

# WEDO TECHNOLOGIES WORLDWIDE USER GROUP SUMMIT 2016 Lisboot

Lisboa Portug May 11-13

#WUGS



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www.wedotechnologies.com/wugs16

## BEING PART OF OUR WORLDWIDE REVENUE ASSURANCE AND FRAUD MANAGEMENT COMMUNITY ENABLES YOU TO:

#### SHARE

user experiences in a multi-industry environment with professionals from the telecom, retail, utilities and healthcare sectors

#### LEARN

through interactive sessions around Revenue Assurance, Fraud Management, IoT, Machine Learning, Big Data and Predictive Analytics

#### CREATE

a great place and time to gain valuable insights into the best practices for Revenue Assurance and Fraud Management

#### **BE INSPIRED**

by thought provoking ideas from prominent international speakers

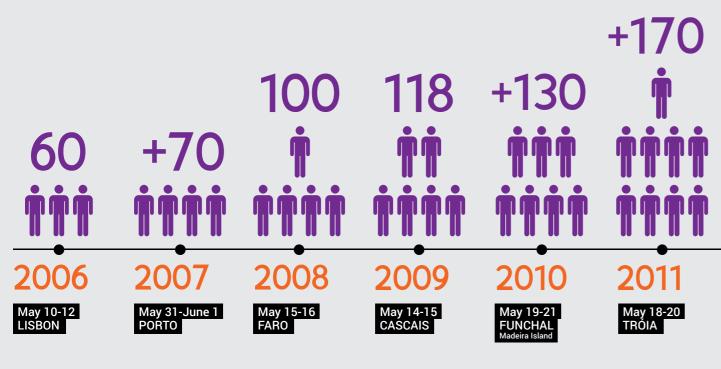
#### **NETWORK**

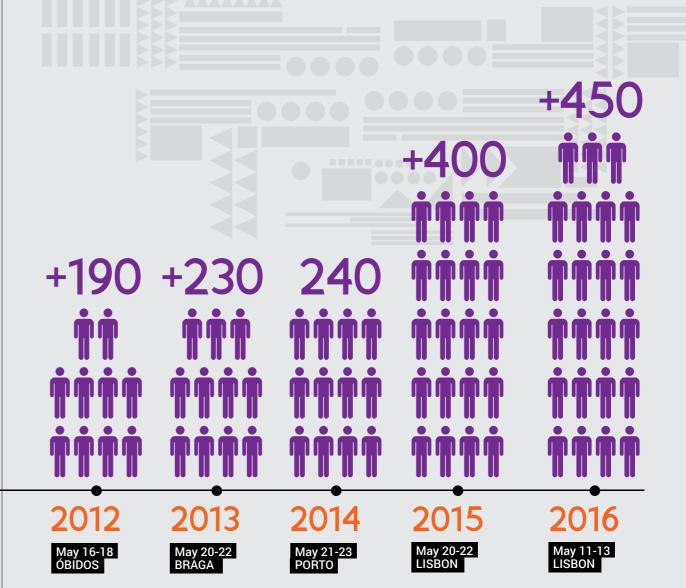
with senior professionals from a wide range of industries

#### OUR USER GROUP HISTORY

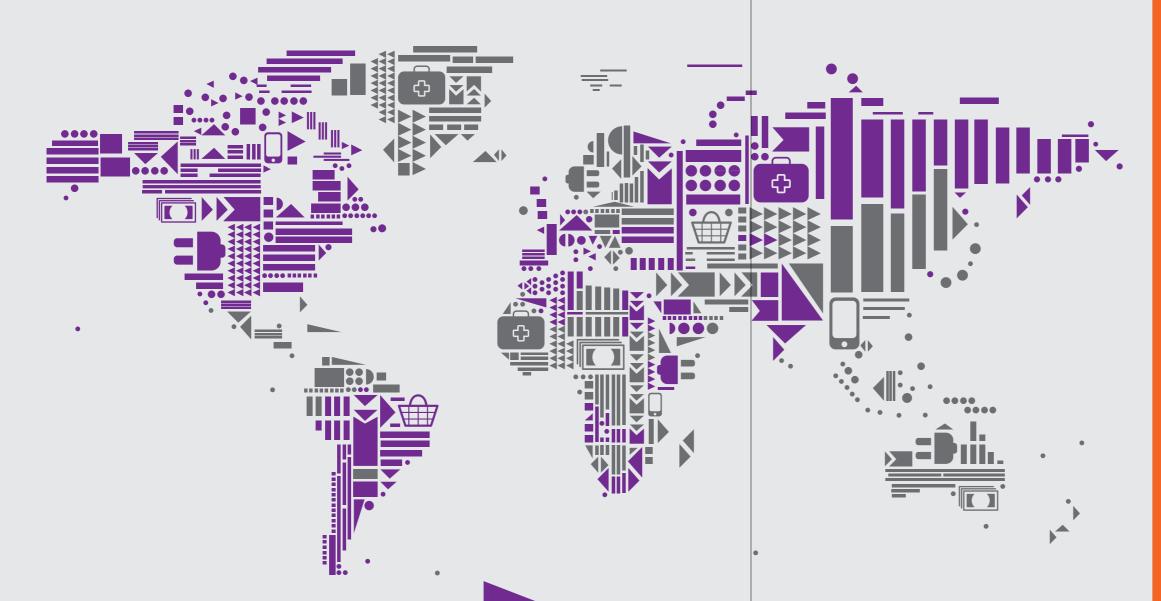
WeDo Technologies hosted the first Worldwide User Group in 2006. Since that year, the event has been growing steadily in terms of quality, diversity and number of attendees. When looking back over the past ten years, we can see the growth of a cohesive worldwide Revenue Assurance & Fraud Management Community.

