



Offered exclusively for GRAPA certified professionals!

THE ALL NEW
ADVANCED
REVENUE ASSURANCE
CERTIFICATION PROGRAM

2017



Name:

Title:

Phone #:

Email:

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FOR GRAPA CERTIFIED PROFESSIONALS ONLY...

- Join other like minded RA professionals.
- Build on the foundation the you have created.
- Fall in love with RA all over again!
 - Recharge your battery, reset your goals.
 - Take your professional development to the next level.
- Learn the latest in global best practices.



Attain CMRA - Certified Master of Revenue Assurance Certification.

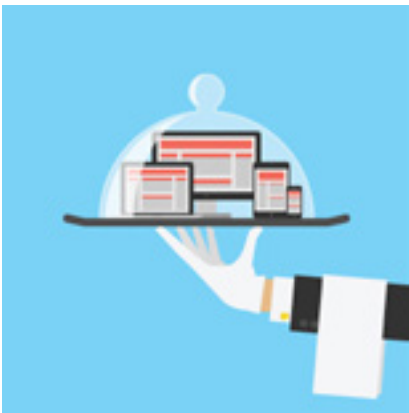
Advanced Topics for the Advanced Professional !

You've been doing the revenue assurance job for a while now. You've worked til midnight to figure out where that CDR went. You have sat through 10 hour meetings about how to fix the billing system ... AGAIN!

But at this point in your career, you are looking for more! Is this really all there is? What about my professional future?

If what you really need is to:

- Get some help and tips for IMPROVING the things that I am doing now
- Find out about how other RA professionals are reshaping their careers
- Get some fresh ideas on how to apply myself to my work situation
- Learn about all of the topics of most critical interest to you!
- Then this is the time to take the next step!



Unique Customized Format

You're an experienced RA Professional and you know what you need to know. No off the shelf training class is going to provide you with all the information you need to advance your career.

At the same time, you're curious about what all the latest leading edge technologies, business models, and approaches are going to mean to you and the development of your career.

For this reason, our advanced revenue assurance program provides a unique "customized" curriculum.

How does it work?

Our 40 hour certification program will provide you with a combination of those topics of most interest, and most critical to revenue assurance professionals of your caliber and experience level. At the same time, we want you to tell us what the most important topics are so that we can be included as well.

In order to be sure that we customize the event the way you want it to be done, we have included a menu - survey, which will allow you to let us know which topics are most critical so that we can include them and put special emphasis on them when you participate in the event.

DON'T MISS OUT ON THIS CHANCE TO NETWORK WITH PEERS AND LEARN FROM THE BEST!

These are the topics that will be covered in all offerings of this training.



Assurance for Voice in the Age of Data

While voice revenues may be going down, we are still a long way away from being a DATA ONLY Business. Most RA teams are going to have to figure out how to CO-EXIST - learning how to assure the explosion in new types of services and partnerships while maintaining their control over existing voice revenues. Controls Attrition. Voice Revenue Drainage. and Bundle Value Maximization are now key words in the RA professionals toolkit. Learn about how you can survive and thrive in the current voice declining universe.

Mastering Data Assurance



Almost every CFO on the planet will state that Data Revenues are the future, and many report that data revenues are already surpassing voice. But, if that is so, why are there so few RA controls, methodologies and issues in play? Is that because we don't need RA for data? On the contrary, data leakage and profit loss are tremendously high for most carriers. What is missing is an empowered, motivated and effected RA team pushing to identify and place those new controls in place. Learn about the traditional, emerging and probable future of the RA professional, and learn about all of the key concepts, controls and issues required to be an effective revenue assurance data engineer.



WiFi and Offloading

Carriers around the world are doubling the size of their network without installing any towers? How... through WIFI Offloading. WIFI offloading is the process of shifting customer voice traffic from your GSM/HSPA/LTE network to locally available WIFI networks. Its a combination of roaming, OTT and IMS partnering, and its making big changes in the way telcos approach next gen voice. Learn how WIFI offloading works, how it is billed, and most critically how to assure it.

4G / LTE Assurance

4G/LTE is the next generation of voice and data on GSM and CDMA Networks. But what about your company? Are you doing 4G/LTE? Are you sure? Many companies simply deploy 4G radio towers and pretend to be full 4G. The 4G/LTE infrastructure is incredibly different than anything ever seen before in the wired and wireless technology space. In this class you'll learn what 4G/LTE really is, what controls are required in the environment and the PCP Lifecycle that makes it secure.



These are the topics that will be covered based upon survey importance.

Data Monetization: OTT/M2M



Telcos are rushing to partner with and subsize revenues via OTT partnerships, blocking and coercion. But the effectiveness of these techniques depend upon the RA professional's ability to understand the true revenue risk, revenue loss and revenue / profit gain that each strategy renders. IN these sessions we will learn about the most effective ways carriers are uncovering the 'hidden value' of OTT and M2M partnerships, and learn about the standard margin, forecast and profit controls that help managers make the most of OTT Monetization.



