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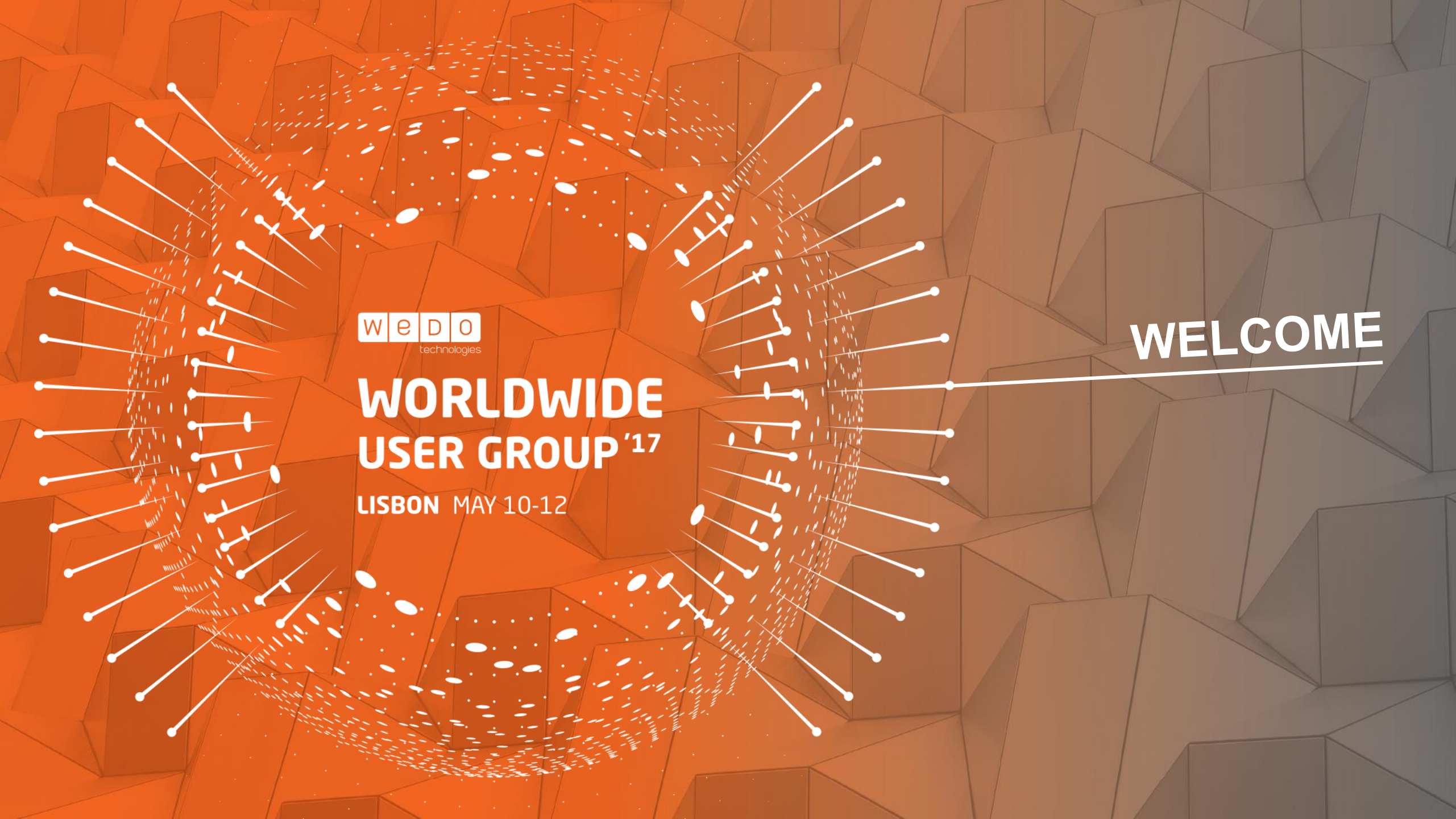
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WORLDWIDE
USER GROUP '17
LISBON MAY 10-12
WELCOME

This year the event will be all about “know the unknown”

Know the unknown...

