

The Need for Authenticated Branding Calling

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SecureLogix Introduction



Call Security + Call Authentication

Security stops attacks,
robocalls, & malicious calls.

Auto-authentication verifies
calls and detects spoofing.

Branding and authentication
restores call trust.



Industry Leading Expertise

Professional services team
has 20+ years of experience
securing billions of calls.

Hundreds of enterprise
customers.



Partnerships, Research & Innovation

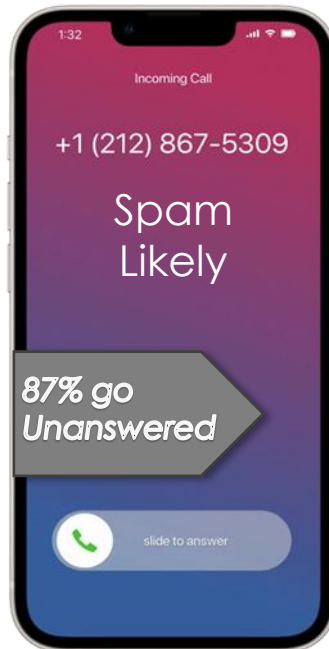
Strategic relationship with
Verizon, AT&T and T-Mobile.

PhD-led R&D work with U.S.
DHS and DoD (\$15 Million+).

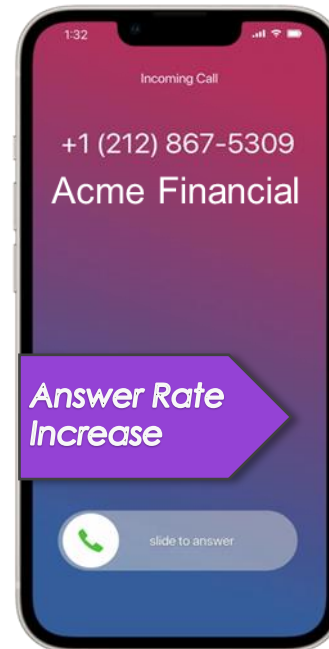
The Problem – The Voice Channel is in a State Of Crisis

