



Addressing the Complexities of Call Authentication and Branding Through the Trust Framework

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Meet Your
Presenter



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Somos is the Leading Global Provider of Telephone Number Management & Information Services

Telephone Number Administration Services

Somos is the sole administrator of over 7 billion telephone numbers across 1,400+ Service Providers on behalf of the FCC



North American
Number Plan
Administrator
(NANPA)



Toll-Free Number
Administrator
(TFNRegistry™)



Reassigned
Numbers
Administrator
(RND)

Global Telephone Number Intelligence Solutions

Telephone Number Intelligence
for 200+ Countries
& Identity Management Solutions



Fraud Mitigation,
Authentication &
Data Integrity



Routing
Optimization



Connected Asset
Management

Financial Fraud by the Numbers



32%

**Annual
Growth Rate**

Deloitte's Center for Financial Services predicts that gen AI could enable fraud losses to reach US \$40 billion in the U.S. by 2027.



700%

**Increase in Fintech
Deepfake incidents in 2023**

The FBI counted 21,832 instances of business email fraud with losses of approximately \$2.7 billion.



57%

**of financial services
organizations**

and 66% of lending organizations report an increase in overall fraud levels in the past 12 months.



63%

**of financial
firms**

report overall fraud increasing at least 6% in the prior 12 months.

Key Terms to Discuss



Right-to-Use

Association of the party that is assigned a telephone number by an authorized Resp Org or Service Provider allocated from the national telephone number administrator.

A digital representation of Right-to-Use can be used to directly tie a party to the number assignment.



Call Authentication

The ability to tie a call to a party that controls the credentials associated with the Right-to-Use a telephone number.

Meet Your Panelists



Chris Wendt
Somos



Julie Fowler
First Orion



Anna Fridley
Navy Federal



Josh Whitehurst
First Orion



Homer Filart
T-Mobile



Melodie Sobrenilla
T-Mobile

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communications together!

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