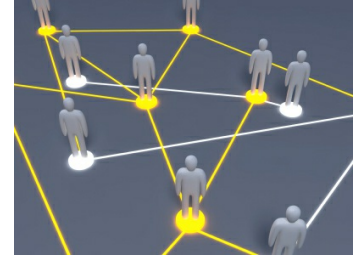


Vendor Spotlight: Mobileum

By: Scott St. John

The industry is expanding at an unprecedented pace and showing no signs of slowing. In fact, it would seem the pace is accelerating particularly in key areas such as big data, customer experience management, security, and artificial intelligence technologies. Companies, and investors, are rushing to seize these emerging market opportunities. *Pipeline* had a chance to meet with many of these companies at Mobile World Congress 2017 in Barcelona last month. But one company is doing something different and stands out from the crowd. That company is Mobileum.



Mobileum has actually been around for a while. Formerly known as Roamware, the company's tried-and-trusted solutions have been on the market for over 15 years. Its initial product offering was designed to help mobile operators better manage their roaming traffic and steer customers to the most appropriate network. But since its inception, the company has been steadily expanding its portfolio both organically and through acquisition. Notably, the company's technology is now being used in more than 600 operator networks worldwide. Over the years Mobileum's portfolio has matured and expanded well beyond roaming to encompass analytics-enabled solutions, including roaming analytics, counter fraud and security, monetization, and customer engagement (Fig. 1). These solutions are all powered by its [Active Intelligence Platform](#) which changes, well, just about everything.



Fig. 1 - Mobileum's Portfolio of Solutions

Betting on Big Data

Mobileum's Active Intelligence Platform can take action based on the analytical insights from processing the underlying network and customer data. First introduced in 2014, it was used by Mobileum's customers to predict and act upon roaming patterns. By coupling analytics with network and roaming data, Mobileum's [roaming suite](#) is helping operators in more than 150 countries contend with unique roaming requirements and capitalize on opportunities encompassing everything from regulatory compliance, quality of service, intelligent campaigning, travel ecosystem management, and much more.

In 2015, the company introduced its [Counter Fraud & Security](#) solutions which include [fraud](#) and [network security threat detection](#) and prevention. The need, if the persistent drumbeat of news headlines is any indication, for comprehensive fraud and security solutions has become a mission-critical imperative. But, here's where things get interesting. By using its Active Intelligence Platform, Mobileum's Counter Fraud & Security solutions can not only detect a plethora of known risks – it can also detect outlier patterns to evolve its threat detection to identify new, previously unidentified threats using extensive algorithms, machine learning and artificial intelligence (AI). This allows operators to rapidly identify and respond to evolving threat patterns much faster in order to quickly mitigate potential losses and recover lost revenue stemming from fraud and security vulnerabilities. One top-tier mobile operator in the U.S. is using Mobileum's solutions to to completely change its approach on how it manages fraud prevention and revenue assurance. The Mobileum solution can detect up to 3 times more fraud than traditional rules-based systems with a much lower false positive rate, and can automatically act to immediately stop the fraud.

In February of this year, Mobileum [added world-renowned computational data scientist Alex \(Sandy\) Pentland to its Board of Advisors](#). Voted by *Forbes* as one of the most powerful data scientists in the world, this move indicates the company's continued commitment and keen focus on state-of-the-art analytics. This also bolsters the prowess of the Mobileum team who are focused on its telco-specific analytics solution. Mobileum sees Pentland's addition to the team as part of their unique big data recipe; combining data science, with domain expertise, a superior product platform, and access to customer data to make their own secret sauce.

Breaking the Rules

Traditional, rules-based fraud and security solutions provide protection against known risks. But, Mobileum is taking a large, technological leap forward. By applying state-of-the-art analytics using an AI platform, Mobileum's solution detects outlier patterns and then automatically takes the appropriate action to address the risk. While this closed-loop approach works very well to address the immediate issues of fraud and security, it can also be extended to those other vertical solution areas as new or emerging use cases. This bodes very well for Mobileum.

Mobileum is quickly applying their advanced analytics capabilities into other areas as well. For example, Mobileum is making it easy for operators to capitalize on these new monetization opportunities by providing a cloud-based platform that allows operators to connect to an ecosystem of travel partners – such as flight and hotel booking services – with pre-assembled revenue-share agreements in place. Once an operator adopts the service, the network data is analyzed and scores of customers can be targeted and monetized based on predictive patterns and behavioral analytics. Mobileum's first of three deployments is scheduled to be launched later this year, and it stands to change the data monetization game by incorporating plug-and-play revenue sharing, value-added travel services and other operator benefits to customers relative to their specific needs, usage, and behavior.

Mobileum's Momentum

Mobileum's momentum attracted the attention of [Audax Private Equity, who acquired Mobileum](#) last year. Audax is known to partner with companies to help accelerate growth and capitalize on marketing opportunities. According to the press announcement, Boston-based Audax “partners with management teams to transform established market leading companies into larger, better-positioned and more valuable enterprises,” which seems to be ringing true. In the same press release, it states, “The entire leadership and management team will remain with the organization through this change of ownership and will continue to invest in high quality associates through future acquisitions and new hires.” The acquisition is fueling Mobileum's momentum as Audax continues to invest in both the company's growth and talent. In January, Mobileum has [appointed former Vodafone Global CEO, Aurn Sarin](#) to its Board of Directors.

The continued investment and commitment to growth by Audax adds significant fuel to the Mobileum fire. With new technology, additional product use cases in pre-deployment, and world-

class leadership it appears Mobileum is well-poised for growth in an industry where too often stagnant growth is seen as success. It will be interesting to see the impact this has on Mobileum and, perhaps more interesting, to see the impact it has on the industry.

It's not often you see a company with such a long history revitalize itself with new technology. It's even more rare to see a company apply such innovative, advanced technology that could change the way the industry operates. It's probably equally as rare to see a company do this while keeping its core mission intact, in this case that is preserving and protecting operators' business while helping them capitalize on new revenue opportunities. In fact, in over a decade of writing in this space, I can only think of one company who is doing all the above, and that company is Mobileum.