9-out-of-10 calls go unanswered

Current



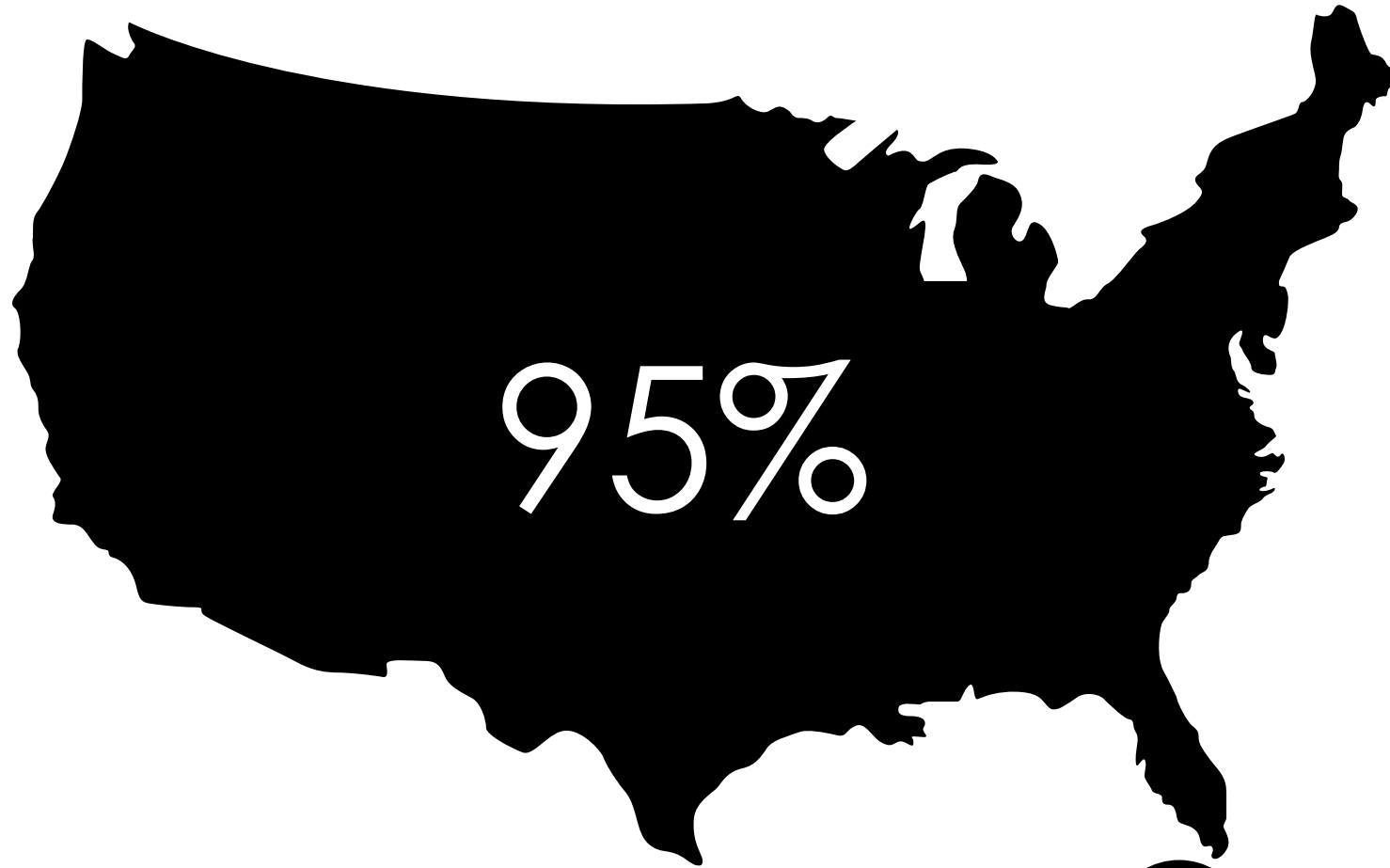
Branding / Number
Reputation Management



Authentication
Spoofing Protection



Solutions Are Available Today for Wireless Devices



