technical fraud types. Perpetrators don't just stop with obtaining legitimate services illegally; they use it as a precursor to other types of fraud such as Revenue Share Fraud, Bypass Fraud, Device fraud, Content theft, etc. The effects can be catastrophic in terms of escalating complaints, poor customer experience, dissatisfaction among support staff, and diminishing investor confidence. To combat this, CSPs need a solution that can validate, authenticate and authorize subscribers by analyzing personal identification data coming from diverse data sets as well as ensure no disruption to the customer experience.



The Mobileum Solution RAID.Cloud Subscription Fraud

Subscription fraud is often categorized as bad debt rather than fraud. Operators globally estimate that nearly 40% of all bad debts are subscription fraud. RAID.Cloud Subscription Fraud app is designed to monitor and detect new attempts to re-enter the network. The engines evaluate new subscribers for instances of multiple activations and then using fingerprinting through social networks, can identify and classify fraudulent activities when they occur in near real time.

Benefits

Protects revenue and a CSPs reputation by quickly detecting fraud and identifying the proper actions to solve it



Proactively Detects Fraud
Helps to prevent and anticipate fraudulent behaviors and shortens time to market



Improves Customer Experience
Application analyzes fraud trends to accurately identify actual fraud incidents, reducing the number of "false positives"



Increases Revenue
Increases revenue by making traffic more secure and reducing customer churn



Quicker RoI
Fraud can be detected in minutes, enabling quicker response times to help minimize revenue leakage

Mobileum on AWS

Combining the proven capabilities of our on-premise deployments with AWS cloud approach, Mobileum helps Communication Service Providers (CSPs) improve fraud management agility and operational efficiency, simultaneously reducing exposure to new fraud threats. RAID.Cloud combines ease of use and the accuracy of industry-leading revenue and service assurance software, with the convenience of AWS cloud-based service. The application requires no hardware to buy, in-stall, maintain, or update and access to applications is easy: CSPs just need an internet connection. Leveraging AWS cloud infrastructure, RAID.Cloud can help accelerate deployment time and reduce the ongoing costs associated with managing a traditional on-premises application

Features



Pre-configured cloud based next-gen services

Pre-configured out-of-the-box functions are available over the with next generation AWS cloud-based services for providing complete fraud prevention. Detection of fraud patterns are performed through centralized data gathering & analysis, along with the ability to integrate with other RAID.Cloud offers



Advanced AI/ML Analytics

RAID.Cloud application has well defined detection engines that continuously evolve based on the latest fraud threats & behavior trends. It has in-built AI/ML analytics functions to provide fingerprinting capabilities for proactively predicting damaging behaviors or fraud types

BOX 25: Case Study: Tier-1 African Telecom Operator



Challenge

The CSP needed a solution that could validate, authenticate and authorize subscribers by analyzing personal identification data coming from the multichannel environment as well as ensuring no disruption to the customer experience - and without compromising or delaying real sales.



Solution

Mobileum, in partnership with AWS, deployed an advanced fraud detection solution to provide a multilayer approach to multichannel identity theft scenarios. In conjunction with adaptive rules, solution also employed Artificial Intelligence (AI) and Machine Learning (ML) models, to optimize fraud detection and reduce false alarms



Results

- Mobileum and AWS joined forces to stop the usage of synthetic identities
- ~500,000 - Subscriptions analyzed
- \$1.3 Million – Fraud Prevented
- ~400 – Fake Id's identified
- ~15 Million- addresses normalized through machine learning
- Advanced identity theft protection – Through dark web monitoring

Get started with Mobileum RAID.Cloud solutions on AWS

<https://www.raid.cloud/free/>