Always located in Portugal, the first user group was held in Lisbon to promote a community where attendees could network, learn, and collaborate on new software developments and discuss Revenue Assurance and Fraud Management trending topics.





#### WUGS16 BY THE NUMBERS



#### LIST OF REPRESENTED COUNTRIES

| Algeria | Andorra | Angola | Argentina | Armenia | Azerbaijan | Bahrain | Belgium | Bolivia | Bosnia-Herzegovina | Brazil | Canada | Cape Verde | Chile | Croatia | Egypt | France | Germany | India | Italy | Kenya | Kuwait | Mexico | Morocco | Netherlands | Peru | Portugal | Qatar | Russia | Saudi Arabia | Slovakia | Slovenia | South Africa | South Korea | Spain | Switzerland | Tunisia | Turkey | Ukraine | United Kingdom | United States | Uruguay | Uzbekistan | Zambia

### THE NUMBERS FROM 2016's EDITION



CONFERENCE **SESSIONS** 



PROMINENT INTERNATIONAL SPEAKERS











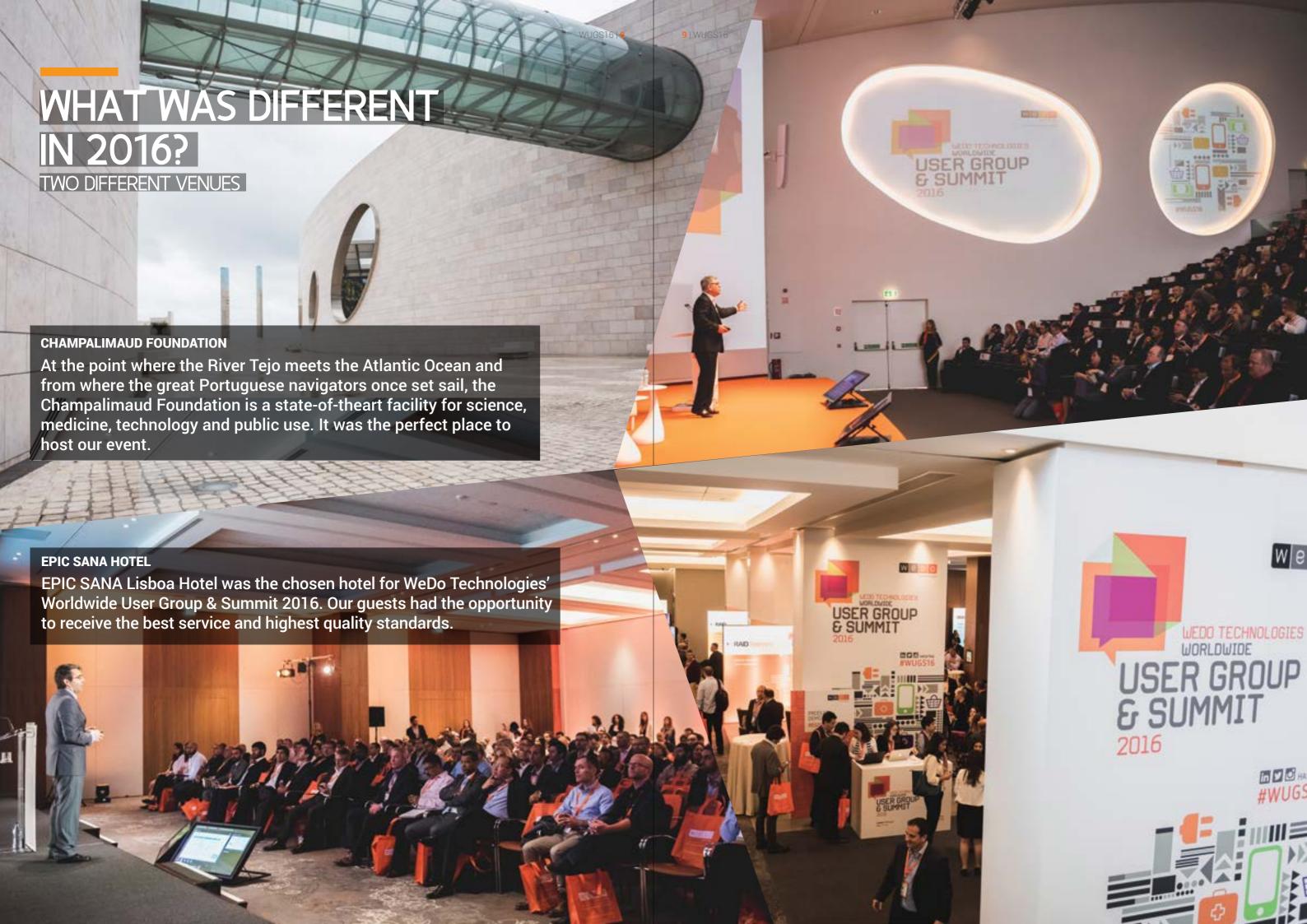














4:30PM - 5:00PM

5:00PM - 6:30PM

#### **AGENDA**

#### DAY 1 Wednesday, May 11 2016 VENUE LOCATION: EPIC SANA LISBOA HOTEL

8:30AM - 9:15AM	Registration at the Welcome Desk	
	TELECOM SESSIONS:	PARTNERS & INDUSTRIES SESSIONS:
9:15AM - 9:30AM	Welcome Words Sérgio Silvestre, VP and CMO, WeDo Technologies	Welcome Words Diogo Andrade, VP for Enterprise Partners & Industries, WeDo Technologies
9:30AM - 11:00AM	RAID Telecom Roadmap - A Three-Year Vision Raul Azevedo, Product Development Director, WeDo Technologies Carlos Marques, Head of Product Marketing & Alliances, WeDo Technologies	Other Industries Trends Digital Transformation André Fonseca Ferreira, Head of Centre for Disruption, Deloitte The Digital Gap: What it is and How Enterprises are Closing it? Stephen Charko, Consulting Strategy, Gartner Consulting
11:00AM - 11:30AM	Coffee-break (Networking Opportunities and product de	mo sessions)
11:30AM - 1:00PM	Telecom Customer Case Studies Mark Loyd, Head of Acquisition and Retention, Vodafone UK Catherine Blair, Director Product & Services, Telus Canada Amanda D'Souza, Senior Strategy Manager, Telus Canada Ora Shalom-Berger, Managing Director, Ericsson Canada Parthiban Balasubramanian, Solution Architect, Ericsson Canada	Other Industries Case Studies + Discussion Panel (moderated by Stephen Charko, Consulting Strategy, Gartner Consulting) Prisciliano Quintanilla, CIO, 7Eleven Mexico Hernando Zambrano, Store Support Director, 7Eleven Mexico Raymond Bradley, Director of Reimbursement, Bon Secours Health System Jorge Lopes, Information Management Officer, Brisa
