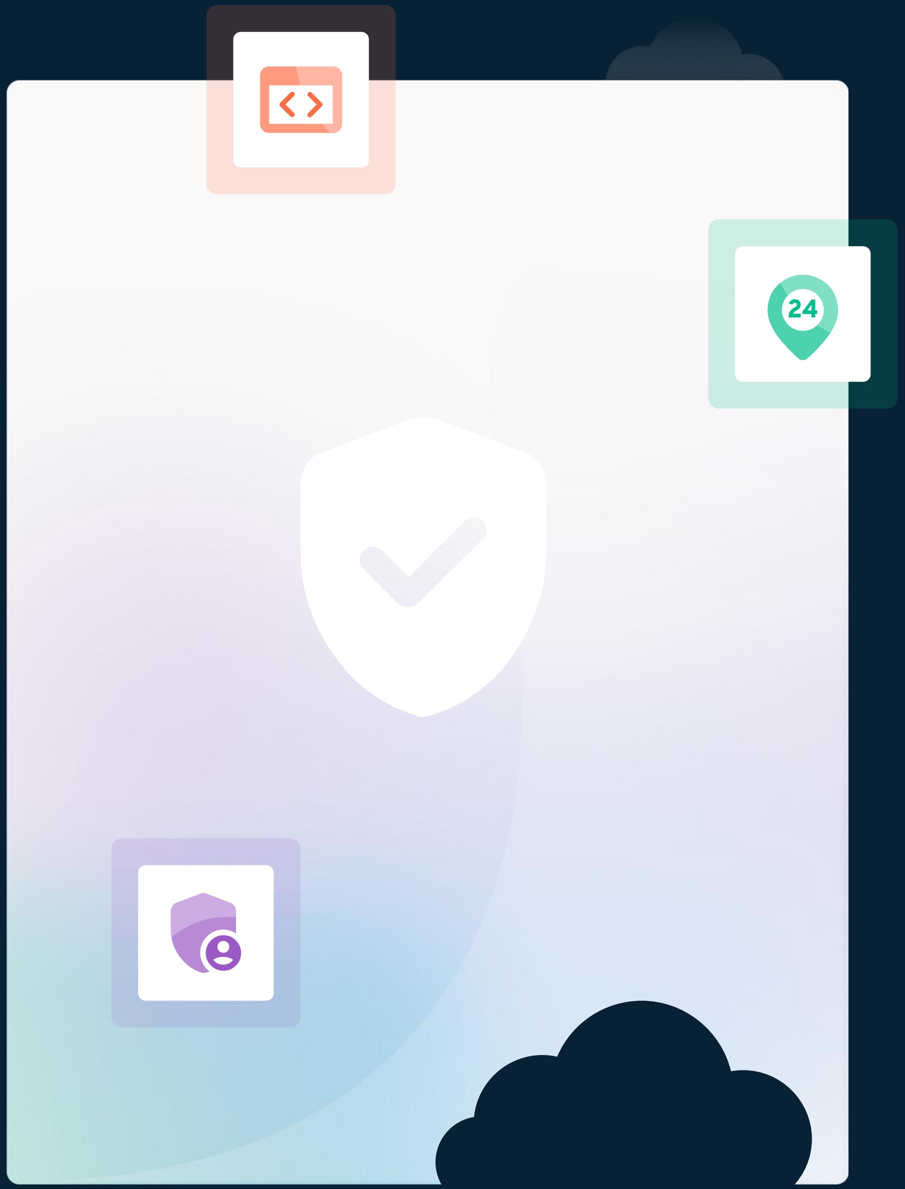

Trust as a Product

How to Launch Solutions when the Problem Isn't Fully Solved

Sarah Delphey
Director of Global Trusted Solutions at Bandwidth

SIPNOC 2026

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A bit about me

- Legal compliance
- KYC
- Messaging registrations
- Fraud mitigation
- SME & standards
- Industry and commercial strategy

