



technologies

Assuring your Business for the Future

www.wedotechnologies.com

WeDo Technologies



anniversary

www.wedotechnologies.com/10th

www.wedotechnologies.com/corporatebrochure



COMPANY OVERVIEW

AN INNOVATOR IN REVENUE AND BUSINESS ASSURANCE SOFTWARE

The Global Market Leader in Telecoms Revenue Assurance

Organizations are at risk if they fail to address the very real problems of Revenue and Business Assurance. As trading conditions become ever more competitive and the technologies that support success continue to increase in complexity, system and business process monitoring and control activities have become vital to every company's future.

It is only by applying these intelligently and appropriately in both tactical and strategic ways that enterprises can deliver strong, direct and easy-to-track returns on their investment that directly impact on the bottom line.

Revenue and Business Assurance, sometimes also called Profit or Revenue Protection, are the domains where WeDo Technologies – through its Software and Services – has become recognized as a constant innovator and true market leader. "Using systems to improve operational effectiveness and manage risk" – the simplest possible definition of Business Assurance – has always been accepted as an important concept, at least in theory, by the business community. However, it is only in

recent years that the software industry has finally been able to deliver the right tools at the right price and turn this concept into everyday practice. This has involved solving a number of major challenges – such as being able to manage the huge amounts of data involved in a way that is truly focused on business objectives, work across multiple technology platforms and boundaries, and operate in environments that are becoming increasingly real-time in nature. Solutions such as these – spearheaded by WeDo Technologies – have only recently started appearing in the marketplace.

Whether you speak to our existing customers - which include many of the world's leading blue chip companies in a number of sectors – or industry research analysts like Gartner, Yankee Group or Stratcast (Frost&Sullivan), you'll be able to find relevant and independent information sources and references that show how WeDo Technologies' products, experience and expertise can both protect a company's operations while simultaneously enhancing its commercial agility.

ESTIMATED GLOBAL MARKET SHARE OF REVENUE ASSURANCE VENDORS



Source: Frost & Sullivan Stratcast
Revenue Assurance and Cost Management Global CSP Sector Assessment
Published: 26 May 2010
Reference: OSSCS 11-05
<http://www.wedotechnologies.com/stratcast>

ABOUT US

Our Mission

Why does WeDo Technologies exist?

“To deliver value and satisfaction to our customers, shareholders and employee’s through business and technological expertise.”

Our Commitment

What do we commit to when working for a customer?

“To deliver increased long-term profitability and efficiency gains to each Customer’s business, based on the design and implementation of software solutions that optimise process efficiency, create higher productivity levels and enhance both performance, and customer and user satisfaction.”

This commitment is summed up by our company slogan:

“WeDo Technologies, Assuring your Business for the Future”

Our values

What are the core priorities of our corporate culture?

- Responsibility
- Dedication
- Proactiveness
- Transparency
- Honesty
- Frugality
- Companionship

At WeDo Technologies, we see ourselves and the domains where we operate as part of a much larger, wider and - ultimately value creating - eco-system. We act on strong personal and corporate values to deliver a close, intimate, and highly focused customer-centric attitude. We like to be pioneers, applying innovation to everything that we do as we help our customers meet the challenges of a fast-changing world. That pioneering approach is however backed by many years of experience, working in some of the most intensive and complex business assurance environments on the planet.



OUR VISION

WORLD LEADERS IN BUSINESS ASSURANCE

What is WeDo Technologies' Vision?

"To be recognized by 2015 as the number one company in the world for business assurance solutions in the Telecom, Retail, Energy and Financial industries."

What is Business Assurance?

"Using systems to improve operational effectiveness and manage risk".

This concept (attributed to Mr David Moorhouse – Chairman, Lloyd's Register), defines business assurance in practice as, "operational management systems that help to improve business performance in a quantifiable way and by understanding what really matters to the organizations, organizations can improve their systems and businesses, simultaneously".

"Business Assurance sets out to bridge the common gap between the operational management system" that supports the business "and the business" itself.

Business Assurance can then connect and enable two worlds in most organizations: the world of operations assurance and the world of enterprise risk management.