1:00PM - 3:00PM	<b>Lunch</b> (Networking Opportunities and product demo ses	sions)

the most of  - User Em  > Carlos M  UX Archite  Technolog  > Norberto  Specialist,  Technolog	Session: Security and Fraud Integration for Next of RAID Security and Fraud Integration for Next Generation Fraud Management Iartins, Sect, WeDo Sies Sies Sies Sies Sies Sies Sies Sies	Business Assurance: From Strategy to Operation (multi-industry)  es  oduct  sk d &	Everis Session: Business Assurance: Healthcare is not a Game of Chance* (Healthcare) *This Session will be held in Portuguese	Indra Session: Power of Revenue Assurance (Utilities)
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Collee-bleak (Ne	tworking opportun	ities and product de	1110 56551011
WeDo	Telecom	Telecom	Retail Pa
Technologies	<b>Customer Case</b>	<b>Customer Case</b>	Training

WeDo	Telecom	Telecom	Retail Partners	Utilities	Healthcare
Technologies	<b>Customer Case</b>	<b>Customer Case</b>	Training	Partners	Partners
Session:	Studies	Studies	> Maria José	Training	Training
Hands-On	(moderated	(moderated by	Gonçalves,	> Miguel	> Ana Castelo
Product	by Pietro Saia,	Pedro Teixeira,	WeDo	Torrão	Branco, WeDo
Training: How	Business	Business	Technologies'	Mendes, WeDo	Technologies'
to get the most	Development	Development	Retail Expert	Technologies'	Healthcare
of RAID - User	Manager, WeDo	Director, WeDo	(Private	Utilities Expert	Expert (Private
Empowerment	Technologies)	Technologies)	Session)	(Private	Session)
> Carlos	> Stuart Waton,	> Sasha Kunz,		Session)	
Martins, UX	Revenue	Senior Manager			
Architect, WeDo	Assurance	Revenue			
Technologies	Team Leader,	Assurance, Risk			
> Norberto	Three UK	and Fraud, Sunrise			
Henriques, UX	> Amrit Dulai,	Switzerland			
Specialist, WeDo	Revenue	> Rodrigo			
Technologies	Assurance	Sandoval,			
Session 2	Analyst,	Revenue			
(max 60 people)	Vodafone UK	Assurance			
		& Fraud Manager,			
		Nuevatel Bolivia			