We will try to take you on a journey on how Telcos can leverage information they have in-house

To minimize risks inherent to their business models

To enable more agile and safe digital transformations

To take advantage of new technological developments and provide memorable experiences to their customers

WELCOME

TO OUR WORLDWIDE USER GROUP ‘17

Some numbers of this year’s event

+40
speakers during the 3 days

+250
attendees

Around
+65
telecom operators represented

+50
countries represented

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WHAT WE HAVE ACHIEVED SO FAR

WORLDWIDE LEADERSHIP IN
REVENUE ASSURANCE AND FRAUD MANAGEMENT SOFTWARE

Customers, Team & Culture

More than 180 customers
in more than 100 countries

Offices in 10 countries
and in 5 continents

A team of +/- 600 people
from more than
20 nationalities

A "WEDO" CULTURE

Together building a COMMUNITY!
that shares experiences and learn with each other

Strategy & Market Presence

#1 in the world
in Telecom Revenue Assurance and Fraud Management Software

- Gartner
- Stratecast / Frost & Sullivan
- Analysis Mason

World class reference customers
in Telecom, but also across other industries

Indirect channel for non-telco
started with two global/Worldwide partners already certified

Financials

YTD Last 16Y

Orders:
668M€

Revenues:
627M€

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MOVING FORWARD:

WE LAID DOWN A CLEAR STRATEGIC PATHWAY FOR THE NEXT 5 YEARS

VISION

be the recognized and trusted world leader for risk management in the TMT market space with the implementation of a flexible and customer-centered approach

TIMELINE	UP UNTIL NOW..	... OUR VISION GOING FORWARD		
Addressable market	Telecom	TMT		
Scope	RA & FM	RA & FM	+	Broader Risk Management
Target Customer Model	B2B	B2B	+	B2B2X
Footprint	Global	Global		
Revenue Model	Project based	Project based 60%	+	Recurring Revenue 40%
Delivery Model	On-Prem	On-Prem	+	Cloud Based
Product Provisioning	Delivery Services	Delivery Services	+	Self-Provisioning
Implementation time	Long (More than 4 months)	Long (but faster)	+	Instantaneous

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TO ACCOMPLISH THIS VISION

WE REVIEWED OUR ORGANIZATION AND STRENGTHENED OUR EXECUTIVE TEAM

CEO
Rui Paiva

Chief Operations Officer
João Moita

Chief Financial Officer
Fernando Videira

Chief Marketing & Strategy Officer
Bernardo Lucas

Chief Delivery Officer
Álvaro Ribeiro

VP Global Alliances
Miguel Moreira

Chief Technology Officer
João Resende

VP NAC
Thomas Steagall

VP Europe
Renato Gaspar

VP Central America
Mário Ramos

VP EEMEA
Rui Campos

VP South America
Alexandre Marques

VP Asia Pacific
David Burks

VP Business Development
Inês Ferreira

VP Product Development
Raul Azevedo

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WE ARE FOCUSED ON EXPLORING RISK MANAGEMENT

BUSINESS MANAGEMENT & OPTIMIZATION MARKET SPACES ACROSS TMT

	Telecom B2B	**Media** B2B	**Technology** B2B2X
Risk Management Revenue Assurance Fraud Management Business Assurance	1 Switch-to-bill Provisioning Assurance IRSFraud Bypass Fraud Test Event Generator	4 Performance Fraud Display Fraud	5 Settlement Assurance Billing and Rating Validation SLA Assurance Customer Risk Profiling
Business Management Collections Incentives Roaming	2 Collections Management Roaming Management Incentives Management		
Business Optimization Analytics (tied to action and optimization enablement)	3 Churn Prediction Margin Optimization Social Influence		6 Customer Qualification Lead warm-up Brand Diagnosis Quality of experience Content mapping