Governance : KPI, Charters, Coverage Plans

Learn how to use GRAPA's Revenue Assurance Standards and Governance Model for gaining top management buy in and support for the expansion of the revenue assurance function. Change top management's understanding of the role of revenue assurance in strategic decision making. Make revenue assurance a critical asset to the CEO and CFO.



RA Management : Team Mgmt & Work Organization

An interactive session designed to help managers discuss their biggest problems when it comes to the management of an RA function. How to organize. How to train. How to retain. How to motivate. How to develop a top RA team.



New Technologies : SDN-NFV-IMS-5G-HetNet

Get a glance of the real future. By 2020 SDN, NFV, IMS , 5G and HETNETS will define the telecommunications company infrastructure. But what do all of these acronyms stand for, how do they work, and how does my understanding of the direction of RA effected by how they work. Get a quick overview and some great insights into what the future of telecoms and RA will be all about.

These are the topics that will be included as specified by the students attending the class.



- Advanced Assurance for Roaming

While voice revenue may be distressed, roaming is going strong. Not only is voice roaming seeing an all time high, but many new type of roaming, and roaming partnership derivatives (IMS, Content Sharing, CoHosting and others), mean that the world of RA for Roaming is growing astronomically. Learn about the latest in Roaming Revenue Protection and Profit Maximization approaches and tools.



- Advanced Assurance for Interconnect Voice

While the traditional voice interconnect business might look to be in trouble, the reality is the INTERNATIONAL VOICE is at an all time high. The difference is that there are a lot more participants, and a lot more ways to move the traffic. International voice is not dead, it has simply MOVED TO A NEW ADDRESS. Learn about how telecoms RA teams can help management assess, strategize, monitor and win at the international voice revenue game.



- Mobile Money - Online Payments

A whole new generation of online payment, Online debit, online credit and online banking applications are taking the industry by storm. Everyone, every device and every carrier is fighting for a "piece of the monetary" action. In this session we'll learn about the key controls and issues surrounding online banking, payment and credit systems including PCI, NFC, EMV and many others.



- VNO - New Business Models

The Virtual Network Operator is a strange phenomena. A carrier without a network is the best way to describe it, but there are now hundreds of VNO's all over the world, and hundreds of MVNO's (carriers who provide network to VNO's). While VNO and MVNO assurance are built upon the backbone of normal voice assurance, the complexities of licenses, business models and settlement disputes can make it a tricky environment for the RA professional to navigate. This session will cover the principle types of VNO/MVNO relationships and provide insight into ways the RA professional can better serve managements objectives in this environment.

These are the topics that will be included as specified by the students attending the class.



- Video-Audio-Content-Broadcast

While the Broadcast industry is not new, the fact that more and more carriers are getting into the broadcast business means that their finance and operations teams are at a huge disadvantage when it comes to figuring out how to protect their company and maximize the revenues for broadcast operations. These sessions highlight the broadcast industry and the corollaries to the job of the modern RA professional facing a broadcast video or audio scenario.



- Data Roaming : GSM/WiFi

Data roaming is not new, but assuring data roaming revenues has gotten tougher as time goes by. Learn in this update about the advance approaches to data roaming that make many of our largest revenue streams.



- New Product Development

New product development for voice carriers was an interesting exercise in pricing and perception. While carriers offered hundreds of rate plans and promotions, ultimately they did a lot of marketing with a very simple business model. But today's hyper data environment provides not hundreds but thousands of unique marketing plan approaches, each with up side and down side risks. The RA professionals approach to market assurance provides management with a reality check and a financially based control to protect against major risks and losses in the pricing, bundle development and new product development lifecycle.



- Cable, Fiber, Satellite & Backhaul

For the typical GSM Voice RA professional, Cable, Fiber and Satellite are completely unknown technologies. But the modern HET NET, with WiFi Offloading, 5G, Wimax and Heterogenous networking make it necessary to get familiar with these technologies, how they work and how they are assured. IN these sessions we breakdown the technology, provisioning, billing and leakage risks and remedies associated with these newly emerging major revenue platforms.

AN EXAMPLE OF WHAT YOUR WEEK OF ADVANCED REVENUE ASSURANCE COULD LOOK LIKE!

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Repositioning Revenue Assurance in 2017	Policy Based Billing Fundamentals: The Guide for 2017	Voice OTT: Revenue Voice Erosion Analysis Methodology	Bundling for Profit: Revenue Assurance Weighs in on Promotion and Product Pricing Plans	VNO/MVNO Assurance and Controls
Voice Controls in the Age of Data - Controls Attrition Management	Data Controls Management for 2.5G, 3G and 4G Data	Managing the migration to full Policy: PCRF, DPI, and the Rest	Advanced Roaming: Steering and Segmentation Based Roaming	Big Data Controls: Feasible? Desirable? Possible? How?
The Internet as a Commercial Ecosystem	Revenue Engineering: Profit Basis For RA	Fiber, Cable, DSL Internet	Video, Audio & Broadcast	Volte, Volga
Data Assurance Architecture Issues	Monetization (OTT/M2M)	Mobile Money (*)	Data Roaming for LTE	HiTech: SDN, NFV, 5G, HetNet
Next Gen Data	RA Department - Mission, Vision	Scope Redefinition: Team Allocation	Coverage Plans & KPIs for the RA Team	SWOT: For your Revenue Assurance Team - Mapping the Next Decade for YOUR RA TEAM

Overview

Never in the history of telecoms has the revenue assurance professional been challenged to know so much about so many different aspects of the industry. The explosion of new business models, partnerships, revenue sources and profitability schemes has made it more critical than ever for the RA professional to keep up.

