



Revenue Assurance
Fraud Protection
Spam Filtering

For further information about HAUD Systems, please contact our sales team: sales@haud.com

Malta: +356 9994 2342

Sweden: +46 851 062 770

Singapore: +65 68 36 69 95

UK: +44 203 519 2610

www.haud.com

HAUD Systems - Traffic Profiling Service



HAUD Systems' Traffic Profiling Service

is a service that analyses the SMS traffic of a Mobile Network Operator (MNO) over a period which generally runs for 6 to 8 weeks. Based on the categorisation of this data, HAUD Systems offers recommendations on:

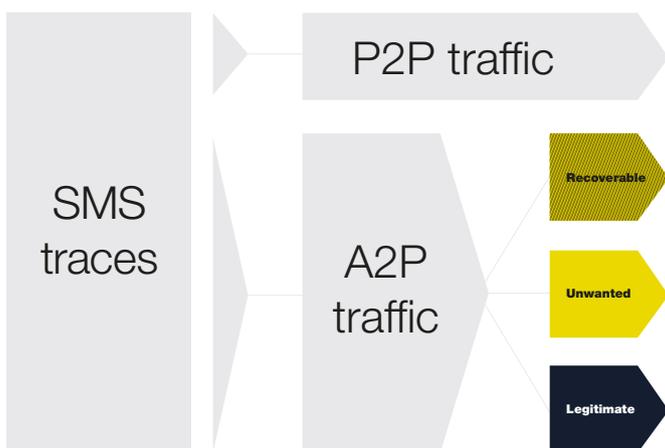
- How best to maximise network performance
- Generating revenues from recoverable A2P traffic
- Blocking Spam and fraudulent SMSs
- Reducing subscriber churn

How does the Traffic Profiling Service access and sort the SMS traffic?

The first step is for the MNO to supply SMS traces to a secure, dedicated HAUD server in either hourly or daily batches over a Virtual Private Network (VPN). SMS traces refer to a log of SMS traffic that originates or terminates on an MNO's network which can be shared in industry standard PCAP format.

HAUD Systems then runs such SMS traffic through the HAUD Solution to identify:

- The traffic origination
- Bulk traffic
- A2P traffic
- Spam or fraudulent traffic
- Content (where provided)



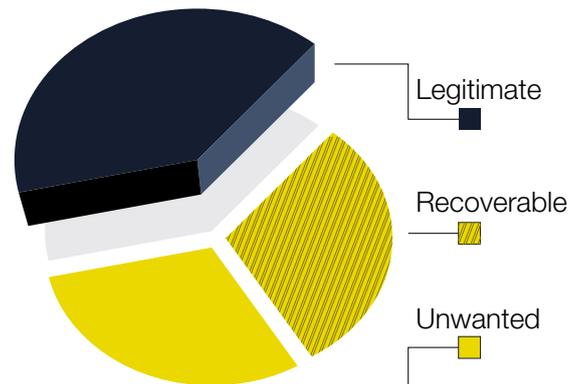
This diagram shows how SMS traces are categorised

Benefits of the Traffic Profiling Service:

- It identifies unwanted A2P traffic sources
- It identifies grey routes and revenue leakages associated with them
- It can predict likely sources of future threats
- It offers recommendations on how to recover revenues lost to non-interworking and grey route SMS traffic

Prevention is better than cure

At the end of the service a tailored Recommendations Report displays clear-cut statistics of traffic volumes and offers recommendations on how to eliminate spam and SMS fraud through preventative measures by applying the HAUD solution.



The Recommendations Report is presented to the MNO in a detailed format and findings are explained. A drill down of the traffic findings starts from identifying the traffic volumes, splitting these into main categories and then delving deeper into each category to identify the losses and revenue potential.

What's in it for you?

HAUD Systems' Traffic Profiling Service provides you with the basis for a business case to consider the acquisition of a solution for generating new revenues from SMS. If you are ready to take a closer look at your network's activity, contact us for a presentation and discussion about HAUD's Traffic Profiling Service.

For further information about HAUD Systems, please contact our sales team: sales@haud.com

Malta: +356 9994 2342

Sweden: +46 851 062 770

Singapore: +65 68 36 69 95

UK: +44 203 519 2610

www.haud.com