Legend: Core Market | New Business

Priority Industries

- Telecom
- Banking
- Utilities
- Retail

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HAVING DESIGNED OUR OFFER TO CAPTURE THESE OPPORTUNITIES

	Telecom B2B	Media B2B	Technology B2B2X
Risk Management Revenue Assurance Fraud Management Business Assurance	RAID REVENUE ASSURANCE RAID INCENTIVES RAID ROAMING		Clean.Click DIGITAL FOOTPRINT (Risk Profiling)
Business Management Collections Incentives Roaming	RAID ROAMING RAID INCENTIVES RAID COLLECTIONS	RAID.Cloud (Telecom B2B Apps)	
Business Optimization Analytics (tied to action and optimization enablement)	RAID OPTIMIZE WAC		DIGITAL FOOTPRINT (Customer Qualification, Brand Diagnosis) TEG WAC

Legend: Core Market | New Business

Priority Industries

- Telecom
- Banking
- Utilities
- Retail

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TELECOM RISK MANAGEMENT

THE TRANSFORMATION OF CSP'S INTERNAL & EXTERNAL VALUE CHAIN, POWERED BY A DIGITAL REVOLUTION IS CHANGING THE RULES OF THE GAME

But where along the new value chain will telecom operators position themselves?

Digital Service Providers Transformation, enabling a variety of ecosystems and digital service delivery platforms, connecting consumers and providers together

Digital service provider

What are the risks **of this revolution?**

Does it mean one more level of unpredictability in our world… or does it simply mean **we are changing gears?**

How this is **shaping the industries** we live and work with?

And, last but not least, how this will shape the work of Revenue Assurance, Fraud Management and other Enterprise Business Assurance professionals?

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TELECOM RISK MANAGEMENT

THIS TRANSFORMATION WILL BE ENHANCED BY A WIDE RANGE OF OTHER TECHNOLOGY DEVELOPMENTS

- NFV/SDN
- Augmented and Virtual Reality
- Artificial Intelligence
- 5G
- IOT

IMPACT ON THE CSPS

- Elastic **infrastructure/ scalability**
- Technological **Update/ replacement**
- **New business** models
- **Functions** automation
- **New service** models
- **New partner** ecosystems
- **New multi-party** sources of revenue
- **New partnerships** (Telco + Media)
- Additional **sources of data**
- **New competition**

TELECOM RISK MANAGEMENT

AS CONSEQUENCE A NEW LANDSCAPE OF RISK MANAGEMENT USE CASES IS EMERGING

DRIVERS

- Internal Risks
- B2B
- Usage Billing
- CDR Based
- Workflow
- Near Real Time

FUTURE DRIVERS

- Internal & External Risks
- B2B2X
- Service Billing
- IP Based
- RPA
- Real Time

RAID
FRAUD MANAGEMENT

RAID
BUSINESS ASSURANCE

RAID
REVENUE ASSURANCE

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TELECOM RISK MANAGEMENT

OUR GOAL IS TO TACKLE THIS EVOLUTION BY “CLIMBING THE LADDER” AND POSITIONING RAID AS A BROADER OPERATIONAL RISK MANAGEMENT PLATFORM WITH BUILT-IN SOLUTIONS FOR TELCOS

REVENUE ASSURANCE/FRAUD MANAGEMENT
(or vertical equivalent)

- Siloed functions/ individual departments
- Vertical specific solutions
- Disconnected internal strategy

OPERATIONAL INTELLIGENCE CONTROLS PLATFORM

- Cross-enterprise coverage
- Market bolt-ons for GRC, SIEM, supply chain, etc.
- Monitoring, alerting and interactive decision making
- Cloud/ COTS

ENTERPRISE RISK MANAGEMENT

- Process visibility
- Operational Risk
- Enterprise strategy
- Business continuity, GRC, transparency

ENTERPRISE BUSINESS ASSURANCE

- CEO/CFO cohesive business strategy
- Completeness of process visibility, creation, and analytics
- Events, monitor, BI
- Risk/GRC & operations

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TELECOM BUSINESS MANAGEMENT

SOFTWARE PRODUCTS TO MANAGE TELECOM PROCESSES

RAID COLLECTIONS

CREDIT CONTROL & COLLECTIONS MANAGEMENT

RAID Collections manages and automates your credit control and cash collections process