What drives me

Fighting fraud and injustice

Solving big problems

Cycling through new personal passions

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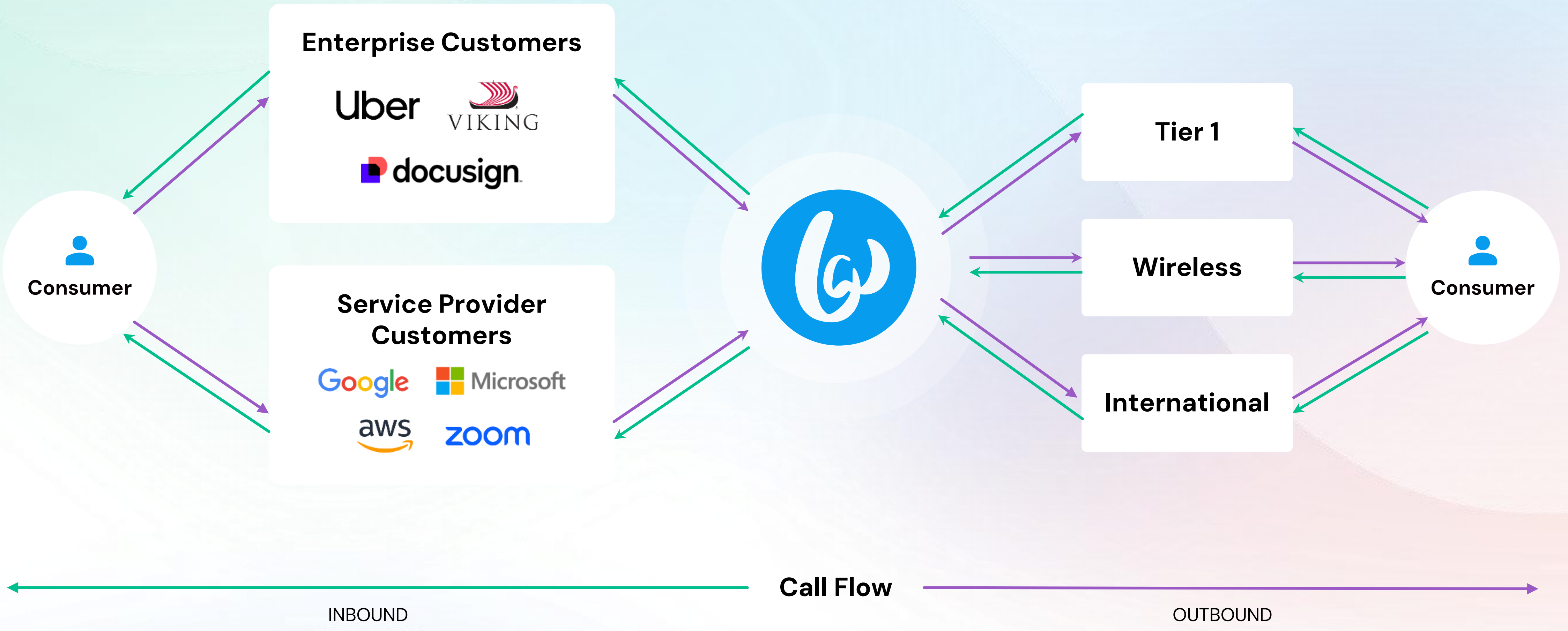
How we connect



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The best way to get your company to invest in **fraud mitigation and compliance** tooling is to tie that investment to commercial solutions.

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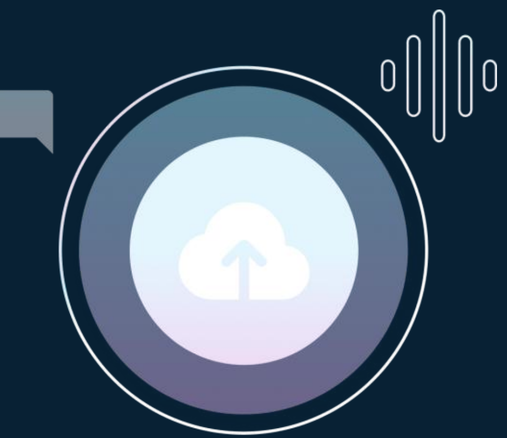
Topics

- The need for expertise within product
- Three keys to successfully launch solutions
- Case study–Bandwidth’s Hosted Signing Service



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The need for expertise in product

Sensitivity

- Balancing fraud mitigation with monetized features is a fine line
- Your company's obligations vs. your customers' obligations are not the same thing
- Language matters

Rapid Pace of Change

- Frequent industry and regulatory developments
- Service volatility and risk tied to vendor dependency and change

Interconnection

- Solutions must cross carriers
- STIR/SHAKEN and authentication
- Necessary data and functionality are often owned by other companies

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Three keys to successfully launch solutions

1 2 3

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1

Anticipate & track regulatory developments

- **Align regulatory and industry knowledge** with product roadmaps
- **Get buy-in for what customers need**–before they ask your sales team
- **Bridge the knowledge gap:** STIR/SHAKEN is confusing and not commercially obvious
- Pricing without a clear market benchmark is hard–**solve it proactively**
- Track FCC proceedings and map them to product gaps **before orders drop**

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2

Agile pivot of resources

When the time is right, move quickly.

Educational content is half the battle.

Lead with the problem, not the product.

Partner with sales and marketing

Sales hears the market in real time. Use them to spread the word and report what's landing.

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Carefully align messaging

The stakes of getting this wrong are high

- Sales and support teams are first responders–equip them with **resources** before customers ask
- We are **not** doing this to force customers to buy a product. We have products to help meet needs.
- Lead with **mission**, not revenue
- **Enterprise vs. service provider customers:** two different conversations
  - Proactive delineation between account types matters

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HSS: Outcomes, Learnings & Challenges

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What is
Hosted Signing Service?

Customers sign their own calls–not Bandwidth signing on their behalf

STIR/SHAKEN caller ID authentication is the **technical foundation**

Built in response to the **FCC 3rd Party Auth Order**

Fills the gap for providers who lack a signing pipeline

Requires significant customer education–the concept is not intuitive

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Challenges

Timing Uncertainty

The effective date of the 3rd Party Auth Order was unclear. We had to communicate urgency while operating under an unknown.

