



CORPORATE PROFILE

29th June, 2011
Raul Azevedo

WeDo Technologies

10th
anniversary



Join' 11

**IX Jornadas de Informática
da Universidade do Minho**

A man with dark hair and a beard is holding a white card in front of his face. The card contains contact information for Raul Azevedo. The background is a blurred office setting with a computer screen visible.

CONTACTS

BEFORE WE START, INTRODUCTIONS...

Raul Azevedo

DIRECTOR OF PRODUCT DEVELOPMENT

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Pavilhão C4
4705-319 Braga - Portugal

WEDO TECHNOLOGIES DATA SHEET

Strong Professional Services and program management:
teams and processes

Strong shareholder base and **company financials**

Foundation date: February 2001

Shareholder structure: 100% Sonaecom - a Lisbon
Exchange listed company
(Sonaecom's main shareholder is Sonae Group – largest
private non financial group in Portugal)

2010 Revenues: **46,8M€; USD ~\$M63**

YTD Employees: **More than 400**

Number of **Customers:** more than 100

Number of **consumers involved:** over 700 million

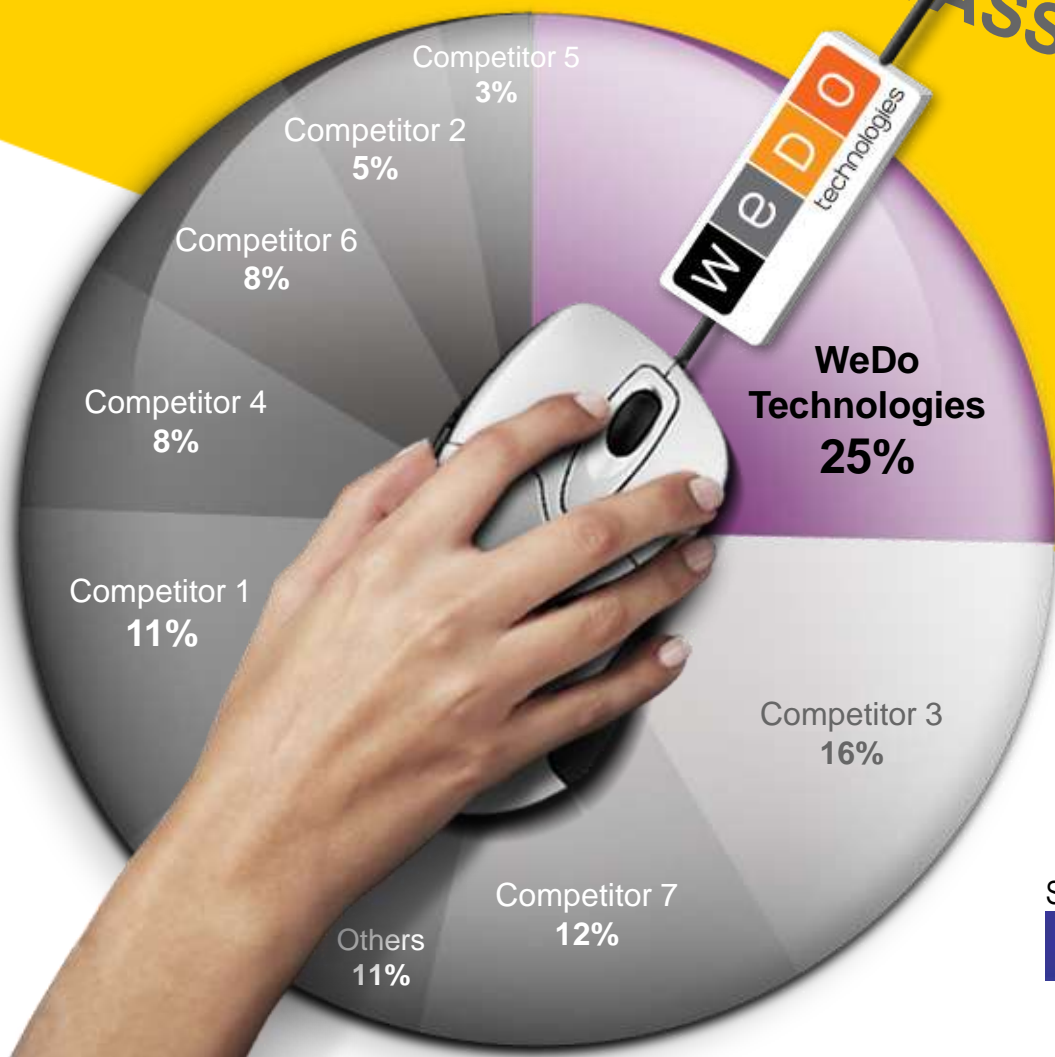
Number of **countries where we have worked:** 78

