



ZIRA N2B FRAUD MANAGEMENT 6.0

Online events monitoring with automated actions for instant fraud detection and prevention.

ZIRA Fraud Management solution uses intelligent and unique detection methods and technology for fraudulent events monitoring and prevention across all Telco business domains and services: wireline, wireless, xDSL, interconnect, prepaid, VAS, VoIP, roaming, voicemail, SMS/MMS/UM etc. including different origin segmentation: Subscriber, Dealer, Content Provider, or Internal.

N2B FM 6.0 brings in the new way of making better decisions and driving your business efficiently, rather blocking fraud attempts than analyzing fraud events. Integrated vision of scoring and risk propensity in N2B FM 6.0 utilizing new approaches deploying Random Forests and Ranked Multi-label Rule (RMR) algorithms. N2B FM 6.0 enables building of improved models and compares the advantages of neuro-fuzzy systems over traditional statistical techniques in risk evaluation.

Multi-Device support user management (smart-phone, tablet or desktop) additionally increase the fraud and loss prevention agility.

N2B FM 6.0 Link Analysis facilitates principles of Social Network Data Analysis establishing connections and relationships between people and events simplifying fraud investigation and discovery of data patterns related to organized malicious activities.

ZIRA N2B Risk Management

What's NEW in ZIRA N2B FM 6.0:

Advanced Scoring utilizing Random Forests and Ranked Multi-label Rule algorithms

Link Analysis facilitating Social Network Data Analysis principles

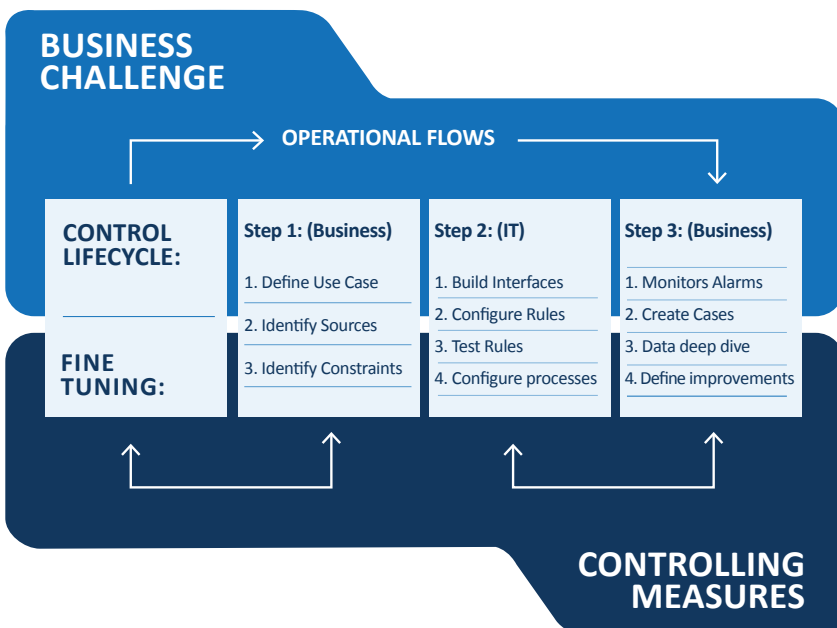
Geo-mapping of the Risk Propensity

Cross-department collaboration enablement (Sales, Security etc.)