RAID INCENTIVES

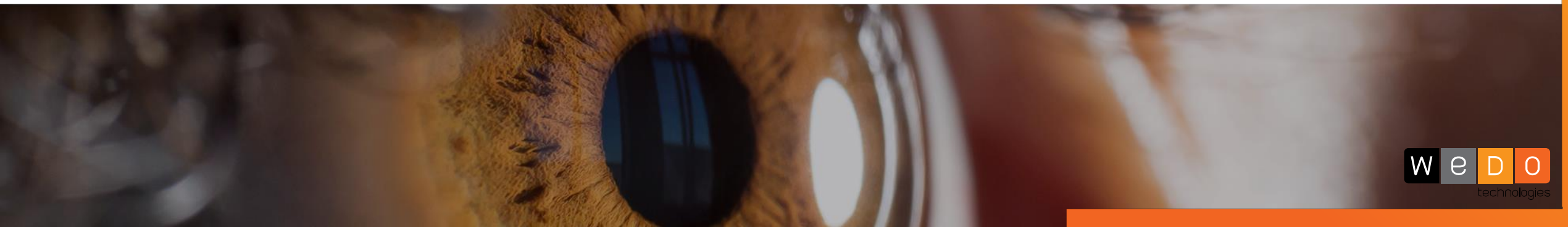
INCENTIVES MANAGEMENT

RAID Incentives offers extensive pre-built incentive types tailored to calculate the specific and advanced commission plans

RAID ROAMING

ROAMING MANAGEMENT

RAID Roaming, web-based application that proves to be an effective tool for managing an operator roaming business



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TELECOM **BUSINESS OPTIMIZATION**

WE ARE ALSO LEVERAGING OUR TELCO KNOW-HOW & ACCESS TO INFORMATION TO ADDRESS A GROWING TREND IN DATA HANDLING AND ANALYSIS

Despite the fact that the **analytics market** is highly **competitive** that are some assets that WeDo can leverage to conquer its space in the **telecom space**

More than **150 Software** Customers…

…that already have the **data processed**

… and where we can show our **analytical value**

We can do it with **2 approaches**:

Using our own **analytical consultant** teams to leverage our technology

Or using our **strategic partners** to leverage our technology

WAC

PARTNERSHIPS

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MEDIA RISK MANAGEMENT

IN THE MEANWHILE, WE'RE ALSO TRYING TO ADDRESS THE ADJACENT DIGITAL AD FRAUD MARKET, WHICH IS A GROWING PAIN FOR ADVERTISERS

STEP 4

A bot performs a serial download of the app (10.000 installs). Result: $30.000 spent with zero impact!

FINAL CONTENT CUSTOMERS
(Traffic)

Valuable traffic

Fraudulent traffic

Hackers

Retains 30%

Size of digital ad fraud was ~$7b in the US alone

CleanClick

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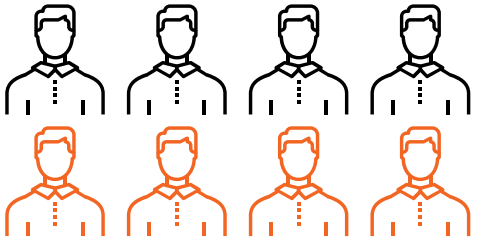
TECHNOLOGY