Since 2002, WeDo Technologies has been engaged in mapping those key business processes and key operational systems that need to be "business assured" in Telecoms and since 2009 in new target industries (Retail, Energy, Insurance and Banking). As traditional business models in these sectors continue to be eroded by new regulation, new competitors and new technologies, it is essential that those systems and processes that contain and manage risk also continue to evolve. By its very nature, business assurance is a holistic discipline that merges human, technical and organizational issues. WeDo Technologies' commitment to understanding these problems in depth helps customers bridge the gaps in business assurance that inevitably occur in a world of constant change.



TARGET INDUSTRIES



TELECOM



RETAIL



ENERGY



INSURANCE & BANKING

WeDo Technologies is focused on serving

- Telecom
- Retail
- Energy
- Insurance and Banking

We chose these targets for the following reasons:

- They are all undergoing rapid – and potentially destabilizing – change
- Many are finding that the historic boundaries that once defined their activities are blurring, with new sales channels and partnering and outsourcing strategies threatening once-stable risk and assurance policies
- A clear strategic requirement to focus on industry-specific issues that will deliver maximum returns to each customer grouping
- These very different target industries have very similar data management issues to address where Business Assurance can deliver very quick, definite and substantial returns on investment
- These are industries where WeDo Technologies can add value on the business side as well as the technology side, understanding each sector's specific operational challenges and fully complying with each customer's individual mission and commitment



