

# REVENUE ASSURANCE

# TO THE XTREME!®

## DUBAI 09

15 -19 November 2009  
Event Guide



REVENUE ASSURANCE

TO THE XTREME!®

### RA900: Xtreme RA: pwnCDR2TweetFTW

**Shock your CFO and rock your organization!** – Learn how the Xtreme RA approach can help make you the VIP of Coin. Own the Revenue space FTW. Learn how GRAPA KPIs, Benchmarks, Standards, and Certification can transform your RA activities.

### RA901: Network Nits

SS7, SIP, VoIP, DIAMETER, RADIUS, IP, SMS, MMS, WAP, Streaming, Burst, ADSL, Satellite, Cable, WIMAX, LMDS – Network basics for the technically challenged. One day crash course that turns accountants into experts in all aspects of network assurance.

### RA902: NuSkool Breaks

Mediation, Postpaid, Interconnect, Fraud – Cut costs and improve coverage in these traditional areas using innovative proven GRAPA approaches

### RA903: All that Glitters

Prepaid, CAMEL, Margins and Market Assurance – Learn to identify, assess and contain the biggest risks to telco revenues today. Discover the “low hanging fruit” that is convincing CFOs that Revenue Assurance is here to stay

### RA904: Weird Science

3G, GPRS, FemtoCell, VNO, Radio-Based Billing, and New Product Development – How to expand the scope and contribution of Revenue Assurance to the leading edge



**Get Certified This Week!**

**New GRAPA Pilot Certification Program**

**Learn How to Re-Invent your Revenue Assurance Activity:**

- **Re-prioritize your efforts**
- **Reduce costs and increase impact**
- **Make revenue assurance a more mission-critical function**
- **Add more value to your organization NOW**
- **Change your understanding of the role of revenue assurance in telecommunications**



Register for these workshops at [www.ra-academy.org/UpComingEvents/Dubai\\_0911/Home.htm](http://www.ra-academy.org/UpComingEvents/Dubai_0911/Home.htm)



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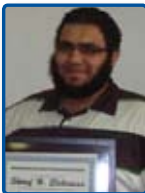




## About GRAPA Certification



#1



### Certified Associate of Revenue Assurance – PILOT for 2009

The Certified Associate of Revenue Assurance is an entry level certification. Students who attain this level have proved an understanding of basic revenue assurance concepts and approaches in alignment with GRAPA standards and practices.

The current pilot program for 2009 offers an Associate Certification for attendance of the 3-day Associates curriculum (RA900, RA901, RA902) or the 1-day RA900 and equivalent attendance at a 2-day GRAPA User Group. (This is the only certification that does not require verified work experience in RA, though all candidates must pass the appropriate tests).

### Certified Bachelor of Revenue Assurance – PILOT for 2009

(Professional, Internal Audit, Fraud, Regulatory)

The Certified Bachelor of Revenue Assurance is a professional certification that credits candidates with mastery of basic revenue assurance skills and subject areas, as defined in GRAPA's "Body of Knowledge."

(Including Network Assurance, Billing Architectures and Approaches, Mediation, Prepaid, Postpaid, Interconnect, CAMEL, and many other areas)

The 2009 pilot program offers a Bachelor Certification for attending the full 5-day 'Revenue Assurance to the Xtreme'© curriculum (RA900, RA901, RA902, RA903, RA904). Certification is based on attendance, testing, and work experience verification. Specialty designations for the Bachelor include Professional, Internal Audit, Fraud, and Regulatory Certification, which are attained through verification of experience in those areas as well as specialized testing in addition to the common curriculum.

### Certified Master of Revenue Assurance – fully ratified program (Manager, I/T Engineer)

Attendance at this training event will count towards the 'Master of Revenue Assurance' certification ratified by the GRAPA 2009 Standards and Certification Committee. This certification requires 80 hours of exhaustive training, testing, and management experience verification.

Specialty designations for the Master include RA Manager, RA I/T Engineer, and others.

\*The GRAPA Certification program includes Training, Testing and Experience Verification.

For more information on the Certification Program visit

[www.grapatel.com/A-GRAPA/02-Certification/certification.asp](http://www.grapatel.com/A-GRAPA/02-Certification/certification.asp)



# Warning! – Regarding attendance at this event

Why should you attend the RAA training events? It's simple. The Revenue Assurance Academy provides RA professionals with the best, most comprehensive, and most authoritative source of information about how revenue assurance is actually practiced by carriers around the world. We do not waste your time with theoretical discussions or examples based on one person's limited experience at one or two locations.