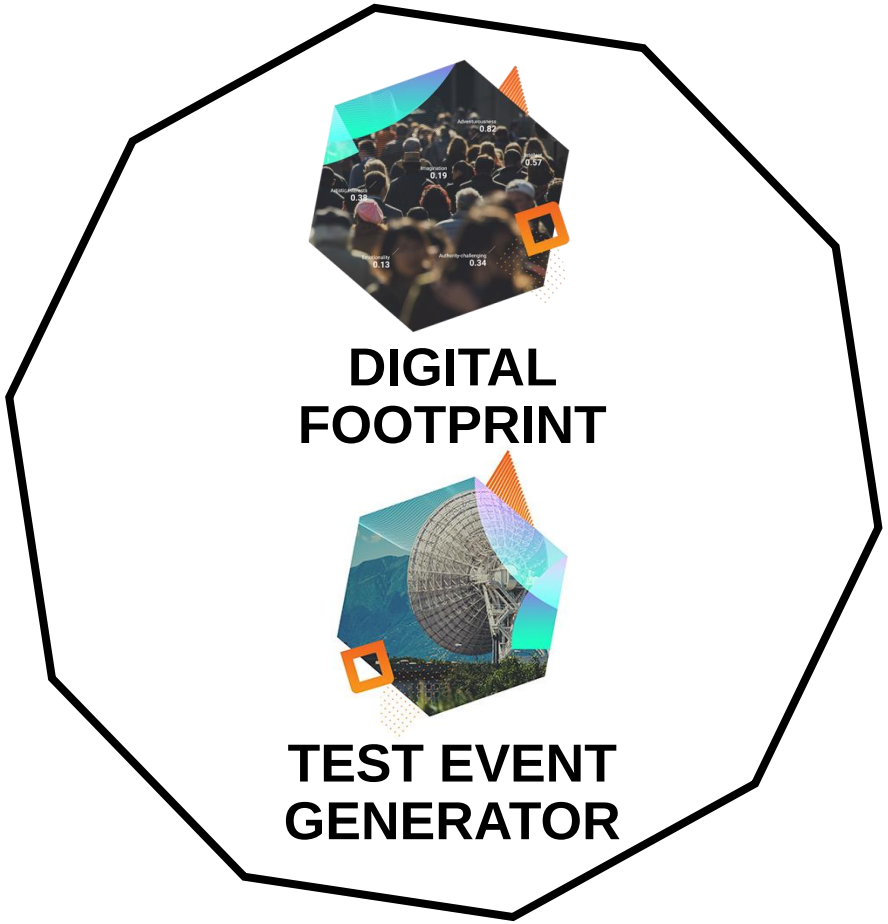
… AND SEEKING FOR OPPORTUNITIES TO DRIVE VALUE FOR END-USERS, THROUGH OUR TELCO CUSTOMERS AND TECHNOLOGY PARTNERS

FINAL CUSTOMER (End-users)



CORPORATE + MASS MARKET

Bank of America, PEPSICO, Walmart, FedEx



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WE WILL SERVE ALL THESE MARKETS WITH A COMMON
ARCHITECTURE FOR ALL SOFTWARE PRODUCTS

Risk Management

RAID REVENUE ASSURANCE

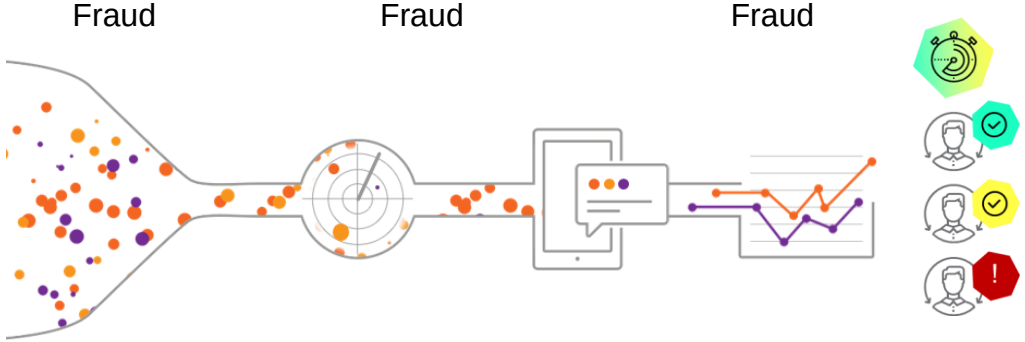
RAID FRAUD MANAGEMENT

RAID BUSINESS ASSURANCE

ON PREMISES MODULES

CLOUD APPS

- Roaming Fraud
- Bypass Fraud
- IRSF Fraud
- High Usage Fraud
- PBX Hacking
- Prepaid Fraud
- Dealers Fraud
- Wholesale Fraud
- Subscription Fraud
- Assets Misappropriation