SHARING

OUR ORGANIZATION
AND OFFER

OFFICES

LISBON
HEADQUARTERS

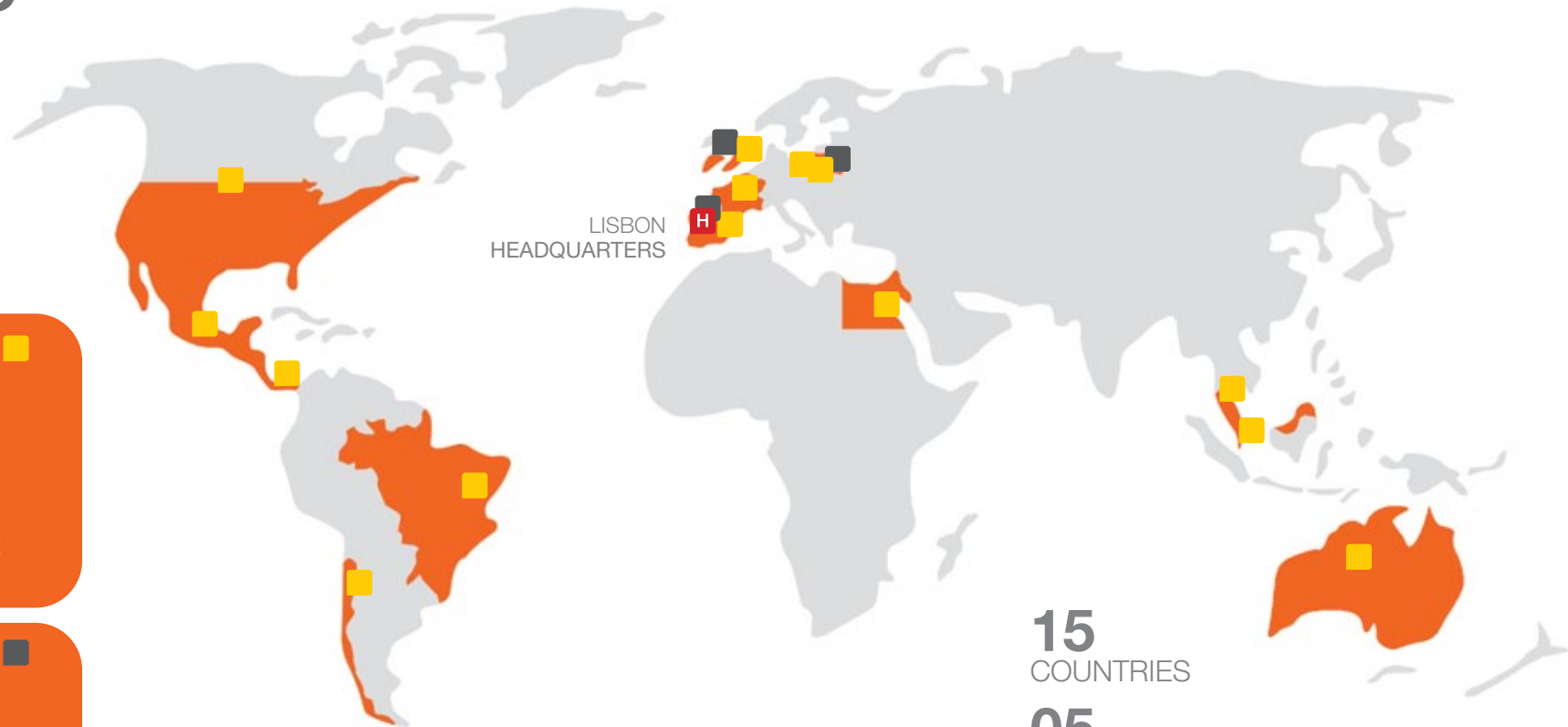
REGIONAL OFFICES

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

SOFTWARE HOUSES

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

15
COUNTRIES
05
CONTINENTS



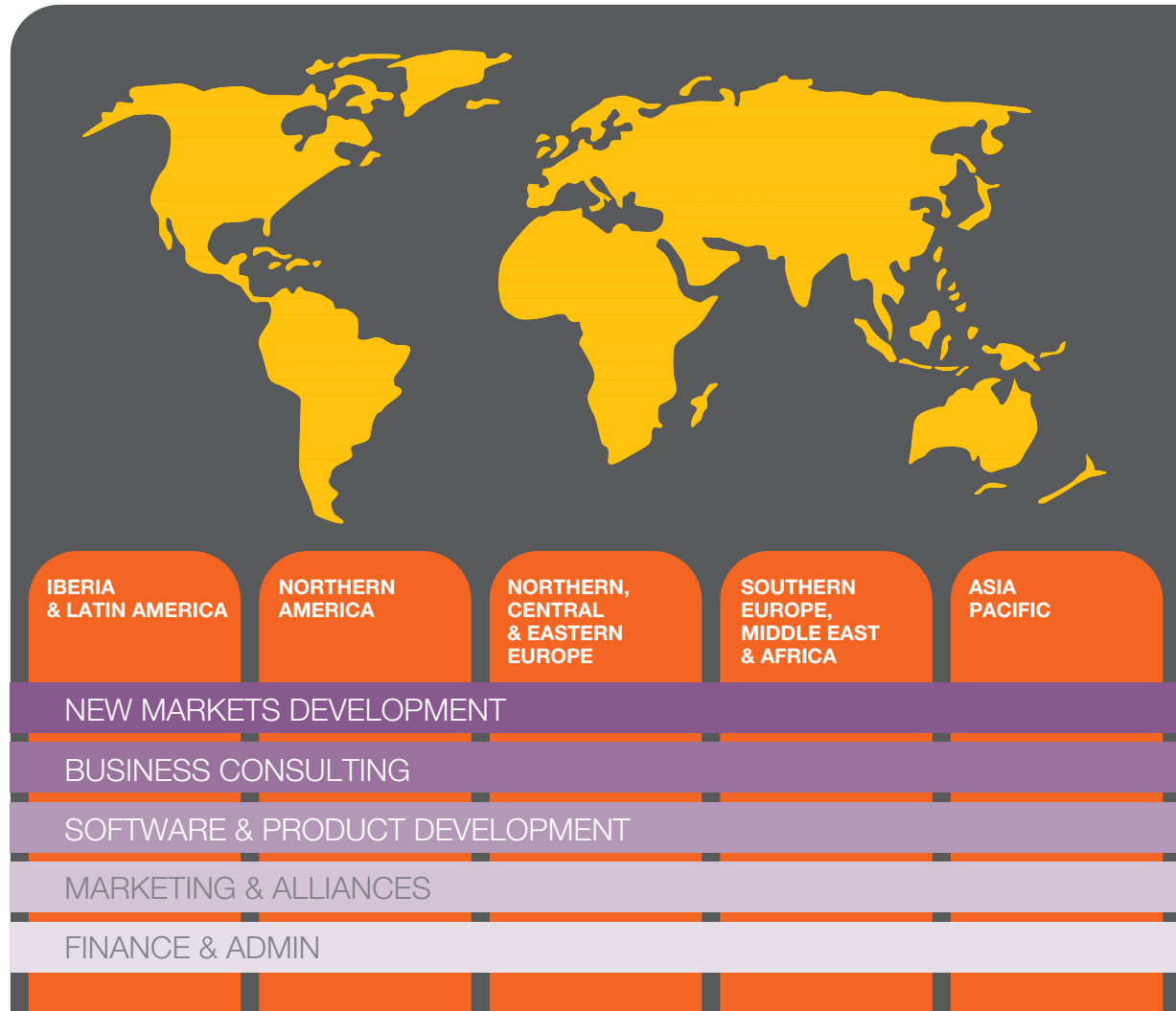
ORGANIZATION

WeDo Technologies is organized into strategic geographic regions to enable us to provide support to our growing customer base on a local basis, with local knowledge. The regions are responsible not only for Business Development and Account Management activities but also for all the project delivery and professional services at regional level.

- Iberia and Latin America
- Northern America
- Northern, Central and Eastern Europe
- Southern Europe, Middle East and Africa
- Asia Pacific

The company also has five horizontal business units:

- **New Markets Development Unit.** Responsible for developing and growing the business of the company in new vertical industries: Retail, Energy and Finance.
- **Business Consulting.** Using the Praesidium brand and operating as an independent organization, this team provides business consulting services, in particular in the areas involving Business Assurance to WeDo Technologies' target industries.
- **Software Development Unit.** Responsible for Product Development, Management and Support and also for Professional Services at corporate level.
- **Marketing & Alliances.** Responsible for marketing and relationship management with global and multi-regional partners.
- **Finance & Admin.** Finance and Administration unit of WeDo Technologies. Also responsible for the Quality Management and Innovation Management Processes.



OUR OFFER

SOFTWARE PRODUCTS

Products covering (1) Business Assurance and (2) niche Business Management Support Systems

PROFESSIONAL SERVICES

WeDo Technologies provides Professional Services for our Business Assurance Suite and Business Management and Support (systems)

CONSULTING SERVICES

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



LINES OF BUSINESS [LOB]

WeDo Technologies created these two lines of business to reflect two main issues:

1. The implicit conflict of interest that exists within organizational structures between a system that assures and controls a process and a system that actually manages the process itself. By separating these two types of products and services, WeDo Technologies and its customers gains both focus and leverage: a focus on customer needs and an ability to leverage Process Knowledge from both perspectives.
2. Strategic focus: WeDo Technologies will focus the market diversification in the Business Assurance 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.

