



CFCA Fall Educational Event

15 - 17 October 2019

Sponsored By



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Tuesday, October 15, 2019

8:30am to 9:30am	Registration Open
11:00am to 12:30pm	Brown Bag Workshop – Benefits of CFCA Membership - Highlighting current membership benefits, user case presentation of benefits by a carrier, and interactive discussion regarding additional benefits you'd like to see the CFCA implement. LUNCH WILL BE PROVIDED
1:00pm to 1:30pm	Conference Opening – Welcome Announcements and Introductions
1:30pm to 2:15pm	Fraud Types in SMS Messaging – Munz Bharde, Neustar This discussion will cover various fraud activities happening on the messaging front. Some of the most common ones include: SMS Phishing, Grey routed, SIM Swap Fraud, SMS Malware, SMS Originator spoofing. I will also discuss various ways that some of these types of fraud are detected and handled in the messaging world. We would also close out by discussing the effects of RCS on this fraud and fraud on RCS.
2:15pm to 3:00pm	Carrier Collaboration Panel – Comcast, Hawaiian Telecom & Lanck Telecom There are many carriers in the telecom industry worldwide. While carriers are competitors, they are also the best allies in finding means to combat fraud as a global issue. This panel will host carriers and be an open discussion around the benefits they find from collaborating with peers throughout the industry and ways they believe we could enhance collaboration through the CFCA, our vendors, and our associations that highlight combatting the problem together, without impacting competition, and what needs to improve to do so.
3:00pm to 3:30pm	Break
3:30pm to 3:45pm	Rapid Fire – Fred Van de Weghe, Araxxe
3:45pm to 4:30pm	Reeling in Offshore Fraud Mitigation Development - Paul Ireifej, AT&T There are many reasons why large corporations choose to outsource a software development team, including cost savings, time savings, lack of in-house experience and flexibility. There are many widely known strategies & documentations for making such a transition. However, what happens when you are forced to retire the outsourced development team and then reel that outsourced work back in? At AT&T, we recently went through this transition.
4:30pm to 5:00pm	CFCA 2019 Global Fraud Loss Survey Readout - Part 1 Jason Lane-Sellers, ThreatMetrix & CFCA President
5:30pm to 6:00pm	First Timer Attendees Reception - If this is your first time attending a CFCA Educational Event, we invite you to join us at our welcome cocktail reception to meet your 'Ambassador' for the event and to get additional information about CFCA. Join us for an informal meet and greet with the CFCA Board members, Ambassadors, and other first-time attendees.
6:00pm to 8:00pm	Ice Breaker Reception (Sponsored by iconectiv & Neural Technologies) This is a great time to meet your fellow attendees and relax! Join us!



Wednesday, October 16, 2019

8:00am to 9:00am	Breakfast / Registration Open
9:00am to 9:30am	Opening Announcements
9:30am to 10:15am	Fraud Management & Risk Analysis Using Machine Learning Dr. George Bolt, Neural Technologies <p>This session discusses the importance of Digital Integration in machine learning for finding and managing fraud quicker and more effectively. Having the availability of data to train machine learning models, together with the ability to produce the same representation of data for the analysis, is key. The lessons learned from other vertical domains (banking, finance, utilities, geophysical sciences etc.) where machine learning has been profitably used extensively, are transferred to telecommunication companies. The different types of machine learning methods of supervised, unsupervised, reinforcement etc., are presented and described along with their applicability for use in telecommunications. Methodologies for successful use of machine learning are described with the key underlying factor of data highlighted.</p>
10:15am to 11:00am	Global Fraud Management System Igor Skutsenya, Lanck Telecom
11:00am to 11:15am	Rapid Fire – Fernando Lopez, FICO
11:15am to 11:45am	GSMA Update - David Rogers, GSMA
11:45am – 12:30pm	Signaling Methods to Combat Frauds in the Digital Era Nithin Gangadharan, Subex <p>Need for telcos to move to digital methods to combat fraud. The shift from CSP to DSP and ever-expanding partner ecosystem. Network-based advanced digital methods to prevent potential frauds in Voice (SIP, SS7), Data, SMS and Digital Services. Presented as a Customer Case Study.</p>
12:30pm to 1:30pm	Lunch
1:30pm to 2:15pm	Used Mobile Device Management: Best Practices Jon Newman & Seth Heine, PrologMobile <p>PrologMobile is the leading data and analytics company supporting mobile device life cycles: reducing risk, creating transparency and adding value to millions of devices a year globally. Our risk mitigation systems typically start with IMEI research to determine whether the phone has been flagged for theft, locks or other encumbrances. In order to deliver this data, we work with OEMs, carriers, GSMA and many other stakeholders. Our systems help de-risk hundreds of millions of devices through our relationships with data erasure and diagnostic companies. Understanding the IMEI status of a device is the most important indicator of value as this impacts the reactivation and repair path. Generally speaking, the devices are trafficked away from the original carriers and moved to other networks where they can be activated. This process causes</p>



