

Lose less with  
**Basset Watchdog**  
A solution suite for  
revenue assurance  
and fraud management

**Watchdog** is a complete solution suite focusing on fraud management and revenue assurance – everything is designed to avoid revenue loss. You get effective tools that will help you to constantly stay one step ahead of the fraudsters and to detect, prevent and act on revenue leakages. **Watchdog** is a flexible solution that makes it easy for you to expand into new areas.

Use **Watchdog** and you will get more by losing less.

#### Watchdog Fraud

Watchdog Fraud is a very powerful system and one of the most utilized solutions on the market when you want to fight – and win – the fraud battle.

This cost-effective fraud management solution is based on our three-step philosophy: Detect, Act, Prevent. It gives your organization full support in your ongoing efforts against fraudsters.

And it can easily be expanded with our Watchdog Reconciliation to detect revenue leakage. Watchdog covers all fraud scenarios with its unique flexibility and reporting capabilities via dashboard and reports. Watchdog will help you maintain control of your business.

#### Watchdog Reconciliation

Implementing our Watchdog Reconciliation solution will immediately help boost your revenue by taking control of your revenue streams and processes. Without the proper processes and tools, your losses will increase as your network grows.

The solution is an effective and very easy-to-use tool that will help you detect and prevent revenue leakages. It is also easy to expand with our Watchdog Fraud Management solution.

It is a low risk investment to implement Watchdog Reconciliation as your revenue assurance system – but the return is high.

#### How Watchdog can give you more

- A Watchdog deployment is fast and can quickly generate large savings in prevented loss. Most customers obtain payoff in less than six months from contract signing.
- The solutions are very easy to integrate thanks to our flexible mediation device. We have over 200 off-the-shelf interfaces for different network elements in mobile, fixed, IP and convergent environments.
- We have been working with fraud management and revenue assurance for more than a decade. Use our experience to identify leakage and fight fraudsters.
- The solutions within the Watchdog suite are designed to work together – if you invest in one solution you can easily expand with another.

## Watchdog Fraud

This is one of the best and most utilized solutions on the market when you want to fight – and win – the fraud battle.

With its unique flexibility and reporting functionality via dashboard, it covers all fraud scenarios you might encounter. Watchdog will help you stay in control of your business.

**You are losing money.** You were doing it yesterday and will continue to do so in the future. The challenge you face is how to minimize the loss. In fact, telecom operators all over the world suffer from fraud being committed within their network.

It doesn't matter whether the subscriber base is prepaid or postpaid, or whether you are recently established or have been in the business for a very long time. The fraudsters will always be there. Both inside and outside of your company.

GSM Association estimates fraud and revenue leakage-related losses at 3% to 10% of an operator's revenue. You can be sure the fraudsters will be there the moment you fail to properly monitor your business.

You will also recognize the increasing sophistication demonstrated by fraudsters. Criminals will organize themselves and act as legitimate companies to gain access to more services and higher credit limits to maximize their illegal payouts.

Also, the constant introduction of new technologies opens the door for new, ingenious ways to obtain money, airtime or sensitive information.

Basset is a solid partner in combating fraud. By implementing **Watchdog Fraud** you'll get an effective tool that will help you to constantly stay one step ahead of the fraudsters.

## Watchdog Reconciliation

Are you in control of your revenue streams and processes? The latest surveys by KPMG show that telecom providers lose 3% to 8% of their total revenue in leakages each year, and in some cases the losses have reached as much as 20%.

As telecom networks are becoming more complex, they open up for more potential leakages from technical errors or system malfunctions.

Without the proper processes and tools, your losses will increase as your network grows. So what can you do to ensure the integrity of your revenue streams?

The answer lies in how you capture data and the consistency of your system set-up. Even if you collect 100% of all chargeable information from your switches, it is very likely that errors, poor configuration or bad software might cause a loss of chargeable data, resulting in less-than-expected collected revenue.

Revenue assurance is all about identifying and correcting the poorly performing systems and processes causing the leakage. This prevents further loss, and in the best case, redeems lost revenue and prevents additional errors. With good processes and a well implemented revenue assurance tool, you will get more out of your network and increase profits.

Implementing **Watchdog Reconciliation** as your revenue assurance system involves a small investment, low risk and high ROI.

## Value proposition

### Watchdog Fraud

- **Watchdog Fraud** will give you the confidence of having a competent fraud management system that is well prepared for the new services and rapid subscriber base growth of the future.
- **Watchdog's** decade-long track record, combined with the competence and knowledge transfer of Basset staff, will help ensure your operation runs smoothly. Watchdog provides unique flexibility, with faster reactions to market changes, thus enhancing the operators' performance. Thanks to our proven delivery model and competent staff, it can be implemented as a turnkey project in a few weeks.
- **Watchdog** is a future-proof, highly scalable solution that includes an advanced rating engine as well as a full-scale mediation device. This flexible fraud management system detects all industry-known and user-defined fraud scenarios.
- Combating fraud is not cheap, but does not necessarily have to be prohibitively expensive. It requires a stable system running on a well-known platform. Your fraud analysts should work with **Watchdog Fraud** - a fraud management system that supports fast and accurate decision-making.
- Basset is a member of the GSM Association and we follow the latest trends and standards to ensure we are capable of detecting fraud in all kinds of networks.

*"Watchdog is a flexible and user-friendly fraud management solution that has proven very effective for our organization. Tele2 have been using Watchdog more than 10 years, meaning it has met our expectations of scalability and availability over time. Watchdog is an extremely cost-effective and flexible solution that I can highly recommend."*

Erik Strandberg  
Fraud Director, Tele 2

### Watchdog Reconciliation

- **Watchdog Reconciliation** is delivered as a turnkey solution and provides an effective tool to detect and promptly address revenue leakages. By drawing on our extensive experience of data mediation, wholesale/ retail billing and data processing, this solution goes straight to the point of increasing your profits!
- The solution can be configured to include a vast number of reports and statistics tailored for your CFO, your profit & loss-responsible product owners, the networking department or even the system administrator. All reports can be presented on the screen, printed on paper or exported for further processing and analysis.
- The flexibility in our reconciliation engine allows us to make any customer-specific controls needed, ensuring the system evolves and grows with your business.
- Implementing reconciliation capabilities through Watchdog involves a small investment, low risk and in all likelihood, a high ROI.
- Extensive reporting functionality on data from virtually any network source in near realtime makes our system a valuable tool for marketing and other departments that need up-to-date information on customer behavior and network usage.
- Basset is a member of the GRAPA and GSM Association and we follow the latest trends and standards within revenue assurance.

*"Basset's Watchdog Fraud Management System has come in service at our company as substitute for a obsolete FMS from another vendor. The implementation of the Watchdog system in to our network was surprisingly easy. The solution has a perfect GUI that allows operators to take advantage of it "over the night". Another important factor for us was the Windows operating system which allows better and less complicated software maintenance. The solution from Basset is very cost effective."*

Leopold Solc, Fraud Prevention, Mobitel d.d.,  
Slovenia

# BASSET