Local Presence: 15 countries

Acquisitions up to now: Tecnológica in Brazil, Cape
Technologies in Ireland, Praesidium in UK



ESTIMATED GLOBAL MARKET SHARE OF REVENUE ASSURANCE VENDORS



Market size 2009:
\$235 Millions

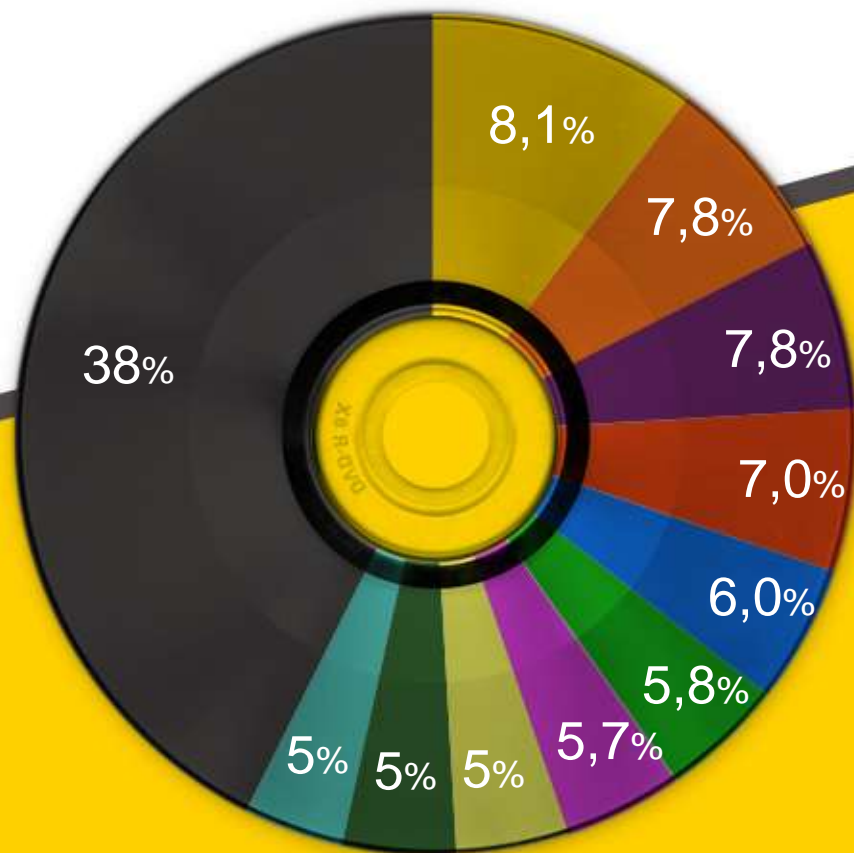
Source:

Stratecast

A Division of FROST & SULLIVAN

[Revenue Assurance and Cost Management](#)
[Global CSP Sector Assessment](#)

REVENUE ASSURANCE AND FRAUD MANAGEMENT MARKET SHARE 2010 (LICENSE AND SERVICES)



Total Market: \$738 Million

- Competitor 1
- Competitor 2
- WeDo Technologies
- Competitor 3
- Competitor 4
- Competitor 5
- Competitor 6
- Competitor 7
- Competitor 8
- Competitor 9
- Others Vendors

T-Systems 4,6%
Infosys Technologies 4,1%
Accenture 3,8%
Wipro Technologies 3,2%
Microsoft 3,0%

Source:

Gartner

VISION

What is our intended future state?