NEXT GENERATION END-TO-END RISK MANAGEMENT SOFTWARE + PREBUILT MODULES READY TO USE

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AND IN ORDER TO **ADAPT TO THESE TRENDS**

WE HAVE STRUCTURED OUR PRODUCT PORTFOLIO ALONG 3 BUSINESS LINES

RISK MANAGEMENT

- RAID REVENUE ASSURANCE
- RAID FRAUD MANAGEMENT
- RAID BUSINESS ASSURANCE

BUSINESS MANAGEMENT

- RAID INCENTIVES
- RAID COLLECTIONS
- RAID ROAMING

BUSINESS OPTIMIZATION

- RAID OPTIMIZE
- Profitability
- Location Intelligence
- Social Footprint
- Customer Insights
- Campaign Prototyping

WAC (WeDo Analytics Center)

APPS (CLOUD)

MODULES (ON-PREMISES)

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… MAINTAINING, IN PARALLEL, A STRONG

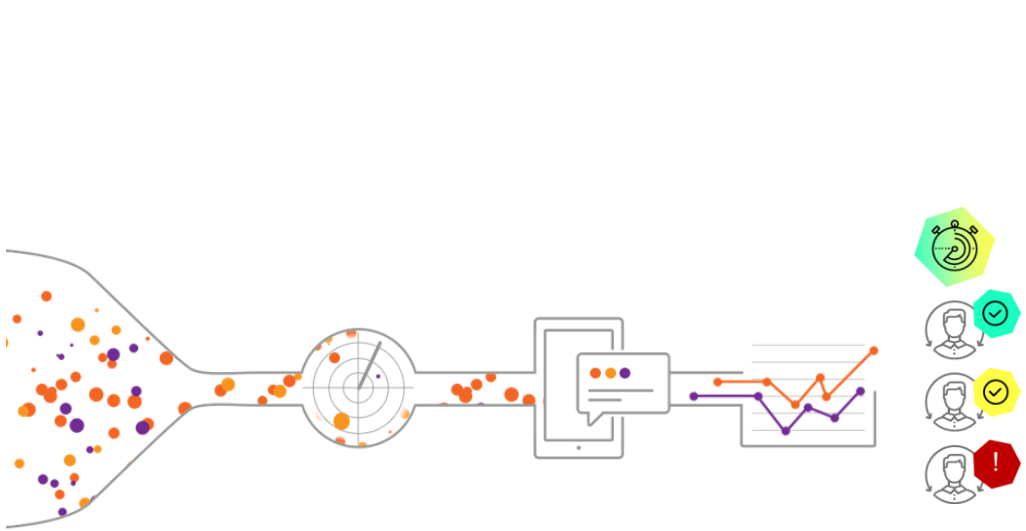
TECHNOLOGY AND BUSINESS ROADMAP

TECHNOLOGY ROADMAP

The **technological update** and set up of the RAID platform individual components is a critical part of the overall **Risk Management**, Business Management and **Business Optimization implementation**

BUSINESS ROADMAP

The **Business Roadmap** to deliver an out-of-the-box use cases (also called OOTB or off the shelf), that “works immediately” on top of the platform after installation without **minimum modification**



RAID

ON-PREMISES SPECIFITIES

RAID.Cloud

CLOUD SPECIFITIES

MODULES LICENSE (ON-PREMISES)

APPS (CLOUD)

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FINALLY, WE LAUNCHED OUR OWN TELECOM "APPSTORE"