## Do not send your staff to the RA to the Xtreme® training event if:

- ▶ You are satisfied with the performance of your revenue assurance team
- ▶ You believe that your team already knows everything that is important about revenue assurance and how it is practiced
- ▶ You are not interested in having your team learn innovative ways to cut the cost of assuring existing revenue streams
- ▶ You think that it is impossible to improve margins and maximize realized revenues (profit) through application of financial analysis, controls and disciplines
- ▶ You have given up on ever getting an understanding of, or control over your marketing risks and costs
- ▶ You do not want your team confused with information about more sophisticated and effective ways to get their work done
- ▶ You do not want your employees learning how to take the initiative in finding and resolving risk to revenues
- ▶ You are sure that your team is already doing everything possible to maximize your revenue position
- ▶ You do not want your revenue assurance staff to see how other RA teams deliver value and focus their efforts
- ▶ You do not want your team to be tested against the international standard of knowledge and expertise
- ▶ You do not want your team members to feel more confident and competent
- ▶ You do not want certification for you team members

## Do NOT attend the RA to the Xtreme® training if:

- ▶ You already know how to assure those difficult to master “new technologies” like GPRS, 3G, WiMAX, FemtoCells and others
- ▶ You are getting enough recognition for your hard work
- ▶ You are sure that you are doing everything the best way possible.
- ▶ You know how to communicate and partner effectively with network engineers, I/T, operational managers, auditors, SOX and regulatory compliance teams
- ▶ You know how to detect and prevent fraud
- ▶ You understand how to assure network, mediation, postpaid billing, prepaid, interconnect, roaming, CAMEL, SMS, MMS
- ▶ You are not interested in learning about the GRAPA standard controls and benchmarks about assurance of these areas
- ▶ You are sure about how you are setting priorities
- ▶ You have the right KPIs and you are being measured on delivery of the right things
- ▶ You don't want to build a network of like-minded professionals to learn from and share experiences with
- ▶ You are not interested in learning new ways to save your company money and reducing the overall risk to revenues



## Shock your CFO and Rock your Organization!

Learn how the Xtreme RA approach can help make you the VIP of Coin. Own the Revenue space FTW. Learn how GRAPA KPIs, Benchmarks, Standards, and Certification can transform your RA activities.

### Overview

Xtreme RA is about taking confident ownership (pwn) of all telco domains: from the basic CDR all the way to (2) the newest Tweet—and doing so for the win (FTW). pwnCDR2TweetFTW.

Telecommunications companies today are focused on the development and deployment of radical new technologies and business models—technologies that are reshaping how the world communicates, shares and works—but **too many revenue assurance managers spend their time looking backwards**, trying to figure out how to double- and triple-count revenue streams that are shrinking daily and that may not have been a problem to begin with.

Discover how GRAPA is helping turn Revenue Assurance into one of the **most effective revenue maximizing functions within the modern Telco**, by providing revenue assurance managers with perspectives and techniques that get them **focused on real, hard revenue**— allowing them to offer **significant and immediate value** to their organization.

**Duration:** 1 Day

### Who Should Attend?

- ▶ Experienced Revenue Assurance Managers, Internal Auditors, Finance Executives or others associated with RA looking for new approaches that improve the value of revenue assurance.
- ▶ Individuals new to revenue assurance interested in understanding what the discipline is really all about
- ▶ Internal Auditors, CFOs, Managers, anyone wanting to understand how to re-focus revenue assurance into a proactive agent for change and profitability
- ▶ Regulators, Managers, Compliance Officers interested in learning how to make use of revenue assurance to find compliance exposures and remedy them quickly and cost effectively
- ▶ Fraud Management professionals wishing to learn how to reorganize their efforts for maximum impact