Dinner at the EPIC SANA Lisboa Hotel

#### **AGENDA**

#### DAY 2 Thursday, May 12 2016 VENUE LOCATION: CHAMPALIMAUD FOUNDATION

9:00AM	Shuttle from EPIC SANA Lisboa Hotel to Champalimaud Foundation
10:00AM - 10:15AM	Welcome Words by the Master of Ceremonies Nadine Dereza
10:15AM - 10:25AM	Cláudia Azevedo, CEO, SonaelM
10:25AM - 10:45AM	Rui Paiva, CEO, WeDo Technologies
10:45AM - 11:45AM	Keynote Speaker + Q&A The Future of (Almost) Everything Patrick Dixon
11:45AM - 12:15PM	Coffee-break (Networking Opportunities and product demo sessions)
12:15PM - 1:15PM	Discussion Panel The Future of Fraud Management and Revenue Assurance (moderated by Nadine Dereza) Paul Morrison, Senior Managing Partner, Gartner Consulting Eric Priezkalns, Editor Chief, CommsRisk Sérgio Silvestre, CMO, WeDo Technologies
1:15PM - 3:00PM	Lunch (Networking Opportunities and product demo sessions)
3:00PM - 3:40PM	Keynote Speaker The Ultimate Death of Voice. Implications for the TMD Industry. Alberto Pamias, Managing Partner, Delta Partners
3:40PM - 4:10PM	Keynote Speaker Innovation at Silicon Valley Sebastiano Tevarotto, Board of Directors, HyperFair and Minerva Networks
4:10PM - 4:30PM	Product Vision and Strategy João Resende, VP for Product Development, WeDo Technologies
4:30PM - 6:00PM	Cocktail
6:00PM	Shuttle transport back to EPIC SANA Lisboa Hotel or direct to dinner
8:30PM	Dinner & Social Gathering at Beato Convent

#### DAY 3 Friday, May 13 2016 VENUE LOCATION: CHAMPALIMAUD FOUNDATION

	9:00AM	Shuttle from EPIC SANA Lisboa Hotel to Champalimaud Foundation		
	10:00AM - 10:25AM	Revenue Assurance at the Crossroads Tony Poulos, Market Strategy Advisor, WeDo Technologies		
	10:25AM - 11:10AM	The Future of Fraud Telecom Protection (moderated by Nadine Dereza) Mark Broom, Chair of GSMA Fraud & Security Group Chris Walters, Board Director, CFCA Jim Bolzenious, Senior Director Business Development, Fraud Expert, WeDo Technologies		
	11:10AM - 11:30AM	Fraud Management and Cyber Crime Challenges in the Healthcare Industry Tammy Taylor, Director Revenue Cycle, Methodist Hospital of Henderson		
11:30AM - 12:00PM		Coffee-break (Networking Opportunities and product demo sessions)		
12:00PM - 12:20PM		Rui Paiva, CEO, WeDo Technologies Paulo Altmayer Gonçalves, Oi Brazil Founder		
	12:20PM - 12:40PM	Digital Transformation Sergio Oslé, Principal, McKinsey & Company		
	12:40PM - 1:15PM	Keynote Speaker Paulo Azevedo, Chairman, Sonae (includes interview with Nadine Dereza)		
	1:15PM - 1:30PM	Closing Words		
	1:30PM	Shuttle transport to restaurant		
	2:15PM - 4:00PM	Lunch at Espelho D'Água restaurant		
	4:00PM - 6:00PM	Social activity in Lisbon		
	7:30PM	Meeting point at the Hotel Lobby		

Dinner at Aura Restaurant



PRODUCT VISION AND STRATEGY

ways

ASTER, HIGHER, STRONGER

NTEGRATE, COLLABORATE, LEVERAGE

Creativity and innovation will not greativity and innovation will not great to find new v stop. They will have to find new ways of creating value, before others put them out of business.

Paradig

The path will be more complex, requiring much more trial-and-error and superb risk manage

WeDo Technologies Software Development VP, João Resende, talked about how the company leads the Revenue Assurance and Fraud Management market into the future with RAID, a software solution that allows you to better control and manage business risks.

# THE FUTURE OF FRAUD MANAGEMENT AND REVENUE ASSURANCE

PAUL MORRISON SENIOR MANAGING PARTNER | GARTNER CONSULTING

ERIC PRIEZKALNS EDITOR CHIEF | COMMSRISK

SÉRGIO SILVESTRE VP AND CHIEF MARKETING OFFICER I WEDO TECHNOLOGIES

#### MAIN TOPICS DISCUSSED

\_The biggest obstacles to innovation in Revenue Assurance and Fraud Management

\_Why businesses are failing to utilize Enterprise Risk Management

How different stakeholders inside the same organization can use the same technology to collaborate to solve consumer problems and improve customer experience

**DISCUSSION PANEL ON MAY 13** 

## THE FUTURE OF TELECOM FRAUD PROTECTION

MARK BROOM CHAIR OF GSMA FRAUD & SECURITY GROUP

CHRIS WALTERS BOARD DIRECTOR | CFCA

JIM BOLZENIUS SENIOR DIRECTOR BUSINESS DEVELOPMENT, FRAUD EXPERT | WEDO TECHNOLOGIES

#### MAIN TOPICS DISCUSSED

\_How the IoT and 5G are going to impact Fraud Management

\_What are the biggest current and future fraud threats

Automated fraud control versus human intervention

\_What are the key skills of the fraud team staff



### WUGS16 | 20 This event is a place where all telecom operators come in and we can exchange ideas and talk about innovating and get new ideas from what operators are doing. Like the use cases that WeDo Technologies described, it gives you an inside view of what operators can do. **AHMED BEN ATIF** Revenue Assurance & Fraud Management Director, Saudi Telecom Company Saudi Arabia