	<p>the carriers to lose billions of dollars-worth of devices and network revenues every year. We are flipping these dynamics on their heads and generating enormous value for our clients in a simple, straightforward manner. Our system allows us to see the entire landscape, including who has the devices, what shape the devices are in, where they came from and where they should go. We propose a “Bounty Code” on locked devices, providing a financial incentive to return the devices to their originating networks. We are in a unique position to issue and track the use and redemption of these codes through phone inspection reports. The result would drive these devices back to the networks, returning billions of dollars-worth of missing assets to each major US carrier annually. It is also worth noting that the customers who would be activating these devices are also very valuable; each customer activation is estimated to be worth about \$18K over ten years. We are here to engage the fraud professionals to help us develop this system, help return billions in lost assets, drive growth and substantially benefit the environment by keeping the devices in use right here in the USA.</p>
2:15pm to 3:00pm	<p>Protecting Telcos and Their Customers: Biometrics Success Stories Roanne Levitt, Nuance</p> <p>From PBX and voicemail hacking to hardware theft, telcos are facing several external threats. Anti-fraud teams have long worked at making their detection tools better, but when it comes to identity theft, the key is preventing fraudsters from succeeding in the first place to maximize savings and protect customers. We will explore how voice biometrics and – more broadly – biometrics in general can be used to stop fraudsters trying to commit three specific fraud schemes: ATO and SIM swap, subscription fraud to obtain handsets, and business identity fraud to obtain and resell services illegally. Using biometrics, we can not only detect fraud earlier, we can prevent the fraudsters from getting in organizations in the first place.</p>
3:00pm to 3:30pm	Break
3:30pm to 3:45pm	Rapid Fire
3:45pm – 4:15pm	Wholesale Fraud Survey - Jussi Makela, ITW GLF/Capacity Media
4:15pm to 4:45pm	<p>CFCA 2019 Global Fraud Loss Survey Readout - Part 2 Jason Lane-Sellers, ThreatMetrix & CFCA President</p>
4:45pm to 5:15pm	<p>Knowledge Network 1</p> <p>Open discussion on content from the event, future topics of interest and general questions</p>
6:30pm to 9:00pm	<p>Special Event – El Conquistador Last Territory</p> <p>Join us for a BBQ buffet supper, music and games in an outdoor old-time western town setting</p>



Thursday, October 17, 2019

8:00am to 9:00am	Breakfast / Registration Open
9:00am to 9:30am	Opening Announcements
9:30am to 10:15am	Trusted Communications: Answering the Call and Fraud Mitigation Chris Drake, iconectiv <p>Consumers now rarely use phones for their original intent (voice)—which is creating havoc for businesses that are trying to reach their customers. Why? Because robocalls make up nearly half of all phone calls so frustrated consumers simply don't answer incoming calls and businesses can't get through to customers when they need to. Chris Drake, CTO of iconectiv will present an educational session that will explore the call blocking requirements including the SHAKEN/STIR standards and the new attestation process, how this impacts businesses, and what companies need to do now to make sure their calls become answered again. Drake will also touch on mobile phone numbers – THE primary personal identifier. Ensure your phone number data is accurate and legally obtained to mitigate risk for your company and your customers.</p>
10:15am to 10:45am	Break – Hotel Check-Out
10:45am to 11:30am	CFCA Strategic Partnership Panel – Fraud Organization Collaboration GSMA, ITW GLF <p>There is a multitude of associations that focus on helping members with fraud, revenue assurance, risk management, etc. These associations don't always focus specifically on communications; some associations do focus on communications. This panel will host key members of associations that CFCA has strategic partnerships with and be an open discussion around the benefits of associations working together to spread the word to all their members, to coordinate best practices and terminology across industries and borders, and ideas around information sharing and supporting each other.</p>
11:30am to 12:00pm	CFCA 2019 Global Fraud Loss Survey Readout - Part 3 Jason Lane-Sellers, ThreatMetrix & CFCA President
12:00pm to 12:30pm	Knowledge Network 2 <p>Open discussion on content from the event, future topics of interest and general questions</p>
12:30pm	Closing Remarks/Adjourn