### Key Concepts include:

- ▶ The Revenue Assurance Lifecycle
- ▶ Forensics, Risk Analysis
- ▶ Exchange Analysis
- ▶ Systems Analysis
- ▶ Process Analysis
- ▶ Statistical Analysis
- ▶ Controls Management
- ▶ Definition of a Control
- ▶ 12 types of controls and how to apply them
- ▶ Definition of the Role of Revenue Assurance
- ▶ Definition of Corrections
- ▶ Revenue Mapping
- ▶ Revenue Optimization
- ▶ Noise Analysis
- ▶ Risk Analysis
- ▶ Revenue Maximization
- ▶ Principles of KPI Design and Deployment
- ▶ 12 Myths of Revenue Assurance
- ▶ GRAPA Standard Controls
- ▶ GRAPA benchmarks
- ▶ What is GRAPA
- ▶ Revenue Assurance Body of Knowledge
- ▶ Revenue Assurance Standards
- ▶ GRAPA Certification

### GRAPA Certification Credit

Completion of this course of study, verified by testing, will earn attendees **Competency Credit for the following areas in line with GRAPA's "Body of Knowledge"**

- The "Real-TOM" (Telco Operations Model) and RA's role
- The Science of Revenue Assurance
- The Revenue Assurance Lifecycle
- Principles of Revenue Assurance Operation
- Principles of Scope Management
- Principles of Revenue Realization (*Margin, Market, New Products*)
- Principles of Revenue Optimization (*Leakage and Risk Containment*)
- Revenue Risk Prioritization and Assessment Techniques
- Principles and Methods for Forensics Management
- Principles and Methods of Controls Management
- Principles and Methods of Corrections Management
- RA KPIs and Compliance Management

## SS7, SIP, VoIP, DIAMETER, IP, SMS, MMS, WAP, Burst, ADSL, Satellite, Cable, WiMAX, LMDS

Network basics for the technically challenged. One-day crash course that turns accountants into experts in all aspects of network assurance

### Overview

Network jargon and concepts simplified and demystified so that anyone can understand them.

You cannot claim to understand Telco billing and assurance without understanding the underlying network!

All of the terms, concepts and "tricks of the trade" that make it possible for you to understand, review and question the network side of the revenue management equation.

An absolute prerequisite for anyone wanting to get involved in telco revenue assurance, analysis, audit, or management.

**Duration:** 1 day

### Who Should Attend?

- ▶ Anyone involved in assuring telco revenues or operations at any level who need to understand how the network works and how billing is actually conducted
- ▶ Revenue assurance professionals who need to understand the processes, terminology and vulnerabilities that underlie their operational environment
- ▶ Internal auditors who want to be able to audit and review network activities with integrity and confidence
- ▶ Regulatory compliance officers and regulators interested in understanding the details behind network activity and how to pinpoint compliance risk areas
- ▶ Fraud managers and professionals interested in understanding how to more effectively protect network assets and make better use of their fraud management system



### Key Concepts include:

- ▶ Principles of circuit technology
- ▶ How to make and read a CDR
- ▶ Key network controls and methods
  - Topology, Security, Control Protocol, Transaction Control, CDR Generation Sequence, CDR Generation, CDR Transport
- ▶ Media characteristics and controls (*wireless and wireline*)
- ▶ History of Circuit Technology
- ▶ History of Packet Technology
- ▶ How to assure and bill circuit and packet transactions
- ▶ Alternative billing models for packet and their consequences
- ▶ Command and control protocols
- ▶ Understanding:
  - SS7, SIP, IP, Radius, Diameter, WAP, and how to use them for assurance
- ▶ Principles of service delivery in non-voice domains
- ▶ Concept of billing
- ▶ Architecture and product compliance
- ▶ Billing system architecture and design
- ▶ Product architectures
- ▶ Network elements
- ▶ Operational realities
- ▶ Network layer considerations
- ▶ Issues surrounding mean-time-to-repair

### GRAPA Certification Credit

Completion of this course of study, verified by testing, will earn attendees Competency Credit for the following areas in line with GRAPA's "Body of Knowledge"

- Principles of Network Operations and Management
- Telecommunications Media - Capacities and Characteristics (*Wireless and Wireline*)
- Circuit- vs Packet-Based Operations and Billing
- Circuit-Based Billing Architectures and Controls
- Control Protocol Principles and Assurance
- Control Protocols (SS7, IP, MMS, SIP, WAP, RADIUS, DIAMETER)
- Product Architectures (*Data, Wireless, Interconnect, SMS, SIP, 3G, Femtocell*)
- Anatomy of a CDR (*How made, how delivered, how assured*)
- Network Assurance (*GRAPA standard controls and methods*)
- Product Architectures (*Microwave, WiFi, WiMAX, Cable, Satellite, Burstable*)
- Billing and Assurance Architectures (*Principles and Rationalizations*)
- Billing and Assurance Architecture Design (*Strategy and Implementation*)
- Line of Business (LOB) Principles - Cable
- LOB Principles - Satellite
- LOB Principles - Microwave, MMS, LMDS
- LOB Principles - Leased Line, Burstable
- LOB Principles - Line of Business Knowledge
- Revenue Streams, Operations, Business Models and Margin Analysis