#### KEYNOTE SPEAKERS



AUTHOR, THE FUTURE OF ALMOST EVERYTHING FOUNDER & CHAIRMAN, GLOBAL CHANGE LTD. THE FUTURE OF (ALMOST) EVERYTHING



MANAGING PARTNER, DELTA PARTNERS
THE ULTIMATE DEATH OF VOICE. IMPLICATIONS FOR THE
TMD INDUSTRY

#### Paulo Azevedo



CHAIRMAN, SONAE
INTERVIEW WITH NADINE DEREZA

## Sebastiano Tevarotto

BOARD OF DIRECTORS, HYPERFAIR AND MINERVA NETWORKS INNOVATION AT SILICON VALLEY

### CUSTOMER SPEAKERS



Amanda D'Souza

SENIOR STRATEGY MANAGER, SMALL CELL ENABLEMENT TELUS, CANADA TELECOM CUSTOMER CASE



Mark Lloyd

HEAD OF ACQUISITION AND RETENTION- FINANCE VODAFONE, UNITED KINGDOM TELECOM CUSTOMER CASE STUDIES



**Amrit Dulai** 

REVENUE ASSURANCE ANALYST VODAFONE, UNITED KINGDOM TELECOM CUSTOMER CASE



Prisciliano Quintanilla

CIO 7ELEVEN, MEXICO NON-TELECOM CASE STUDIES



**Catherine Blair** 

DIRECTOR, PRODUCT & SERVICES TELUS, CANADA TELECOM CUSTOMER CASE STUDIES



Rodrigo Sandoval

REVENUE ASSURANCE AND FRAUD MANAGER NUEVATEL, BOLIVIA TELECOM CUSTOMER CASE STUDIES



Hernando Zambrano

STORE SUPPORT DIRECTOR 7ELEVEN, MEXICO NON-TELECOM CASE STUDIES



#### Sascha Kunz

SENIOR MANAGER REVENUE ASSURANCE, RISK & FRAUD SUNRISE, SWITZERLAND TELECOM CUSTOMER CASE STUDIES



#### Jorge Lopes

INFORMATION MANAGEMENT OFFICER BRISA, PORTUGAL NON-TELECOM CASE STUDIES



#### **Stuart Waton**

REVENUE ASSURANCE TEAM LEADER 3 UK, UNITED KINGDOM TELECOM CUSTOMER CASE STUDIES



#### José Carlos Sobreira

RISK MANAGEMENT, FRAUD & SECURITY DIRECTOR, UNITEL, ANGOLA TELECOM CUSTOMER CASE STUDIES



**PARTNERS** 



Ora Shalom-Berger

MANAGING DIRECTOR ERICSSON CANADA TELECOM CUSTOMER CASE STUDIES



Parthiban Balasubramanian

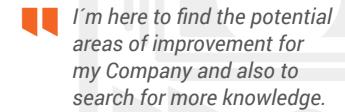
SOLUTION ARCHITECT ERICSSON CANADA TELECOM CUSTOMER CASE STUDIES



**Stephen Buck** 

COO AND PRODUCT DIRECTOR EVOLVED INTELLIGENCE, UNITED KINGDOM

SECURITY AND FRAUD INTEGRATION FOR NEXT GENERATION FRAUD



#### **ELENA KOLESNYK**

Senior Revenue Assurance Analyst, Lifecell Ukrain We get to meet WeDo staff and to see their strategy.

#### STEVEN THOMAS

Manager, Viva Bahrain

#### INDEPENDENT SPEAKERS



André Fonseca Ferreira

HEAD OF CENTRE FOR DISRUPTION DELOITTE, PORTUGAL DIGITAL TRANSFORMATION



**Raymond Bradley** 

DIRECTOR OF REIMBURSEMENT BON SECOURS HEALTH SYSTEM, UNITED STATES NON-TELECOM CASE STUDIES



**Eric Priezkalns** 

EDITOR CHIEF COMMSRISK, UNITED KINGDOM THE FUTURE OF FRAUD MANAGEMENT AND REVENUE ASSURANCE



Sergio Oslé

PRINCIPAL MCKINSEY & COMPANY, SPAIN DIGITAL TRANSFORMATION



Paul Morrison

SENIOR MANAGING PARTNER GARTNER CONSULTING, UNITED STATES

THE FUTURE OF FRAUD MANAGEMENT AND REVENUE ASSURANCE



**Stephen Charko** 

CONSULTING STRATEGY GARTNER CONSULTING, UNITED STATES

THE DIGITAL GAP: WHAT IS AND HOW ENTERPRISES ARE CLOSING IT?