“To be recognized as the number one in the world and long-term choice, for business assurance solutions in the Telecom, Retail, Energy and Financial industries by 2015.”

BUSINESS ASSURANCE CONCEPT

USING SYSTEMS TO IMPROVE
OPERATIONAL EFFECTIVENESS
AND MANAGE RISK



*WORLD LEADERS
IN BUSINESS ASSURANCE*

TARGET INDUSTRIES



TELECOM



RETAIL



ENERGY



INSURANCE
& BANKING

WHY THESE INDUSTRIES?

Knowledge/expertise and experience of the businesses and the technology they use

Very **Large quantities of data**; Many business systems; Very complex processes

The concept **is not new.**

In November 2006, Mr David Moorhouse

DEFINED THE CONCEPT

LIKE THIS:

At its heart is the belief that, when applied well, **operational** management **systems** help to **improve** business performance in a quantifiable way

By understanding what really matters to organisations and their stakeholders, [organisations can] **improve** their **systems**, and **businesses**, **simultaneously**

Business assurance sets out to bridge the **common gap** between the **operational** management **system** and the **business**

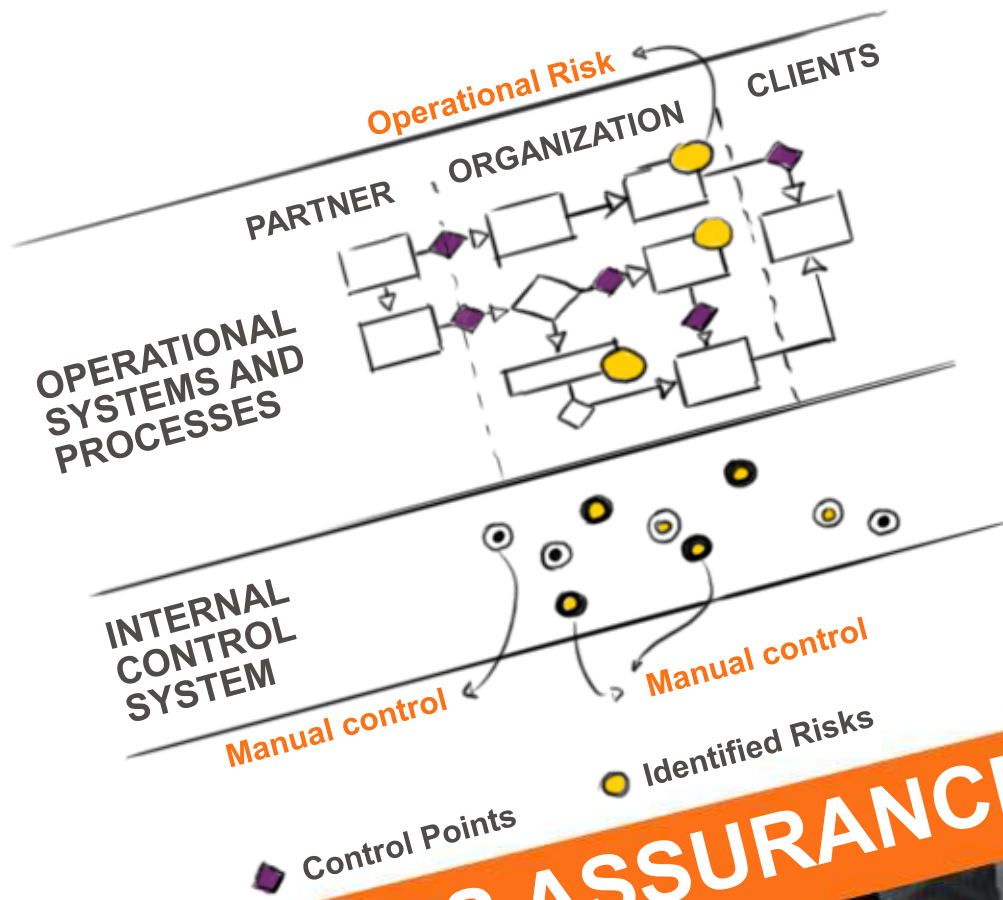
Business assurance is essentially about using **systems** to **improve** operational effectiveness and manage risk



BUSINESS ASSURANCE CONCEPT

THE BUSINESS ASSURANCE
VIRTUOUS CIRCLE





A CENTRAL INTEGRATED
AND AUTOMATED
CONTROL SYSTEM IS
NEEDED

BUSINESS ASSURANCE CHALLENGES



HOW DID WEDO TECHNOLOGIES START?