This MasterClass will build upon the professionals grounding in the core GRAPA standards and controls approach. Attendees will be invited to participate in collaborative sessions that touch all of the latest and most important trends that we are facing today, and will have to be faced in the near future.



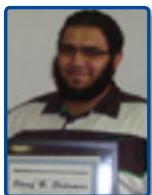
Learning Objectives

- Students will learn about the latest trends in revenue assurance for the new generation of products and services as well as a look at where the industry is going and how your RA team can work to fit in.
- Learn how to make revenue assurance a critical part of your next gen companies strategy.
- Plan strategies and exchange ideas with other RA professionals regarding strategies for your personal career development.



Keeping up with all of the changes in the technology being deployed is a never-ending job for the Full Assurance professional. New technologies break conventions and challenge the professionals to understand and apply their disciplines in new ways. These technology focus sessions provide the student with a Business and Assurance view of what is important in these areas.

Important	Nice to Know	Additional Curriculum Subjects
		Advanced Assurance for Roaming
		Advanced Assurance for Inteconnect Voice
		Mobile Money - Online Payments
		VNO - New Business Models
		Video-Audio-Content-Broadcast
		Data Roaming : GSM/WiFi
		New Product Development
		Cable, Fiber, Satellite & Backhaul
		Data Monetization: OTT/M2M
		Governance : KPI, Charters, Coverage Plans
		RA Management : Team Mgmt & Work Organization
		New Technologies : SDN-NFV-IMS-5G-HetNet
		Other (please explain):



Certified Master Revenue Assurance (CMRA) – 2017

GRAPA's master level certification will build upon the professional's grounding in the core GRAPA Standards and controls approach. Attendees will be invited to participate in collaborative sessions that touch all of the latest and most important trends that we face today and will have to face in the near future.

What Does This Program Offer?

Never in the history of telecoms has the revenue assurance professional been challenged to know so much about so many different aspects of the industry. The explosion of new business models, partnerships, revenue sources and profitability schemes has made it more critical than ever for the RA professional to keep up.

Those who certify at the master level will build and expand on their firm and fundamental grasp of GRAPA's standards, as well as GRAPA's standard controls across all telco domains and lines of business. They will learn about the latest trends in revenue assurance for the new generation of products and services as well as look at where the industry is going and how their RA team can work to fit in. Achievement of this certification, therefore, allows for a greater means of gaining professional status and confidence, allowing for accelerated professional development within your organization. Because the certification is structured to be comprehensive, it provides a detailed overview of Revenue Assurance issues and solutions from across the spectrum of telecoms businesses and addresses the appropriateness of controls for telcos of various sizes and situations.

This allows professionals to return to their organizations with lessons learned by other telcos for implementation in their (often unique) operating environment.

This approach ensures that certified professionals are rationalized in their approach, putting in place the appropriate level of controls to minimize risk, without resorting to needless redundancy that wastes budget and resources.

GRAPA Certification - Over 2500 "Certified" Professionals - and Growing !!

Since 2007 GRAPA has served the telecoms revenue assurance and fraud management community as the only organization dedicated to the standardization of professional best practices, the communication and sharing of those practices freely to all interested, and the provision of independently administered and verified CERTIFICATION. The independence and practical nature of GRAPA training and certification is unchallenged in the industry as evidenced by the hundreds of testimonials and the continued support of GRAPA certification as "the benchmark" of professional practice in telecommunications.



MORE THAN JUST TRAINING



The Revenue Assurance Academy
EXPERIENCE!

In the Classroom

Out of the Classroom



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.

Benefits of Attending:

- **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. Also, the principles and practices taught are 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 as 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.
- **Detailed** – The materials presented in the workshops vary from high level to very detailed, but are never based on speculation, guesses, or unvalidated information.
- **Interactive** – The workshops are more than simply lecture sessions. RAA classes are participative and interactive and students are expected to proactively join in discussions, problem solve, and fill out benchmarks. Attendees also have the 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



All courses are taught by **Rob Mattison**, world renowned expert in telecommunications and the revenue assurance industry. Rob is President of the Global Revenue Assurance Professionals Association (GRAPA). He has 20+ years of hands-on industry experience, and is the author of *The Telco Revenue Assurance Handbook*, which has become the authoritative guide for RA Managers at telecommunications firms around the world.