Paulo Altmayer Gonçalves

FOUNDER OI BRAZIL

15 YEARS OF HISTORY - OI AND WEDO TECHNOLOGIES RELATIONSHIP



**Tammy Taylor** 

DIRECTOR REVENUE CYCLE METHODIST HOSPITAL OF HENDERSON, UNITED STATES

FRAUD MANAGEMENT AND CYBER CRIME CHALLENGES IN THE HEALTHCARE INDUSTRY

#### WEDO TECHNOLOGIES' SPEAKERS



HEAD OF PRODUCT MARKETING & ALLIANCES, WEDO TECHNOLOGIES

**RAID TELECOM ROADMAP - A THREE-YEAR VISION** 



UX ARCHITECT, WEDO TECHNOLOGIES

HANDS-ON PRODUCT TRAINING: HOW TO GET THE MOST
OF RAID – USER EMPOWERMENT



CEO, SONAE IM
SONAE IM & WEDO TECHNOLOGIES

#### Diogo Andrade



VP FOR ENTERPRISE PARTNERS & INDUSTRIES, WEDO TECHNOLOGIES

**PARTNERS & INDUSTRIES SESSIONS CHAIRMAN** 

#### Jim Bolzenius



SENIOR DIRECTOR BUSINESS DEVELOPMENT, WEDO TECHNOLOGIES

THE FUTURE OF TELECOM FRAUD PROTECTION

## João Resende

VP FOR PRODUCT DEVELOPMENT, WEDO TECHNOLOGIES PRODUCT VISION AND STRATEGY

#### WEDO TECHNOLOGIES' SPEAKERS



FRAUD PROFESSIONAL SERVICES MANAGER, WEDO TECHNOLOGIES

SECURITY AND FRAUD INTEGRATION FOR NEXT GENERATION FRAUD MANAGEMENT



RETAIL & HEALTHCARE DIRECTOR, WEDO TECHNOLOGIES

RETAIL PARTNERS TRAINING

### Miguel Torrão Mendes

UTILITIES DIRECTOR, WEDO TECHNOLOGIES UTILITIES PARTNERS TRAINING

#### Norberto Henriques



UX SPECIALIST, WEDO TECHNOLOGIES

HANDS-ON PRODUCT TRAINING: HOW TO GET THE MOST
OF RAID – USER EMPOWERMENT

## Raul Azevedo 20

PRODUCT DEVELOPMENT DIRECTOR, WEDO TECHNOLOGIES

RAID TELECOM ROADMAP - A THREE-YEAR VISION



CEO, WEDO TECHNOLOGIES

WEDO TECHNOLOGIES: WHAT WE ACHIEVED SO FAR

#### Sérgio Silvestre



VP AND CHIEF MARKETING OFFICER, WEDO TECHNOLOGIES

THE FUTURE OF FRAUD MANAGEMENT AND REVENUE ASSURANCE

## Tony Poulos

MARKET STRATEGY ADVISOR, WEDO TECHNOLOGIES
REVENUE ASSURANCE AT THE CROSSROADS



Mexico

I'm here to listen and share experiences while using RAID software.

#### PRISCILIANO QUINTANILLA CIO, 7Eleven

**29** | WUGS16

### PRODUCT DEMO STATIONS

Our guests had the opportunity to get a better understanding of the value that WeDo Technologies' products can bring to their business.



Click the links to learn more.



