

Neural Technologies expands its customer base in Asia Pacific

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Neural Technologies' today announced that it has gone live with its Minotaur™ Fraud Management Solution at a leading mobile telecoms operators in the Far East.

The operator was looking for an innovative product to protect its revenue from fraud and bad debt, and specifically to help it automate manual process and to detect fraud and high risk cases more rapidly. After a rigorous selection process, Neural Technologies was selected as being the best vendor to meet the operator's operational and business objectives. Minotaur™ has gone live and is providing enhanced, real time visibility of subscriber behaviour. Users of the system have been able to detect and react to subscribers displaying risky behaviour earlier than with legacy processes.

With its configurability and ability to process any data feed from the business, there are already plans and further projects underway to increase Minotaur's™ revenue protection footprint within the organisation, both for current and future services. These will be supported by Neural Technologies regional office based in Kuala Lumpur, Malaysia.

Adrian Keet, Neural Technologies' regional Director of Business Solutions, says: "The solution was installed in rapid time and is well on its way to providing a healthy return on investment. We are continuing to collaborate to leverage Minotaur's™ advanced technology to extend revenue protection beyond fraud to cover the entire customer lifecycle."