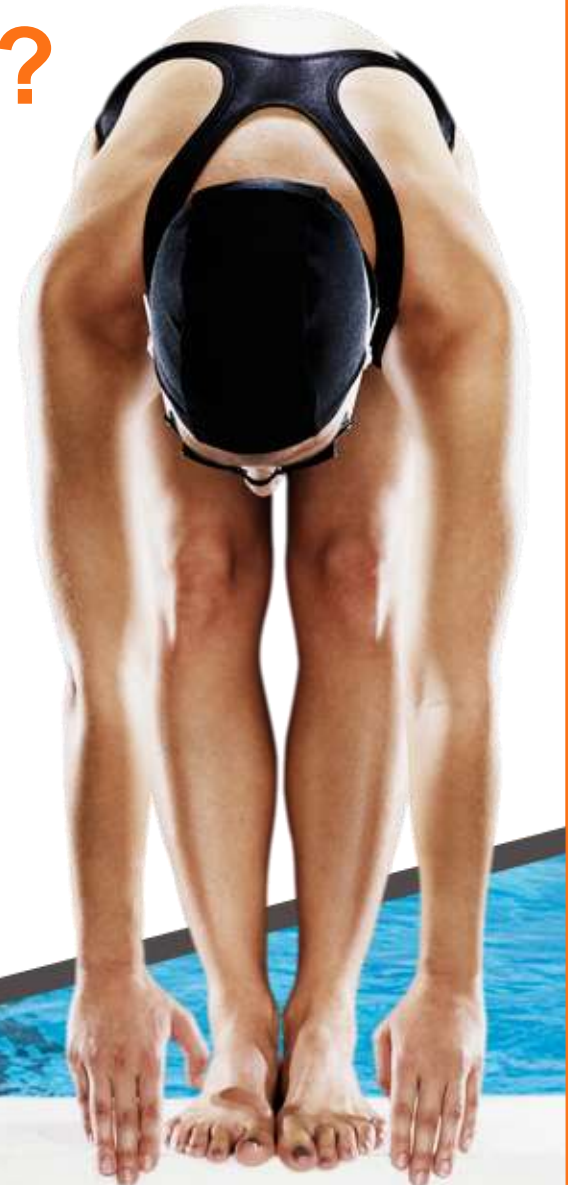
WeDo Consulting was “born” February 7th 2001

But from 17/8/2000 till that date, the founders invested most of their time defining, writing and building all the processes and systems that would support the company

The first document to be written was version 1.0 of the White Book

The objective was to

- Have a fully operational company before going to the market
- Have all processes defined and in such a way that they were possible to duplicate worldwide (already thinking of internationalization)

