



WORLD REVENUE ASSURANCE FORUM



Dear Colleague,

We cordially invite you to participate in establishing the first **World Revenue Assurance Forum**

The main focus of this forum is to bring together Revenue Assurance professionals from around the world discussing various techniques in order to overcome the challenges around financial risk assessment, controlling and identifying Revenue leakages, cost leakages and margin management issues. The RA Forum monitors RA best practices defined by the TMF (e.g.: standard KPI's and maturity) and assists in increasing the awareness of RA within the operators community. The forum is managed by a steering committee currently chaired by Geoff Hammond head of BT RA Center of excellence in British Telecom and will be facilitated by cVidya Networks.

The first session will be held on the 27th 28th of October 2008 in the prestigious BT Tower in London, UK

WHO SHOULD ATTEND? REVENUE ASSURANCE/MANAGEMENT EXECUTIVES AND FINANCE DIRECTORS

Attending this premiere event will enable you to:

- ▲ Be part of the creation of new standards for the Revenue Assurance operation
- ▲ Identify methods for enhanced Revenue Assurance practices
- ▲ Meet and exchange views, ideas and information with peers from around the world
- ▲ Learn the latest developments from the industry standards bodies

The event is organized by the operators and for the operators.

THE PREMIER WORLD REVENUE ASSURANCE EVENT

Main discussion areas:

- ▲ Embedding RA controls on new products
- ▲ Calculation of RA ROI
- ▲ Areas for standard KPI's implementation
- ▲ RA best practices Processes and procedures
- ▲ Increasing awareness for RA within the organization
- ▲ Next Generation RA
- ▲ Real Time RA
- ▲ Convergence of RA and systems
- ▲ Benchmarking of RA measurements
- ▲ Analyst reviews and market trends
- ▲ Finding funding for your next RA project

You will get the chance to participate in working groups which will cover main areas for an ongoing discussion. Make sure you participate and become part of this first ever Revenue Assurance dedicated group. Registration is free of charge.

**In order to register
please go to www.ra-world.com**