**Mediation, Postpaid, Interconnect, Fraud – Cut costs and improve coverage in these traditional areas using internationally ratified standards as well as GRAPA’s innovative and proven techniques**

**Overview**

Take a fresh look at your current practices! Are there ways for you to accomplish better results with less time and expense?

This class will have you questioning your basic assumptions about the appropriate level of assurance in the traditional areas of mediation, postpaid, interconnect, and fraud management.

Learn how to leverage the GRAPA standards, benchmarks and unique risk-based management techniques to reduce costs and free up resources for more critical revenue assurance activities.

“The traditional understanding of revenue assurance is much too concerned with implementing expensive and redundant ‘quasi-automated’ assurance systems, overloading controls onto areas with the least risk or need.”

**Duration:** 1 day

**Who Should Attend?**

- ▶ Anyone concerned with assurance of telco revenues or operations involving postpaid revenues
- ▶ Professionals and managers looking for ways to reduce the cost of revenue assurance activity without increasing the risk of revenue loss
- ▶ Internal auditors who need to audit and review postpaid billing operations and address revenue recognition issues
- ▶ Regulatory compliance engineers and regulators interested in understanding how to interpret existing revenue reporting in traditional areas, as well as how to better identify and remedy compliance issues
- ▶ Fraud professionals interested in learning how to safeguard traditional CDR-based revenue streams.



**Key Concepts include:**

- ▶ Principles of operation, forensics and risk assessment
- ▶ Rationalization of cost controls, standard GRAPA controls
- ▶ GRAPA benchmarks and alternative assurance approaches
- ▶ Mediation and Postpaid Billing
- ▶ Interconnect (off-net and international)
- ▶ Postpaid Roaming
- ▶ Collections
- ▶ Credit and Dunning
- ▶ Fraud Management
- ▶ Line of Business
  - operational, organization, business model, margins*
  - for Interconnect (domestic/foreign: off-net/international)*
- ▶ Postpaid Roaming.
- ▶ Postpaid Voice.
- ▶ Principles of Fraud Management *within GRAPA framework/guidelines*
- ▶ GSM Association / GRAPA Fraud Catalog
- ▶ The GRAPA Fraud Tree
- ▶ Operational knowledge of phreaking and SIMBOX management

**GRAPA Certification Credit**

**Completion of this course of study, verified by testing, will earn attendees Competency Credit for the following areas in line with GRAPA’s “Body of Knowledge”**

- ☑ Principles of Mediation Operations (*Functions, Forensics, Controls*)
- ☑ Principles of Postpaid Billing (*Functions, Forensics, Controls*)
- ☑ Principles of Interconnect Billing (*Functions, Forensics, Controls*)
- ☑ Principles of Postpaid Roaming Billing (*Functions, Forensics, Controls*)
- ☑ Line of Business (LOB) Principles - Interconnect Voice (*off-net/international*)
- ☑ LOB Principles - Postpaid Voice (*on-net*)
- ☑ LOB Principles - *Line of Business Knowledge*
- ☑ Revenue Streams, Operations, Business Models and Margin Analysis
- ☑ Principles of Collections, Credit and Dunning Management
- ☑ Fraud Management - Principles of Operation and Organization
- ☑ Fraud Management - SIMBOX
- ☑ Fraud Management - Phreaking
- ☑ Fraud Management - Fraud Management Systems

**Prepaid, CAMEL, Margin and Market Assurance – Learn to identify, assess and contain the main risks to telco revenues today. Discover the “low hanging fruit” and other exposures convincing CFOs that Revenue Assurance is here to stay.**

## Overview

Just because a product or line of business **generates activity does not mean it is generating revenue.**

The presence of a **lot of “money”** somewhere in the revenue chain **does not signal a profit or realized revenue.**

The class shifts focus away from **recognized revenue**—a simple cost accounting concept. Instead, we address **realized revenue, or the real hard revenue that actually contributes to profitability.**