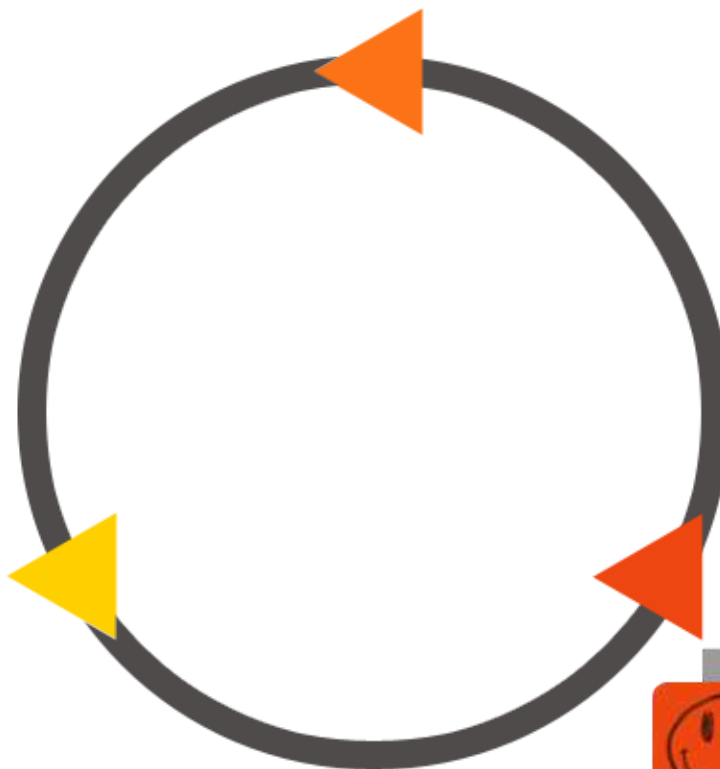


THE MISSION HASN'T CHANGED

To deliver value and satisfaction
to our customers* through
business expertise AND
technology OUR MISSION



Satisfy Customers



Make Money



Have Fun

* and subsequently to our shareholders and to our staff

Companionship

Proactivity

Honesty

**THE VALUES
HAVEN'T CHANGED
AS WELL**



Frugality

Dedication

Transparency

Responsibility

AWARDS

Most Innovative Company





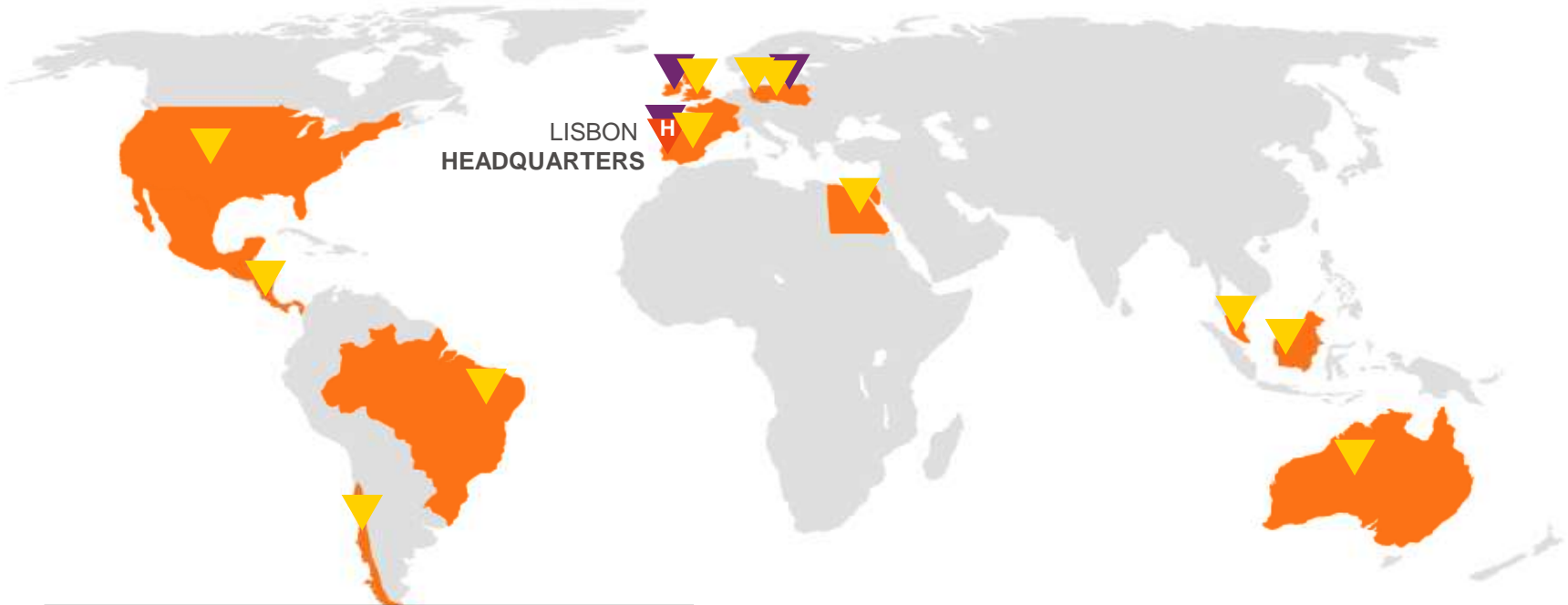
SHARING

OUR ORGANIZATION AND OFFER

OFFICES AND ORGANIZATION

SOFTWARE HOUSES ▼

IRELAND (DUBLIN)
PORTUGAL (BRAGA)
POLAND (POZNAN)