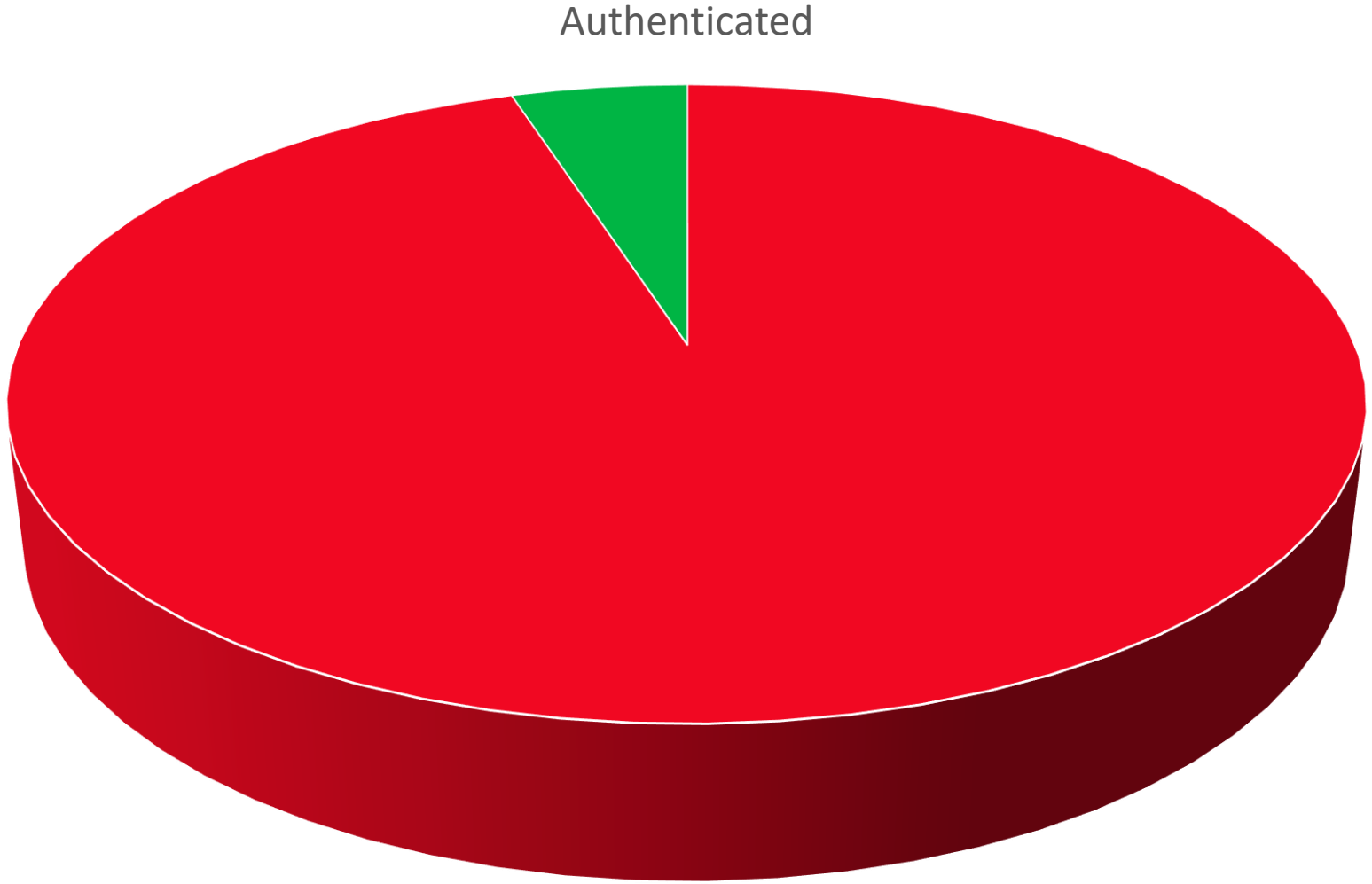
verizon^v

T Mobile



AT&T

Branding is Available – But Very Little Authentication



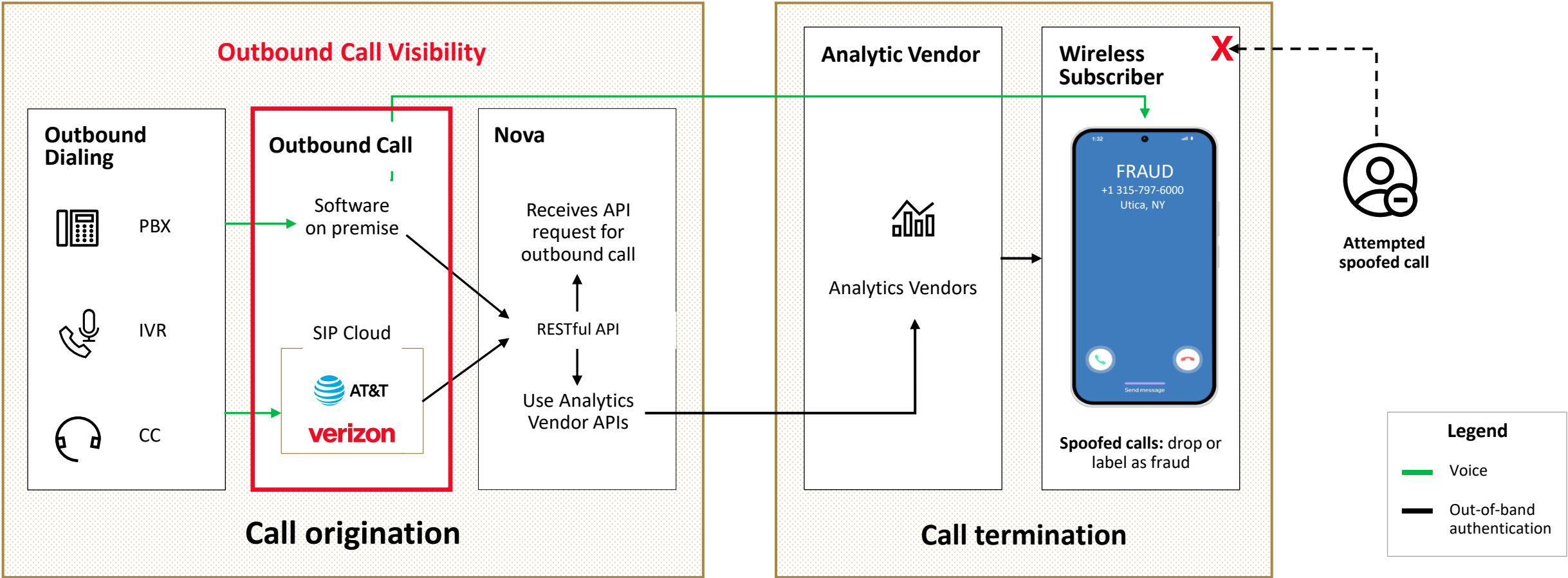
Why is Authentication Rarely Used?