**Duration:** 1 day

## Who Should Attend?

- ▶ CFOs and Financial Executives interested in areas where most telcos have greatest risk to revenues -- resulting in the largest losses due to fraud and mis-management -- and how these are being addressed
- ▶ Revenue assurance professionals and Internal Auditors interested in fraud and leakage cases in prepaid, CAMEL, margin management, and marketing programs, and addressing those risks in cost-effective ways
- ▶ Regulators and Regulatory Compliance officers interested in accurately rated prepaid or roaming
- ▶ Regulators, Compliance Officers and Executives interested in understanding the revenue assurance-based approach to the measurement and remedy of CHURN



## Key Concepts include:

**Principles of revenue assurance for prepaid roaming, including USSD and CAMEL**

- ▶ Key Prepaid Forensics Approaches and Toolsets
- ▶ Standard Prepaid Controls
- ▶ Prepaid Roaming: USSD and CAMEL
- ▶ Review of the Major Controls
- ▶ SS7, Credit Risk, TAP-IN Integrity, TAP-OUT Integrity
- ▶ DCH Exposures, Settlement
- ▶ RAP File Management, Margin Analysis
- ▶ CAMEL Forensics
- ▶ Risk Scenarios
- ▶ Margin Analysis Techniques
- ▶ Red vs Black Margins
- ▶ Actual vs Shadow Costs
- ▶ Standard Margin Forensics
- ▶ Standard Margin controls
- ▶ High Risk Margin Domains
- ▶ Interconnect, Roaming, Content
- ▶ Bundles, Rate Plans
- ▶ Market Assurance
- ▶ Revenue Assurance for Churn
- ▶ Churn and Market Assurance Forensics
- ▶ Predictive Churn Models
- ▶ Churn Indicators, Churn Predictors
- ▶ Churn Controls
- ▶ Cumulative Effect Controls
- ▶ Targeting Controls

## GRAPA Certification Credit

**Completion of this course of study, verified by testing, will earn attendees Competency Credit for the following areas in line with GRAPA’s “Body of Knowledge”**

- Principles of Prepaid Billing Assurance
- Principles of Prepaid Roaming Assurance
- Line of Business (LOB) Principles - Prepaid
- LOB Principles - CAMEL Roaming
- Principles of Market Assurance
- Principles of WAR© (Wallet Share, Acquisition, Retention) Framework
- Principles of UCF© (Universal Control Framework) for Marketing
- Principles of Assessment for Cumulative Effect and Multi-Influence Effect
- Forensics, Models and Risk Assessment for Churn
- Forensics, Models and Risk Assessment for Market Assurance
- Principles of Margin Assurance
- Margin Risk Domains (Interconnect, Bundle, Content, Rate Plan)
- Forensics and Risk Assessment for Margin Assurance
- Controls and Remedies for Margin Risk
- LOB Principles - Line of Business Knowledge
- Revenue Streams, Operations,
- Business Models and Margin Analysis

## 3G, GPRS, FemtoCell, VNO, Radio-Based Billing, and New Product Development – How to expand the scope and contribution of RA to the leading edge

### Overview

Telco success depends on the ability to deploy newer and better technologies faster than anyone else. But the pace of deployment creates a revenue management "black hole" that must be addressed.

Learn how to get in front of new technologies before they create revenue assurance problems that cannot be handled. Apply proven methodologies to manage new product development and deployment for maximum impact at minimum cost.

**Duration:** 1 Day

### Who Should Attend?

- ▶ Revenue assurance professionals interested in learning how to get involved and get in front of new technology and new product development cycles
- ▶ CFOs and Finance Managers wanting to understand exactly WHY it is so difficult to anticipate and assure revenues for new products and business models
- ▶ People interested in learning systematic methods for structuring and shaping new product and new technology release cycles and implementing controls UP FRONT that protect revenues downstream
- ▶ Revenue Assurance Professionals, Regulators, Managers, and Revenue Assurance professionals interested in a detailed analysis of the "state of the art" in 3G, GPRS, FemtoCell, Virtual Network Operations, Radio-Side Billing, and other new technologies and business models
- ▶ Revenue Assurance Professionals wishing to learn how to get control of the New Product Development Process