- COLLECTIONSBROKERINCENTIVESBROKERROAMBROKER





• SHAPE TELECOM

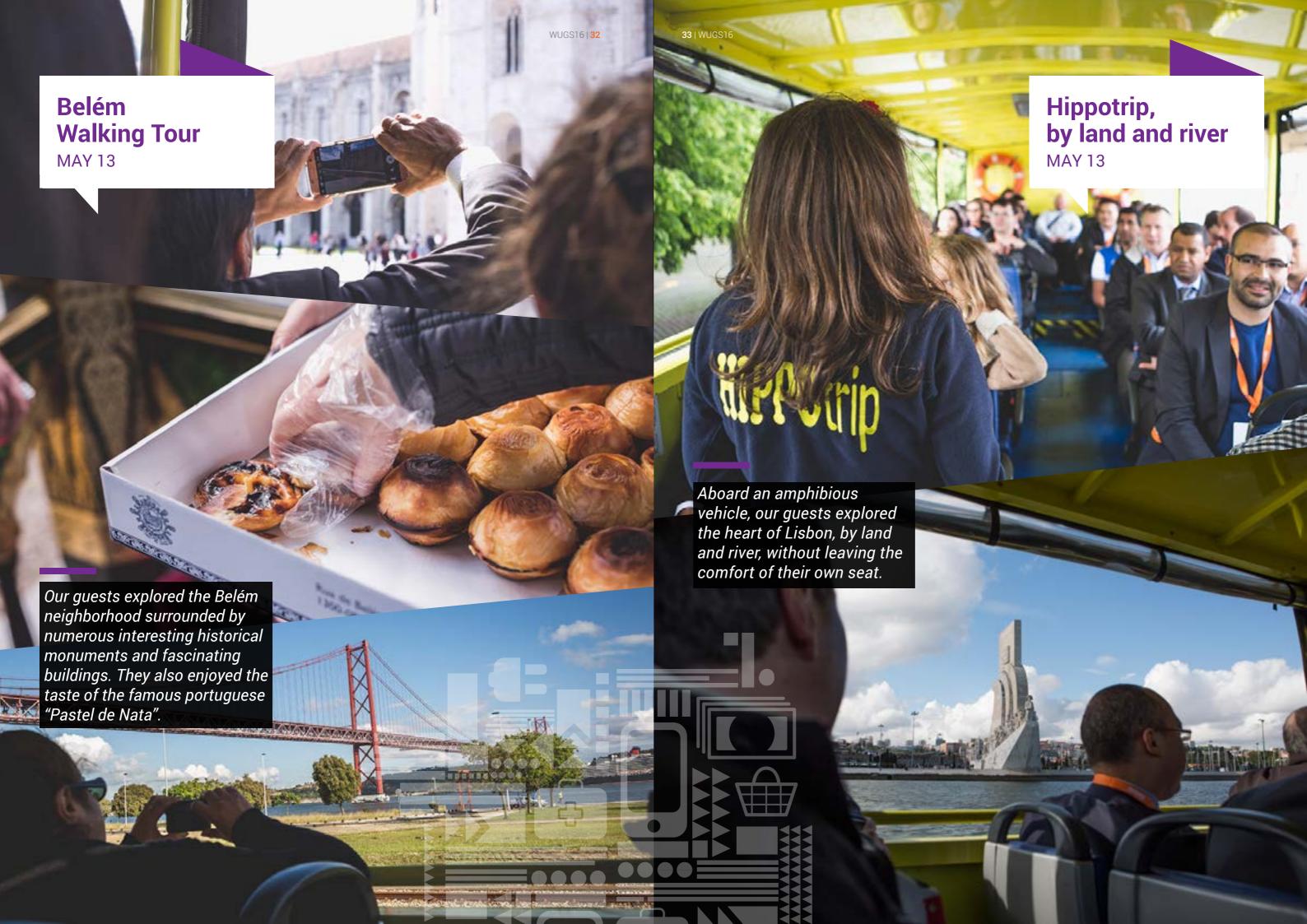


• RAID HEALTHCARE



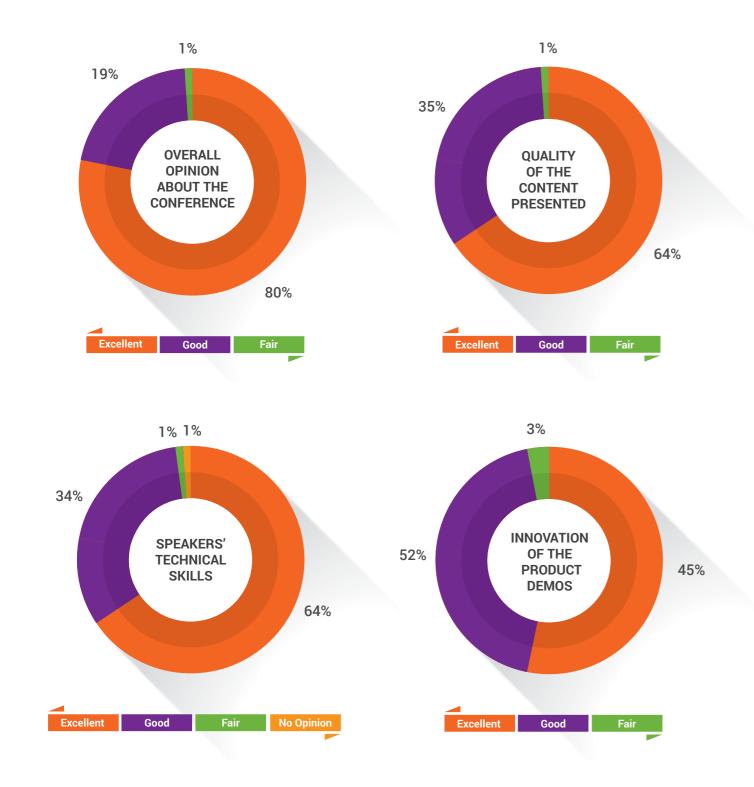


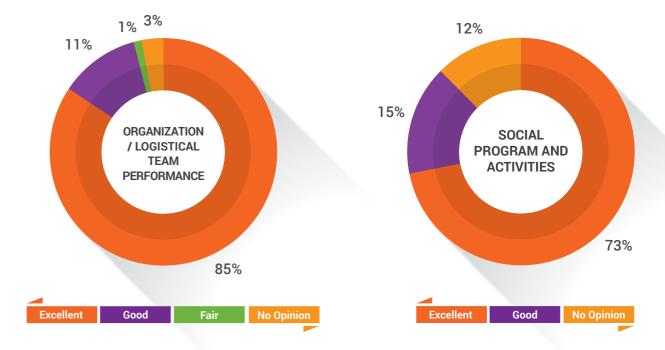


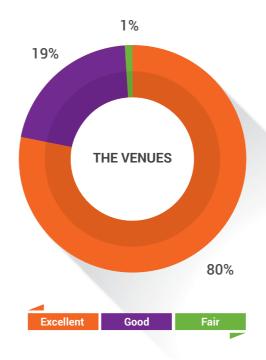




### ATTENDEES' EVALUATION



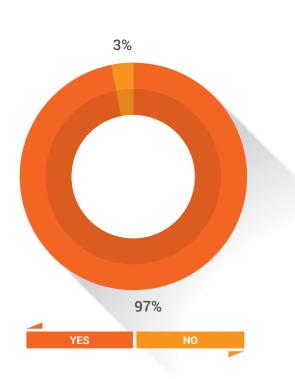


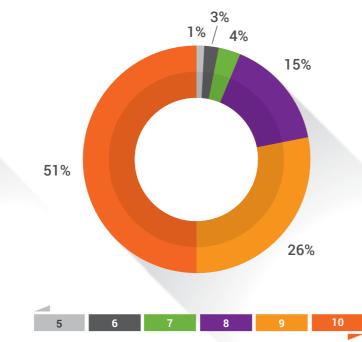


#### DO YOU PLAN TO ATTEND THE CONFERENCE IN 2017?

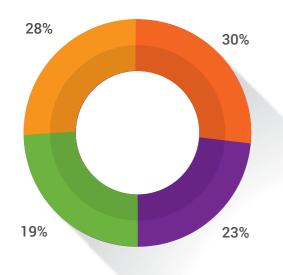
#### HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THIS CONFERENCE TO A FRIEND OR COLLEAGUE?