Competitive blowback

Competitors provided different messaging, making Bandwidth look overly conservative in its attestation changes.

Education at scale

Deep education required–without crossing into legal advice. Explaining the certificate gap is not a simple message.

Use Case Nuance

Deep analysis was needed for niche customer use cases. Unclear regulatory guidance created friction.

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Hosted Signing Service Customer Adoption

May 2025 – September 2026

Beta customers onboarded beginning May 2025.
Full AV product launch June 2025.

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217

CUSTOMERS

16

MONTHS SINCE LAUNCH

58

CUSTOMERS IN
FIRST 2 MONTHS

Learnings

- Invest in internal and external education early
  - Enable others to drive independently
  - Educate to both drive customer action and create demand for solutions
- Begin roadmap planning and development conversations earlier
- Plan for future product support
  - Build with the assumption that the landscape keeps moving
  - Design for adaptability, not just for launch

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Takeaways

- You don't need a solved problem to launch a product–**you need a clearly scoped one**
- **Regulatory participation is product work.** The two are not separate.
- **Design for adaptability.**
- The goal is authenticated identity–not attestation scores. **That's the north star.**
- The best argument for investing in compliance infrastructure is a **commercial product that funds it.**

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Q&A

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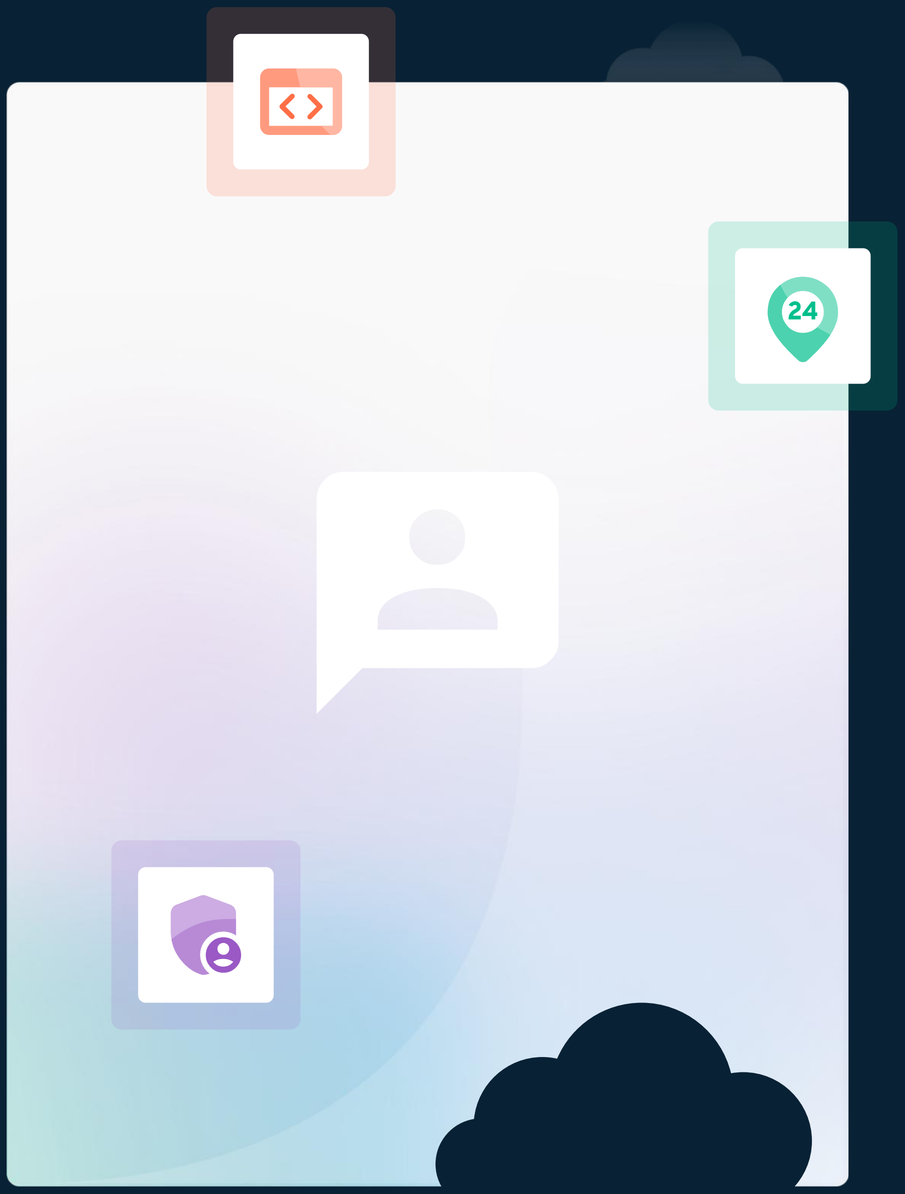

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