WHICH TAKES ADVANTAGE OF RAID'S POWERFUL CAPABILITIES, WITH MINIMUM SETUP TIMES & NO HARDWARE COSTS

RAID.Cloud

FRAUD MANAGEMENT

ROAMING FRAUD

BYPASS FRAUD

INTERNATIONAL REVENUE SHARE FRAUD

SERVICE ASSURANCE OPTIMIZATION APPS

DIGITAL FOOTPRINT

TEST EVENT GENERATOR

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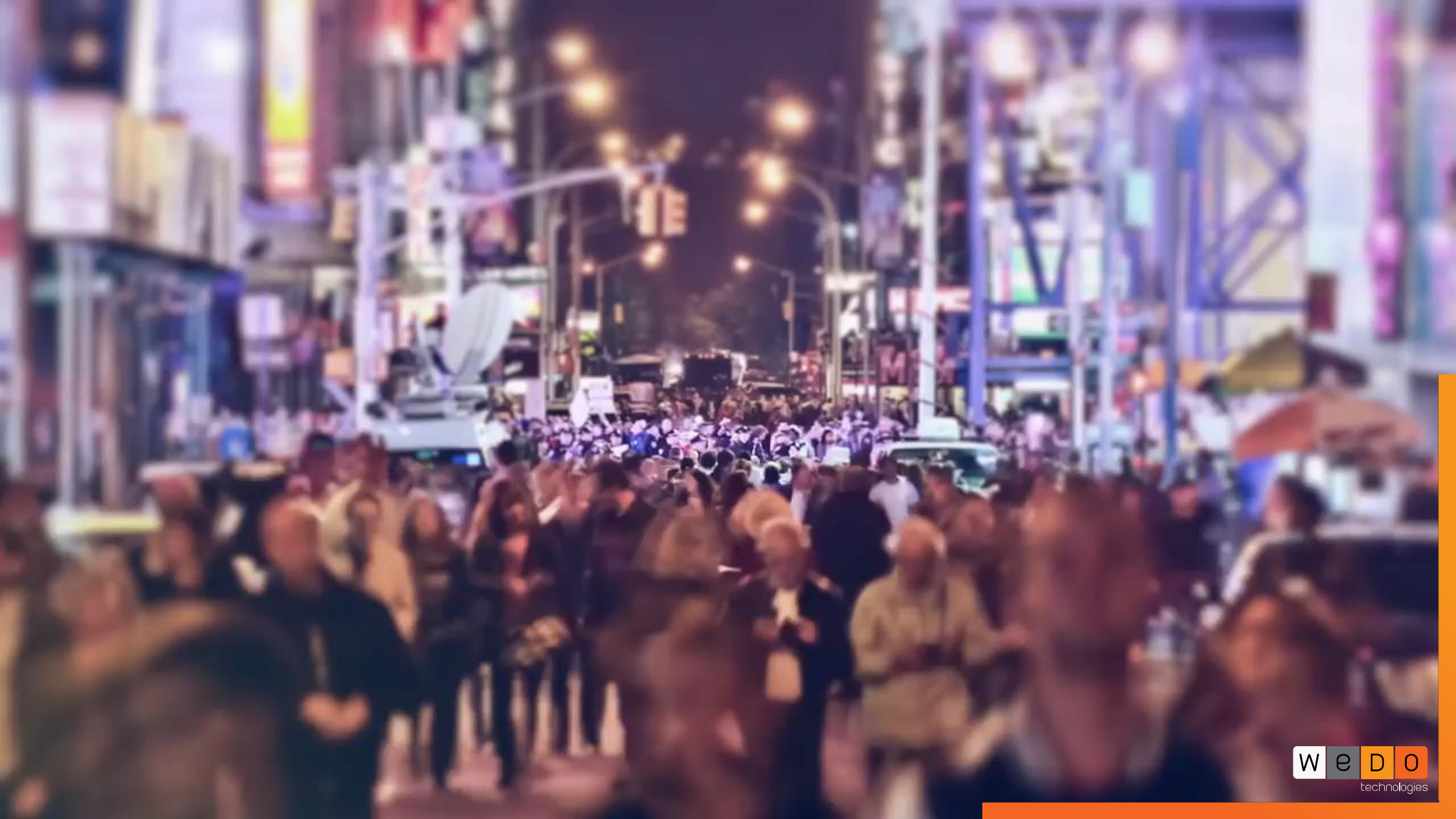
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THANK YOU

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