### Key Concepts include:

- ▶ Principles of Business, Margin and Operations of 3G
- ▶ GPRS
- ▶ VNOs (Virtual Network Operators)
- ▶ MVNOs (Mobile Virtual Network Operators)
- ▶ New Technology Release Schedules
- ▶ Role of Standards Organizations
- ▶ Role of Vendors
- ▶ Role of Network Operations
- ▶ Role of Marketing
- ▶ Role of Finance
- ▶ Billing Assurance Architecture Compliance (BAAC)
- ▶ 3G Architecture
- ▶ GPRS Architecture
- ▶ Radio-Side Billing and Rating
- ▶ Radio-Side Revenue Assurance
- ▶ UMTS and 3G Relationship
- ▶ Billing Models for GPRS (CDR Radius/Outer Wall)
- ▶ Diameter (Inner Wall)
- ▶ WAP/Custom
- ▶ GPRS Billing Differentiation
- ▶ APN, PDP, WAP, New Product Development
- ▶ Gateway Methodology
- ▶ BAAC and New Product Development
- ▶ User Acceptance Testing Methods and Controls
- ▶ Marketing Assurance for New Products



### Testimonials

It was very good to meet Rob Mattison and to attend the workshops with delegates from so many companies.

It really helps to understand the various practices being followed across companies and also in building your network.

The Fraud Management class was especially interesting for me. To be able to understand and discuss the various types of frauds identified in the telecom industry was indeed fruitful.

I also found the concept of revenue mapping to be especially interesting.

Overall, I was very happy with the workshops and attending has certainly resulted in quite a few learnings for me.

Thank you, Rob, for all the effort and hard work you put into the workshop.

*Senior Manager  
Credit & Revenue Assurance, India*

### GRAPA Certification Credit

Completion of this course of study, verified by testing, will earn attendees Competency Credit for the following areas in line with GRAPA's "Body of Knowledge"

- NTD (New Technology Deployment and Risk Assessment): 3G
- NTD: GPRS
- NTD: Femtocells
- Principles of Virtual Network Operations Assurance
- Principles of Radio-Side Billing and Assurance
- Principles of New Product Development Assurance
- Principles of BAAC (Billing Assurance Architecture Compliance)
- Principles of New Product Risk Assessment
- Principles of New Technology Risk Assessment
- Market Assurance for New Products
- Line of Business (LOB Principles) - Fem-to-Cells
- LOB Principles - GPRS
- LOB Principles - Virtual Network Operations

# MORE THAN JUST TRAINING



The Revenue Assurance Academy  
**EXPERIENCE!**

## In the Classroom

## Out of the Classroom



**CHALLENGING CONTENT**



**SOCIALIZING**



**DISCUSSION**



**PARTICIPATION**



**CONFIDENCE BUILDING**



**NETWORKING**



Maximizing Revenue Potential and Minimizing Risk to those Revenues with Proven Techniques and Strategies



Join the leading Revenue Assurance focused training events. Featuring exclusive presentations, real-world examples of procedures, solutions, and strategies that have effectively reduced leakage and maximized profits for telcos around the world.

After twelve months of providing the Best Practices and Managers workshop series to hundreds of revenue assurance professionals around the globe, we are pleased to announce our improved course offering.

## What is new?

- **Revenue Assurance to the Xtreme** – the latest generation of a groundbreaking and paradigm-altering training that has realigned the mindsets of RA professionals around the world
- **Associates Certification** – an entry level certification ideal for newcomers to revenue assurance or those looking to learn the basics when it comes to GRAPA's standards
- **Bachelors Certification** – an intermediate certification for revenue assurance professionals who want to demonstrate their fundamental grasp of the discipline