REGIONAL OFFICES ▼

WEDO AUSTRALIA	WEDO PANAMA
WEDO BRAZIL	WEDO POLAND
WEDO CHILE	WEDO PORTUGAL
WEDO EGYPT	WEDO SPAIN
WEDO FRANCE	WEDO UK
WEDO IRELAND	WEDO USA
WEDO MALAYSIA	WEDO SINGAPORE
WEDO MEXICO	

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COUNTRIES
05
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WEDO ORGANIZATION



IBERIA &
LATIN AMERICA

NORTH AMERICA
& CARIBBEAN

NORTHERN
CENTRAL
& EASTERN EUROPE

SOUTHERN EUROPE
MIDDLE EAST
& AFRICA

ASIA
PACIFIC

NEW MARKETS DEVELOPMENT

BUSINESS CONSULTING

SOFTWARE & PRODUCT DEVELOPMENT

MARKETING & ALLIANCES

FINANCE & ADMIN

OUR OFFER SOFTWARE PRODUCTS

Products aimed at Business Organizations covering
Business Assurance and niche Business Management
Systems and Solutions

PROFESSIONAL SERVICES

WeDo Technologies provides Professional Services for our Business
Assurance Suite and Business Management Systems and Solutions

CONSULTING SERVICES

WeDo Technologies offers a wide range of business consultancy
services, through its Business consulting division, Praesidium



OFFER

LINES OF BUSINESS [LOB]

1

BUSINESS ASSURANCE

Systems, Solutions and Services

Target Industries:

Telecom | Retail | Energy | Finance

Business Assurance >>>

RAID

Independent and end-to-end **Revenue Assurance, Fraud Management** and **Business Control Processes Software**



Team of business consultants, specialized in fraud management, credit management, revenue & cost assurance, IT and network security and business continuity.

2

BUSINESS MANAGEMENT & SUPPORT

Systems, Solutions and Services

Target Industries:

Telecom | Retail | Energy | Finance

Roaming **MANAGEMENT**

Incentives **MANAGEMENT**

Collections and **LITIGATION**

Costumer Value **MANAGEMENT**

Data Retention **MANAGEMENT**

USER GROUP [WUG]

WeDo Technologies' Worldwide User Group was introduced in **2006**, with the aim of **strengthening and promoting** a community of users around revenue assurance and more recently, fraud management.

WeDo Technologies Worldwide User Group Meetings are excellent opportunities to **meet your peers** and to get more out of **WeDo Technologies' products, technologies and service**





OUR TEAM

A very successful project management track record with a strong focus on customer satisfaction

Why the Bamboo?

Fastest growing, able to endure very harsh conditions, versatile, symbol of longevity and friendship and known for its use for treating infections and healing

CERTIFICATION & MEMBERSHIP



Quality Management System Certification
ISO 9001:2008



WeDo technologies is an active member on
TeleManagement Forum



International
Project
Management
Association

An important number of WeDo technologies
project Managers are certified by the International
Project Management Association



Members of the GSM Association



WeDo technologies employs certified Testers and Test
Managers by the International Software Testing
Qualifications Board

Job Opportunities



Data Miner (Braga)

Research, development and maintenance of data mining models
(Prediction, Classification and Segmentation)
Analysis of information to support decision-making

Software Developers/Analysts (Braga)

We are seeking graduate to junior and middle weight Developers/Analysts to join our Software team and/or our Professional Services to be involved in the development of our solutions and/or in the integration of our products at our clients.

Software Engineer (Dublin)

System Integration Consultants (Malaysia)





THANK YOU!

ARE THERE ANY QUESTIONS?



Assuring your Business for the Future