- *Non-authenticated branding can be set up very quickly*
- *Is needed for display of logo*
- *It is far more difficult*
- *Real-time control of outbound enterprise calls is needed*
- *If authentication fails, brand is not displayed*
- *If authentication fails for spoofing protection calls are dropped*

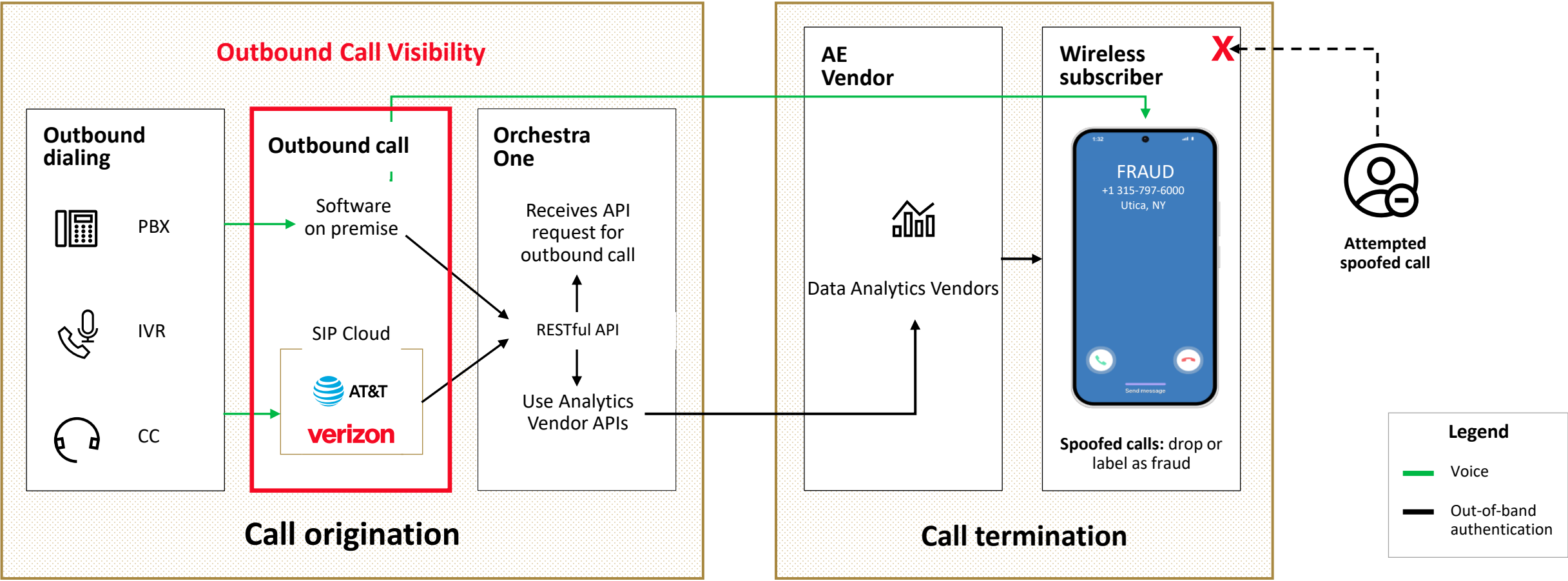
Why is Authentication so hard:

- *Real-time control of calls is non-trivial*
- *Must hold call until authentication is set up*
- *Must be extremely reliable*
- *There are many potential points of failure*
- *Must be actively monitored*
- *Number ownership must be actively monitored*

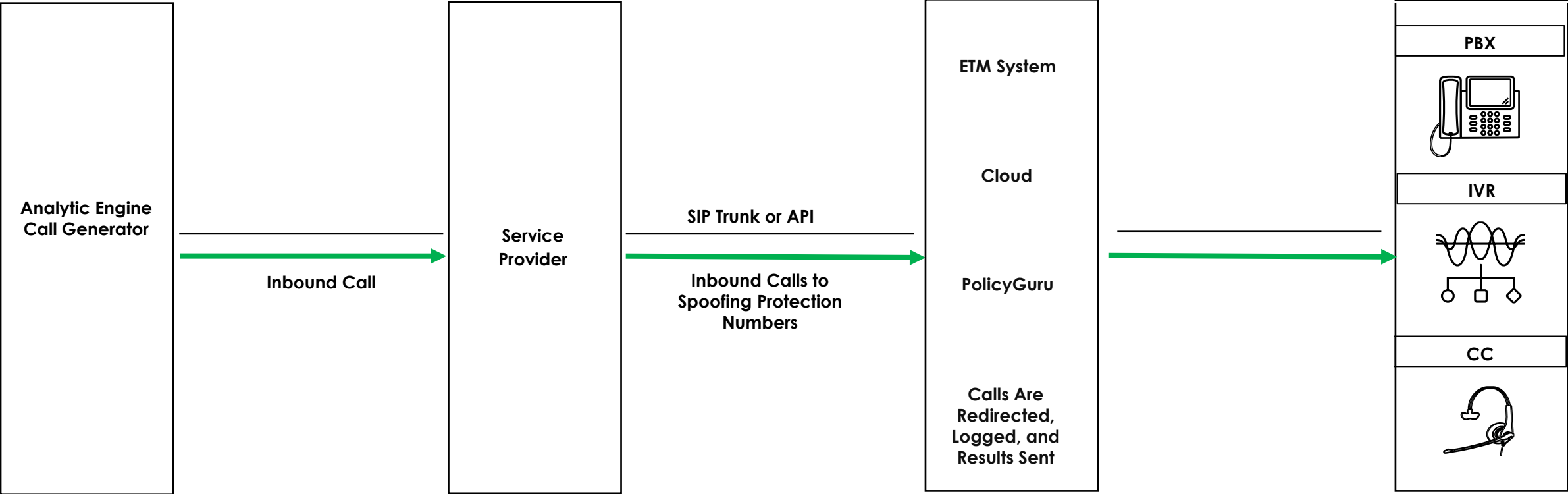
Authentication for Spoofing Protection, Branding, and Logo



Managing Race Condition



Automated Number Vetting



Outbound Call Visibility



Going Forward:

- *We expect logo to drive more authentication*
- *We expect enterprises to demand active spoofing protection*

- *BCID has built in authentication*
- *BCID needs more OSPs and TSPs to participate*
- *BCID probably will not offer active spoofing protection*

Questions and Contact Information:

- *Questions?*
- *Contact Info:*
 - *securelogix.com*
 - *mark.collier@securelogix.com*