## What is the same?

- **Masters Certification** – GRAPA's highest and most prestigious certification that is attained after completing a rigorous and exhaustive training program whose extensive curriculum spans the broad and complex landscape of revenue assurance
- **Depth of knowledge** – The topics and examples are “narrow and deep” rather than broad and vague, presenting you with focused, highly targeted information that adds real value.
- **Tailored content** – Training is adjusted to align the needs of the students to the available material. Students are asked to fill out “GRAPA Benchmark Surveys” to determine the level and nature of the training required. The survey results help us determine how well you know your own systems, and provide clues about what you need help with. The principles and practices taught are also applied to cable, satellite, wireless voice, SMS, MMS, IPTV, and MMDS with equal conviction, detail, and effectiveness.
- **Relevant** – Class material is based on the foundations of GRAPA. GRAPA members from every geography, type of carrier, major type of technology, and carriers of all sizes review and approve these standard approaches. The material serves as the foundation for an industry standard approach that is applicable to everyone, and yet easily focused to the needs of specific sub-audiences.
- **Based on real-world situations** – The majority of the training is experience-based “standard practices” in revenue assurance, harvested from the many revenue assurance professionals who participate in “practices surveys,” “strategy sessions,” and other information-sharing events. Clear, specific deliverables are provided that apply to real-world situations. The material is never based on speculation, guesses, or unvalidated information.
- **Interactive** – The workshops are more than lecture sessions. RAA classes are participative and interactive and students are expected to proactively join in discussions, problem solve, and fill out benchmarks. Attendees have opportunity for much interaction with the instructor and other students. Lunch and breaks are devised to facilitate more intimate conversation.
- **Professional development** – Students master vocabulary needed for creating a sense of professional identity and opportunities with other like-minded people in the industry that share common goals and issues.

## The Instructor



**Rob Mattison**, world renowned expert in telecommunications and the revenue assurance industry, teaches all courses.

Rob has 20+ years of hands-on industry experience. He is President of the Global Revenue Assurance Professionals Association (GRAPA), author of *The Revenue Assurance Standards - 2009 Edition*, and of *The Telco Revenue Assurance Handbook*, which has become the authoritative guide for RA Managers at telecom firms around the world.





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### 2009 Schedule:

Sept 2009	London, U.K.
Oct 2009	Cape Town, South Africa
Nov 2009	Dubai, UAE
Dec 2009	Las Vegas, USA

### Tentative 2010 Schedule:

Jan 2010	South East Asia
Feb 2010	Southern Africa
Mar 2010	Middle East
Apr 2010	South America
May 2010	Western Africa
Jun 2010	South East Asia
July 2010	Middle East
Aug 2010	North America
Sep 2010	Eastern Africa
Oct 2010	Middle East
Nov 2010	Europe
Dec 2010	North America

For the most up to date list of upcoming events  
please visit our website:  
[www.ra-academy.org/upcomingevents.htm](http://www.ra-academy.org/upcomingevents.htm)

We schedule courses and venues based on demand, so please be sure to tell us if you are interested in a particular class and location. We only move forward with our planning if there is enough interest. To make these trainings happen we need commitment from a minimum number of delegates. Please refer to our website for specific policies.

### Telco executives rave about the courses....

*Rob Mattison is incredibly experienced and knowledgeable, with many long years of practical experience in the field of Revenue Assurance. I took two courses, Best Practices, and Mangers Workshop, and found them both very useful. It was certainly a worthwhile week. I would recommend the training to anyone working in the revenue assurance field!*

*Revenue Assurance Manager, Dubai*

*This is one of the most useful courses I have ever attended. It teaches RA specialists how to deal with all relevant cases. Rob Mattison is an unbelievable lecturer! He can give the maximum benefit with simple words. I am recommending my team to take such classes with GRAPA.*

*Revenue Assurance Administrator, Palestine*

### About us:

The Revenue Assurance Academy (RAA) is the exclusive training organization of the Global Revenue Assurance Professional Association (GRAPA). GRAPA has over 2500 registered members and has distributed more than 2000 copies of its 2009 standards book. We have taught the Xtreme Revenue Assurance curriculum to over 500 GRAPA members. By offering events that combine benchmark development, sharing of standard practices and approaches, as well as delivery of workshops, the Revenue Assurance Academy provides a unique and powerful venue for deployment of standard practices and rapid integration of those practices into the participating telco environments.

We have conducted our training programs for dozens of carriers and services providers around the world. Our workshops are offered in public venues (attended by delegates from many operators and services providers, which promotes the sharing of practices) as well as onsite for a private, more personalized and focused training for a company's staff.

### Some of what makes our training so unique:

1. Based entirely on the GRAPA standards of professional revenue assurance practices
2. Taught by Rob Mattison, the world's leading authority on the practice of revenue assurance in telecommunications, winner of many awards for his work in this area, author of *The Revenue Assurance Standards--2009*, *The Revenue Assurance Handbook*, and dozens of whitepapers.
3. Focused heavily on practical experience, not theory

Visit our website to read some great reviews from students who have attended our training: [www.ra-academy.org/Testimonial.htm](http://www.ra-academy.org/Testimonial.htm)