Multi-Device support for fraud management & operations

Dynamic "Tuning Stage" validation & environments transparency

Increased performance processing: 28.000 CDRs/sec



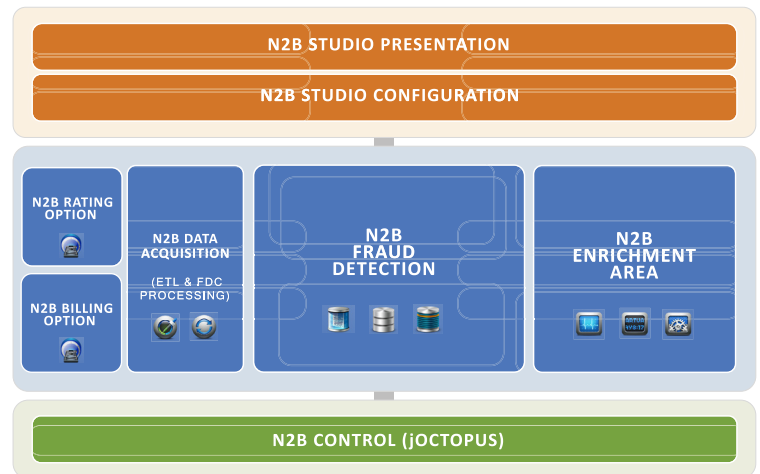
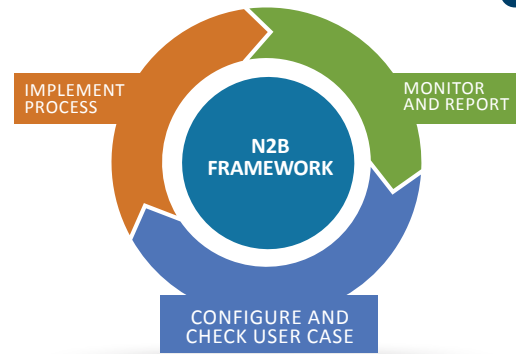
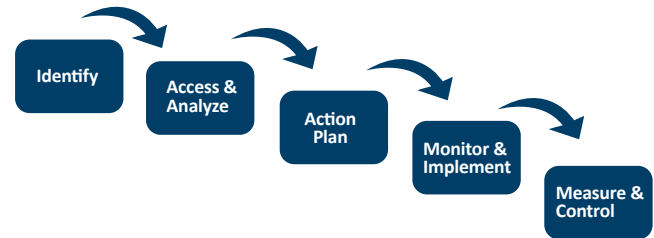
Less than TWO Months to first ROI recognition!

N2B FM 6.0 deployment scalability converts the N2B FM Soft-Launch(s) into real ROI recognition.

Maturity or Industry standard prioritized set of controls shall help you reach your first ROI milestone in less than two months while your N2B FM 6.0 continues to seamlessly expand its coverage preventing losses and securing the steadily ROI growth.

ZIRA N2B FRAUD MANAGEMENT 6.0 KEY CAPABILITIES:

- ▶ Vendor independent deployment configurability (data acquisition, rules, processes, result views)
- ▶ SOA Based On-line integration for Master data (Customers, Orders, Dealers, Partners ...) acquisition and timely update securing the System accuracy.
- ▶ Multi-Device support (SmartPhones, Tablets, Desktops) independent deployment for FM operations agility.
- ▶ Intelligent profiling configurability and segmentation
- ▶ On-line monitoring for timely fraudulent event detection and corresponding actions.
- ▶ Multi-environment transparency support to secure DEV vs. TEST vs. PROD setup and configuration transition.
- ▶ User friendly personalization of its N2B working environment
- ▶ User click-distance from any system's result view (alarms, grids, graphs, MDA) for direct drills to the relevant events and CDRs
- ▶ Multi-dimensional (OLAP cubes) Analysis of fraud events, types and results
- ▶ Flexible List Management (Black, Gray, Hot, Candidate, Exception Lists)
- ▶ Configurable Advanced Scoring (rules, events etc.)
- ▶ Pre-integration with major Active SIM-Box Detection services & reports (Keynote SIGOS etc)



ZIRA N2B FM 6.0 PRECONFIGURED PACKAGES

▶ Premium Rate Service Fraud	▶ SMS Fraud
▶ Voucher and Account Refill Fraud	▶ Pre-paid Fraud
▶ VOIP/Illegal gateway/ SIM BOX Fraud	▶ Wangiri Call Back Fraud
▶ Subscription Based Fraud	▶ Interconnect Fraud with SS7 Analysis
▶ Roaming Fraud	▶ Dealer Fraud - Commission and Equipment Abuse
▶ PBX Hacking Fraud	▶ Internal Fraud (adjustments, procurement, claims, inventory ...)
▶ Cloning Issues: Overlapping, Network Switching	▶ Credit Control and Credit Risk Exposure

Faster Deployment Mechanisms

N2B FM 6.0 modularity and E2E configurability enables you with faster recognition of the ROI prioritized milestones.

On-line data control

N2B FM 6.0 has increased fraudulent detection results and accuracy due to on-line data control.

3rd Party Independency

Entirely ZIRA developed N2B FM 6.0 obsoletes 3PP's compatibility delays and cost overheads