

How Batelco is Tackling Nefarious Telecom Frauds with Subex Fraud Management System





I have been working with the Subex team for the last few years. Since then, I have been thrilled to see how effective and accurate our teams have become at monitoring fraud. Thanks to Subex's fraud management system and their managed services team, we are able to increase fraud coverage, reduce fraud losses, and improve detection significantly.



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About the Operator

Batelco, short for Bahrain Telecommunications Company, is a Tier-1 integrated communications service provider in the Kingdom of Bahrain. With nearly 3.8 million subscribers, Batelco has retail as well as enterprise business services, including offerings related to mobility, connectivity, cloud, and eCommerce.

Problem Statement

Telecom fraud continues to be a major problem for telcos across the globe as it has a significant impact on their bottom-line revenues and their customer's experience. The emergence of new services, fierce competition for customer retention, and a significant drop in voice and SMS revenue have severely impacted the bottom lines of telcos worldwide. However, the advent of new services has also increased threat surface, making it paramount for telcos to have a robust fraud management system.

Being mindful of this fact, Batelco needed their fraud monitoring to step up as they were accelerating their digital transformation journey. They ought to enhance their risk mitigation strategy, be better prepared for fraud threats, facilitate seamless knowledge exchange, use industry best practices, and enhance their operational efficiency while continuing to safeguard their revenues and, above all, sustain a positive customer experience.

Subex's Approach

For the past few years, Subex has been a strategic partner for Batelco, chosen for its proven expertise and reputation as a market leader in the fraud management space. Subex supported Batelco's vision by enabling modern fraud management functionalities through its industry-leading Fraud Management Solution and its 24*7 managed services engagement driven by Subex's shared services hub.

Through this engagement, Batelco is empowered to identify those fraud scenarios running undetected in the system and increase coverage and minimize risks. This would help reduce

costs and free up valuable bandwidth for Batelco to focus on its core competencies and customer-centric processes.

Leveraging strong fraud expertise, several new controls were built and configured to monitor traffic and check fraud instances so that Batelco could keep a close eye on fraud threats. A significant amount of automation was brought in to reduce false positives and auto barring for immediate suspension of numbers of fraud subscribers. Apart from this, Batelco was enabled with tools and capability within the fraud management system to perform ad-hoc activities like monitoring internal frauds for areas in adjustments, bulk activation, IMEI analysis, etc. Additionally, Batelco has access to a comprehensive repository of process documents that has standardized and streamlined fraud management activities for easy reference.

Outcomes

Through this multi-year engagement, Batelco was enabled to reinforce its defense against fraud. There were able to reduce fraud losses, increase fraud management efficiency and coverage, increase the number of fraud controls, and improve documentation. Some of the outcomes from this engagement were:

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 Increased fraud coverage qualitatively to include nefarious telecom frauds including Wangiri, in and out-roamer frauds, credit card frauds, PBX hacking, CLI spoofing, payment/adjustment fraud, etc.
- Achieved 55% reduction in roaming frauds
 
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 Tremendous improvement in the fraud hit ratio
- Drastic reduction in the false positives
 

Benefits

Some of the key benefits from this engagement were:



Safeguarded revenues **with proactive mitigation of business risks** in the most cost-effective way.



Reduced operational cost and helped Batelco derive maximum **Return on Investment** from its fraud management business operations.



End-to-end visibility of performance through effective monitoring, which provided a detailed picture of fraud management operations.



Institutionalized fraud management best practices and workflows, which Subex has acquired from OSS/BSS product deployments and Managed Services engagements all over the world.



Enhanced the service agility, operational efficiency, and guidance by industry-standard fraud management methodologies and KPIs.



Proactive value creation in terms of bringing in best practices from the globe, e.g., risk assessment for new products, updating hotlist database through inputs received via Subex's Center of Excellence, industry forums, etc.

About Subex

Subex is a pioneer in enabling Digital Trust for businesses across the globe. Founded in 1994, Subex helps its customers maximise their revenues and profitability. With a legacy of having served the market through world-class solutions for business optimisation and analytics, Subex is now leading the way by enabling all-round Digital Trust in the business ecosystems of its customers. Focusing on risk mitigation, security, predictability and intelligence, Subex helps businesses embrace disruptive changes and succeed with confidence in creating a secure digital world for their customers.

Through HyperSense, an end-to-end augmented analytics platform, Subex empowers communications service providers and enterprise customers to make faster, better decisions by leveraging Artificial Intelligence (AI) analytics across the data value chain. The solution allows users without a knowledge of coding to easily aggregate data from disparate sources, turn data into insights by building, interpreting and tuning AI models, and effortlessly share their findings across the organisation, all on a no-code platform.

Subex also offers scalable Managed Services and Business Consulting services. Subex has more than 300 installations across 90+ countries. For more information, visit www.subex.com

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