NOT AT ALL LIKELY - 0 | EXTREMELY LIKELY - 10





#### PROFILE OF THE ATTENDEES



They are very good. They have answered every question, seem to know exactly what they re doing and they are a pretty dynamic team.

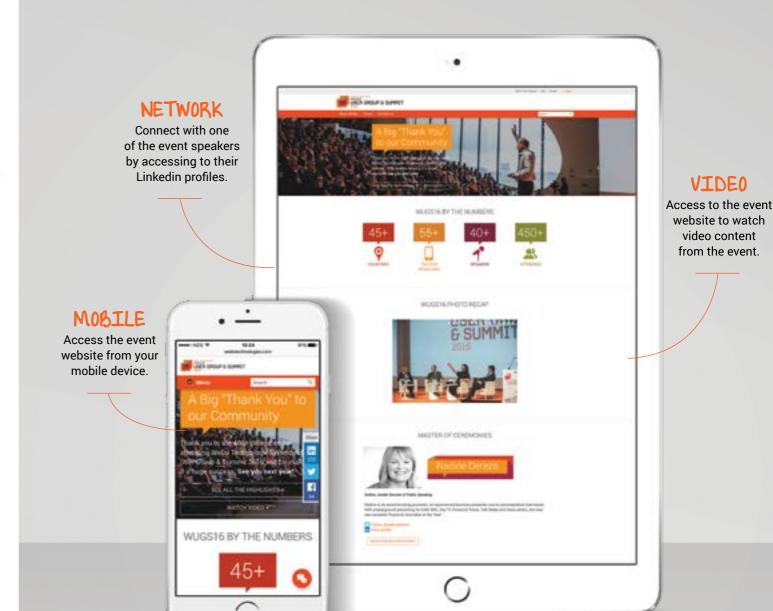
#### **TAMMY TAYLOR**

Director Revenue Cycle Methodist Hospital of Henderson

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Download a QR code reader to your mobile phone at the Apple Store or in the Android Market for free.



# IT TOOK A SPLENDID COMMUNITY TO GET US TO THE WEDO TECHNOLOGIES' USER GROUP & SUMMIT 2016

THANK YOU ALL FOR MAKING IT REAL!!!

I'm very proud of this year's WeDo Technologies 'User Group. Do you know why? Because it took a real community around revenue assurance and fraud management from different industries to make it real.

A community of more than 450 customers, partners, prospects, media and other relevant stakeholders.

People came from more than 45 different countries from all around the world to meet and network with us. We couldn't have had a better celebration for our 15th anniversary. We were fortunate enough to share this experience with a group of people that mean so much to us. Besides that, we had incredible industry speakers sharing relevant knowledge with the audience; we had our internal team providing hospitality to our guests and we learned a lot and shared a lot of knowledge. Each Worldwide User Group is the beginning of a path where our Users prepare their businesses for the Future. We will be right there, in the future, helping to prevent revenue leakages and protecting them from fraud threats. This is our mission, this is the purpose that make us move forward.

Digital transformation is undoubtedly changing the world we live in, bringing with it a whole new set of challenges, especially when considered against the backdrop of protecting customers, assets and revenues. With new strategies and business models needed to ensure a positive impact on the bottom line, it has never been more important for us to continue to learn from our vast community of users to re-define the future of fraud management.

From May 11 to 13 we saw a real organized network of people with a common agenda and causes around Revenue Assurance and Fraud Management, who have collaborated by sharing ideas, information, and relevant resources in order to anticipate the risks of the upcoming IOT age.

I truly hope that we'll all see each other again next year to turn once again the occasion into a growing knowledge path were WeDo amazing things together.

Thank you for coming. I hope you enjoyed Lisbon as much as I do.









KUALA LUMPUR MALAYSIA
JANUARY 28, 2016



SANTIAGO CHILE JUNE 21, 2016



NEW DELHI INDIA OCTOBER 20, 2016 JAN 16

JUN 16

WDCDELHI16
OCT
16

MAY 16

SEP 16

NOV 16 LISBON PORTUGAL MAY 11-13, 2016



MIAMI USA

SEPTEMBER 15-16, 2016



MEXICO CITY MEXICO NOVEMBER 8, 2016



#### WHY WEDO TECHNOLOGIES?

WeDo Technologies is a worldwide leader in Revenue Assurance and Fraud Management, providing software and expert consultancy, to intelligently analyse large quantities of data from across an organization helping to negate or minimize operational or business inefficiencies and allowing businesses to achieve significant return on investment via revenue protection and cost savings.

WeDo Technologies works with some of the world's leading blue chip companies in telecommunications, retail, utilities and healthcare. WeDo employs over 600 highly-skilled professionals, and its software solutions are deployed by more than 170 customers in 96 countries.

WeDo Technologies, Assuring your Business for the Future.

#### **OFFICES**

PORTUGAL Lisbon

PORTUGAL Braga

AUSTRALIA Sydney

BRAZIL São Paulo

BRAZIL Rio de Janeiro

BRAZIL Florianopolis

EGYPT Cairo

IRELAND Dublin

MALAYSIA Kuala Lumpur

MEXICO Mexico City

SPAIN Madrid

**UK** Reading

USA Chicago

**USA** Washington