 praesidium
WeDo technologies • Consulting division

Team of businesses 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

Roaming **MANAGEMENT**

Incentives **MANAGEMENT**

Collections and **LITIGATION**

Customer Value **MANAGEMENT**

Data Retention **MANAGEMENT**

1. BUSINESS ASSURANCE

SYSTEMS, SOLUTIONS & SERVICES

Our approach to a successful Business Strategy

■ Business Assurance Software: RAID

RAID is a centralized software suite that monitors and controls systems and processes, supporting operations assurance and risk management activities across the whole organization to leverage operating profits and improve the efficiency of overall resource usage. Currently RAID is already in use by over 60 companies worldwide delivering Revenue Assurance, Fraud Management and other business processes control functions. WeDo Technologies has a 100% success rate in all implementations thanks to its committed and highly professional services team, both locally and at corporate level.

■ Business Assurance Consulting

Under the Praesidium brand this team delivers international Business Assurance consultancy and has worked with over 150 companies in 80 countries around the world. Praesidium leverages the expertise of its consultants, with their broad mix of project management, audit, operational, technical, IT and analytical skills, to offer a superior service to its clients. Praesidium's focus on quality management is evident in its consistent approach to all aspects of client management, ranging from business development to project conclusion.

VIRTUOUS CIRCLE



CONSULTING SERVICES



PROFESSIONAL SERVICES

Business Assurance >>>

RAID

SOFTWARE

2. BUSINESS MANAGEMENT & SUPPORT

Business Management and Support

To shrink the gap between strategy and execution to optimize business performance, several companies worldwide currently rely on WeDo Technologies' Business Support Systems and Solutions to achieve business excellence.

WeDo Technologies' systems and solutions along with a remarkable service delivery and customer support path have proved on field to be crucial for organizations that need to increase performance and effectiveness of business operations.

ROAM[®] BROKER

INCENTIVES[™] BROKER

COLLECTIONS[™] BROKER

SEARCH[®] BROKER

CHURN
Customer Risk Management

PROFESSIONAL SERVICES, TRAINING & SUPPORT

Professional Services

At the heart of WeDo Technologies' project delivery are the cumulative knowledge, skills, and expertise of our Professional Services team, which are a vital part of the project implementation process and includes the provision of on-going support and development.

Through our understanding of customers' commercial objectives, our ability to handle the technical complexities involved in actually implementing projects and our in-depth knowledge of diverse industry technologies, our Professional Services team minimizes the effort required to implement a project, quickly maximizing the customer's return on investment from the product or solution.

WeDo Technologies' Professional Services team has worked with industry leaders throughout the world in various markets such as telecommunications, energy, insurance & banking and retail. Our Professional Services team portfolio of services includes Project Management, Technical Support and Training.

Training and Support

Delivered at a WeDo Technologies' site or your own locations, using off-the-shelf or customized packages to meet your company's specific training needs, training services from WeDo Technologies are a cost-effective way of training your entire team, enhancing their contribution to your business and increasing their job satisfaction through career development.

WeDo Technologies also offers world-class support to help customers fully exploit the value of their investment. Trained technical support staff are available 8x5 (Office Hours) or 24x7 to help customers and partners quickly and easily use, manage, and troubleshoot identified faults, corrections and, where required, the deployment of system patches. All incoming customer inquiries and technical support cases are answered directly by our Support Teams and are either handled there and then or are rapidly escalated to the appropriate experts.

WORLDWIDE USER GROUP [WUG]





The WeDo Technologies' Worldwide User Group (WUG) was introduced in 2006 with the aim of strengthening and promoting a professional community of users involved in revenue assurance and more recently, fraud management.

The first event took place in Lisbon and created a setting where attendees could network, discuss and share relevant knowledge and their different experiences with like-minded specialists. This community that has continued to thrive since its foundation and its last edition attracted over 100 attendees from over 40 companies. Social networking tools are now being used to help members share expertise and insight.

WeDo Technologies' Worldwide User Group provides excellent opportunities to meet your peers and to get more out of WeDo Technologies' products, technologies and services.

Visit WeDo Technologies' Website and get more information about the event:

www.wedotechnologies.com/wug2010

You can also take a look at 2011's edition where we will celebrate our 10th anniversary!

www.wedotechnologies.com/10th

OUR TEAM

- More than 400 people
- 18 different nationalities
- 15 countries

At WeDo Technologies we recognize that the talent and professionalism of our employees is the main reason for our success and make up our most valuable resource. Accomplished professionals, promising new talents and innovative thinkers from diverse industrial and technical backgrounds and cultures have been attracted to work – and remain – at WeDo Technologies.

Working together, they complement one another and, in the breadth of their expertise and experience, also complement the different business assurance functions within each of our customers. With more than 400 people from 18 different nationalities and working from the 15 countries where WeDo Technologies has offices we are able to serve customers in more than 70 countries.

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

At WeDo Technologies we are focused in following the most advanced industry standards and best practices that orient us during the design of a resilient and flexible architecture, accommodates change, intuitively understandable, and capable of tackling future challenges.

Based on this statement we can ensure that it's been our company priority since its beginning to adopt methodologies and follow standards and best practices capable of excelling the company quality management system and set the path to continually improve them.



COMPANY DATASHEET

- 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

SONAE.COM
www.sonae.com

SONAE
www.sonae.pt

- Number of **Customers:** more than 100
- Number of **Consumers involved:** over 700 million
- Number of **Countries where we have worked:** 74
- **Local Presence:** 15 countries



'Pleasure in the job puts perfection in the work'

Aristotle

Offices

Portugal _ Lisbon // Portugal _ Braga // Australia _ Sydney // Brazil _ Rio Janeiro // Brazil _ Florianopolis // Chile _ Santiago // Egypt _ Cairo // France _ Paris // Ireland _ Dublin // Malaysia _ Kuala Lumpur // Mexico _ Mexico City // Panama _ Panama City // Poland _ Poznan // Poland _ Warsaw // Singapore _ Singapore // Spain _ Madrid // Spain _ Barcelona // UK _ Reading // USA _ Chicago

On the Web www.wedotechnologies.com // General Information customerservices@wedotechnologies.com

Assuring your Business for the Future

Download this brochure online www.wedotechnologies.com/corporatebrochure

F_Brochure_002_E-Institucional Brochure_01.2011