

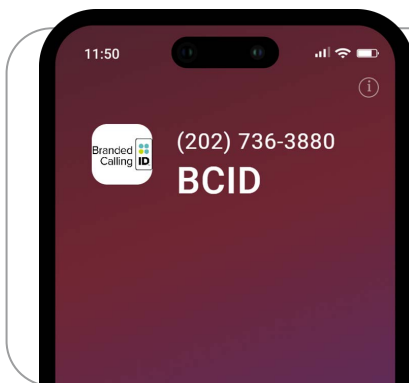
The Future of Branded Calling is Here

BCID versus Out-of-Band Branded Calling Solutions

The industry started with CNAM, then Caller ID to increase transparency into the identity behind by delivering a caller name to consumer devices. A few years ago, branded calling entered the market and, up until now, has been the primary means of delivering caller identity information.

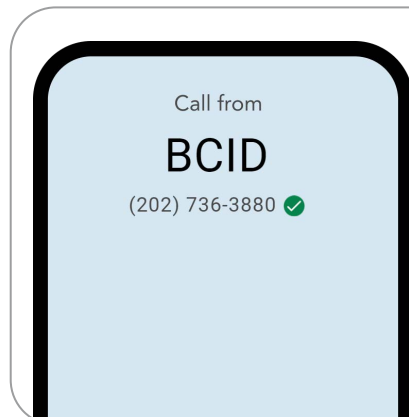
TouchTone introduced **Secure Verified Identity Presentation (sVIP)** to deliver the CTIA's Branded Calling ID solution™ (BCID™) — an innovative end-to-end secure calling ecosystem that aims to enhance trust and security in communications to transforms how businesses connect with customers. But how is it different from traditional branded calling?

Out-of-Band Branded Calling



- Over The Top (OTT)/Out-of-Band implementation
- Single point of entry through the brand publisher
- Numbers can be illegally spoofed and present illegally spoofed brand information
- No policies or standards for vetting the caller and assets
- No verified call indicator for trust in the identity behind the call
- Delivers Caller Name only, without a consumer-downloaded app
- Logo requires a consumer-downloaded app, and varies by device

Branded Calling ID (BCID)



- End-to-End STIR/SHAKEN call signing solution, with rich call data (RCD), accepted by participating TSPs with delivery confirmation
- Built on Zero Trust Framework for higher standards of trust
- Multi-adoption of Zero Trust Framework (governed by CTIA)
- Policies, standards, auditing and oversight for vetting of entity and trademarks/copyrights
- Verified Business Call indicator and confirmation
- Dynamic presentation of Name, Logo and Call Reason, without the need for a consumer-downloaded application on the device to display