



The 2nd annual **Wholesale Fraud Forum 2015** took place on the **28 and 29 January** at the **Hilton Waldorf, London** and was attended by **41 companies** representing **27 countries**.

Here is a summary of the event highlighting the key topics and discussions that took place over the two days.

DAY 1: Wednesday 28 January 2015



The Day One conference sessions commenced with an opening presentation by this year's Lead Sponsor **TELECOM ITALIA SPARKLE** and their Director of Product Management for Voice Services, **Gianmarco Diana**. He went on to explain how TELECOM ITALIA SPARKLE has a series of processes and people solely dedicated to analysis, which can identify potentially vulnerable areas to fraudulent activity. He also highlighted the importance of being members of not just national anti-fraud associations but also international groups dedicated to helping deal with this problem.

This was followed by a presentation from **Robert Benlolo**, Senior Product Manager of Access Services for **TATA COMMUNICATIONS** who showed how issues with fraud are dealt within the company. During his speech, Robert stressed the importance of dealing with the problem instead of ignoring it as it makes good business sense in the long run.

Following on from these insights into how large carriers deal with fraud, the conference featured a 'REGULATORY INSIGHT' moderated by **Daniel Preiskel**, Senior Partner at **PRIESKEL & CO** and a panel consisting of **Katia Gonzalez Gutierrez**, Head of Fraud Operations at **BICS** and Chairperson at i3 FORUM, **Ian Smith** CEO of **TUFF** and **Paul Conway**, Head of Compliance & Operations for the **COMMISSION FOR COMMUNICATIONS REGULATION**. One of the questions asked by the audience was whether the people involved ever get caught. Paul Conway explained that they do, however it's not as many as they would like and above all for law enforcement agencies, fraud is not a sexy crime. The panellists concluded that it is important for carriers to work alongside the regulatory bodies to ensure that this is the case. There was also a call for more international collaboration as well as joining associations such as the i3 Forum to continue to ensure this collaboration.

Following the morning coffee and networking break, the day continued with a legal insight into **DEFINING FRAUD, LIABILITY AND RESPONSIBILITY FROM A CONTRACTUAL APPROACH** presented by **Daniel Preiskel**. The presentation reiterated that money lost in fraud may be hard to recover and the importance of laying out clear anti-fraud guidelines to avoid liability if fraud were to occur.

Following on from a much debated series of panels and presentations, delegates had the opportunity to enjoy a networking lunch sponsored by TELECOM ITALIA SPARKLE. This provided a great opportunity to summarise and further discuss the topics and themes brought up throughout the morning.

The conference continued with a panel looking at the winners and the losers among retailers and carriers moderated by **Dan Baker**, Research Director, **TECHNOLOGY RESEARCH INSTITUTE (TRI)** and a panel consisting of **Jan Dingenouts**, Consultant, **CARRIER SERVICES & ANTI-FRAUD**, **Joerg Debus** Voice Product Manager & Business Analysis, **DEUTSCHE TELEKOM ICSS** and **Marc Goldewijk**, Senior Product Manager for Voice Portfolio at **IBASIS**. The panel looked at ways that the retail carrier could not only protect themselves from fraud but also the end-user. Within the discussion, the panellists suggested it was important that you don't just protect or detect fraud but also inform the customer that the device or traffic they are using may not be safe.

An analyst insight by the previous panel moderator **Dan Baker** took place after the presentation. The session examined the vendor solutions market in wholesale systems and finding new solutions that fit. This emphasised the common goal that had been mentioned throughout the day which was the need for communication and a willingness to meet half-way among all the players.

The final presentation of the day looked at fraud management and how it can be carried out. This was presented by **Steve Heap** from **IPSOFT** who explained how the systems being developed by IPSOFT should be considered by carriers as potential solutions to their fraud problems.

After a day of heated debate and numerous questions, delegates enjoyed a networking drinks reception where there was the opportunity to continue to discuss the main topics of the day and interact with the speakers.



DAY TWO: Thursday 29 January 2015



Day Two of the **Wholesale Fraud Forum** began with a panel looking at IRSF (International Revenue Share Fraud) and how to implement an IRSF monitoring and management strategy. The moderator for this panel was **Robert Benlolo**, Senior Product Manager of Access Services from **TATA COMMUNICATIONS**. The panellists were **Kingsley Unah**, General Manager of Revenue Assurance & Fraud Management from AIRTEL NIGERIA, **Mark Currier** International Voice Product Manager, **TELIASONERA INTERNATIONAL CARRIER** and **Ammar Hamoda**, Carrier Relations and Interconnections Specialist, **ZAIN SUDAN**. Points covered and highlighted included the fact that it is essential for rates to be kept as simple as possible and that currently carriers see their efforts as 'thankless'. It was also stressed that real life cases are not solved quickly as investigations can take years to carry out but that it is important that they are dealt with. Regulation plays an essential role and they need to be kept up-to-date with what is happening not just locally but at an international level.

Following a networking break delegates returned to the conference for the last sessions of the day. **Ian Waller**, VP Carrier Relations & Partnership, **BEESEND** presented on SMS Fraud with a close look at A2P fraud, including spamming, flooding, spoofing, viruses, faking and hijacking SMRC. His biggest and most simplistic solution was to remember that smart phones are computers and how it is essential to make sure they are protected by a firewall.

The presentations ended with **David Morrow**, Group Security Fraud, **VODAFONE** giving his insight into VAT Fraud. The presentation examined how it is theoretically carried out, using a real life example to highlight not only how it was done but what the consequences and outcomes were (Kittel vs Belgium case c-439/04). He highlighted Ian Smith's point from Day One before about fraud not being "sexy" but went onto explain that VAT Fraud is "2.3 billion dollars worth of sexy".

Finally after a day and a half of intense discussion, the conference ended with some final remarks from **Fergus Nugent**, Head of Fraud, **TALK TALK GROUP** adding some extra points on the topic of IRSF and highlighted that the solution to this problem and many others within fraud lies among the people present in the conference room.

The Wholesale Fraud Forum 2015 ended with a networking lunch in the Palm Court.

We look forward to seeing you again next year!

2015 Sponsors included:

Lead sponsor:



TELECOM ITALIA GROUP

Associate sponsor:



Media partners:

