



Unlocking Customer Insights: Leveraging Big Data for Enhanced Analytics and Fraud Management

Ryan Karnas – Somos

David West – Equinox Information Systems

Today we will cover:



1. What is KYCT
2. Industry Pain Points
3. Somos Overview
4. What Are Regulators Doing?
5. RealNumber® DNO
6. Equinox Overview
7. KYCT Dashboard

Happy Flag Day!

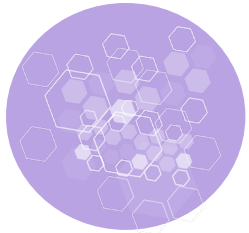


What is KYCT?

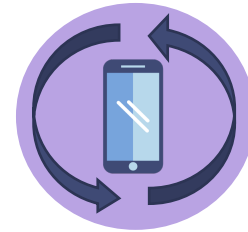
KYCT



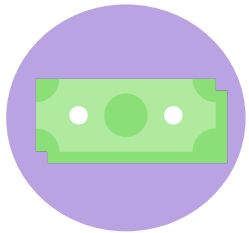
Industry Pain Points



Network Congestion



Tracebacks



Unpaid Bills



Regulatory Action



Regulators are cracking down

Hi! We're Somos!

Somos Numbering Administration: *On behalf of the FCC*



**Somos empowers more trusted connections between
brands, consumers and communities**

**Our administrator role supports
over 1,400+ Service Providers
and manages over
7 billion identities in inventory**

Industry Engagement



FCC Takes Action Against Robocalls and Scams

Global Telecom Fraud is on the Rise

According to CFCA report, 2021 Global
Fraud Loss Estimate:

\$39 Billion*

2021 Estimated Global Telecom Revenues**:

\$1.800 Trillion (USD) 2021

Estimated Global Telecom Fraud Loss:

\$39.893 Billion (USD) or 2.22%

Compared to 2019, fraud losses
increased 28% from \$28.6 Billion or an
increase of \$11.6 Billion

*CFCA Fraud Loss Survey Report 2021

*Source: Grand View Research - Global Telecom Services Market Size
Report, 2021-2028

<https://www.grandviewresearch.com/industryanalysis/global-telecom-services-market>

Robocalls Still Plague Telecom System

Americans received over 50 Billion robocalls in 2022 for the second consecutive year*

One robocall about every other day for every man, woman and child in the US

Robocallers change campaigns

First half of 2022, car warranty and student loan scams dominated

Second half, small business loans and Camp LeJune compensation.

*YouMail

Since 2017, the Federal Communications Commission has:



- Established SEVEN robocall dockets
- Created the Reassigned Numbers Database (RND)
- Implemented TRACED Act into FCC rules
- Mandated STIR/SHAKEN
- Established RMD framework

Recent FCC Actions – 7th Robocall R&O, 8th FNPRM and 3rd FNOI (May 18, 2023)

R&O Requires:

- All providers must Complete tracebacks in 24 hours;
- Originating carriers to block traffic from providers deemed unlawful by FCC; and
- Extend KYC upstream

NPRM proposes that terminating carriers should block traffic:

- Pursuant to a reasonable DNO list;
- Based on analytics with Opt Out for consumers; and
- Pursuant to FCC Notice
- Determine how to increase trust in CallerID by providing accurate Caller Name.

NOI seeks comment on:

- Tools voice service providers use to combat illegal calls; and
- The current state of call labeling, including the extent of it use and its accuracy.

✓ **Active in the Regulatory Space**

✓ **Analytics Solutions**

✓ **Validation Solutions**

✓ **Authentication Solutions**



**Authoritative Data
Trust Anchor**



Analytic Solutions



Analytics need data



**Get your phone data from
the source**

RealNumber[®]

Do Not Originate (DNO)

DNO by The Numbers

28 MILLION

Auto Set Toll-Free Numbers

3 MILLION

Manually Set Toll-Free & Local
Numbers

6+ BILLION

Auto Set Local Numbers

(Includes Current ITG DNO Numbers)

1B

Calls per Day Compared Against RealNumber DNO

RealNumber[®] DNO

Leading Wireless Provider

90%

Reduction in Reported
Robocalls

Tier 1 Carrier

3%

Hit Rate Upon
Implementation

Gateway Provider

17%

Hit Rate Upon
Implementation

2023

10%

of ITG Tracebacks were
on RealNumber DNO List

Equinox provides usage analytics tools for fraud management, business assurance, and network monitoring

Since 1986 more than 400+ carriers have trusted Equinox to be their partner

Providing robust analytics on more than 12 billion usage records a month

Comprehensive solutions for:

Toll Fraud Mitigation



Usage Data Analysis



Routing Assurance



Data Sources



Authoritative Phone
Number Data



Usage Data



Customer
Information

Analysis

- By Customer, OTG & TTG, etc.
- % Short Duration, ACD/ALOC, ASR, etc.
- 6-Week Rolling Average
- Total Calls & MOUs



Aggregated Usage

- % Unassigned
- % DNO
- Top DNO#s

A# Attributes (calling # & CLID if available)

- Mismatched
- Invalid NANP#

B# Attributes

- Invalid NANP#
- GSMA IRFS, Equinox Hot List

A# & B# Combinations

- High # of Distinct B#s Called By An A#



Calls Leaving your Network

A Number Attributes

- Unassigned, DNO

B Number Attributes

- Unassigned, Invalid

A# Attributes

- Invalid NANP#
- Redirected



Calls Entering your Network

- Unassigned, DNO
- Age of #

Presentation

- Aggregated statistics by customer or trunk
- Dynamic filters



Network Dashboard

By Customer & Time Period

- *Usage Statistics (% Short Duration, ACD, ASR, etc.)*
- *GSMA IRFS & Equinox Hot List call count*



Customer Dashboard

Email, SMS, SNMP Alerts

- *Automated based on user defined parameters*



Alerts

By Customer & Time Period

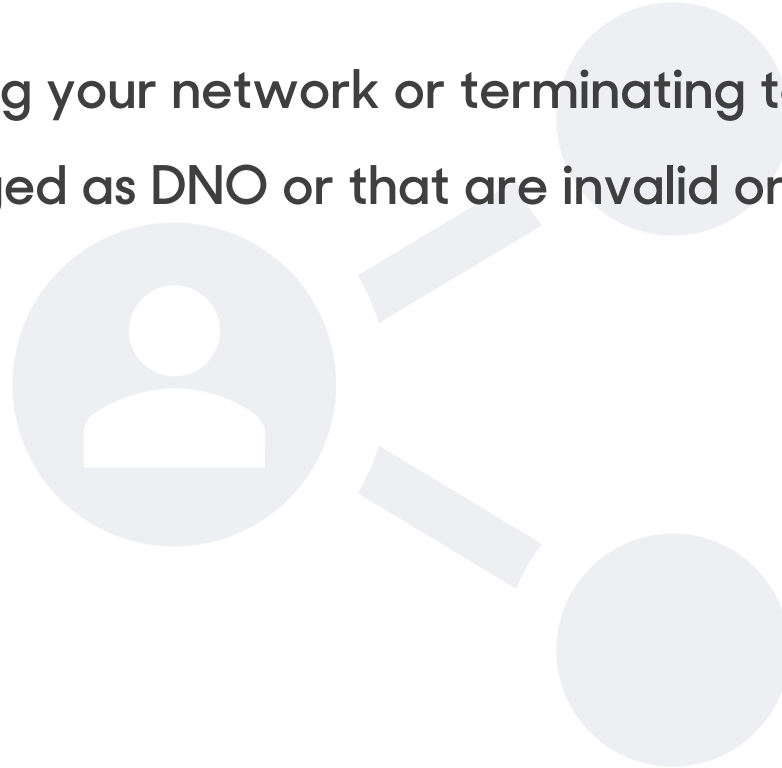
- DNO hits by Number
- DNO hits by type
- Age by number

What should you be asking about your outbound traffic?

- Is a customer generating traffic that appears to be robocalling?
- Is the customer or the traffic pattern new?
- Is it an expected usage pattern for the customer?
- Should this type of customer have auto-dialer traffic?
- Are they originating calls from #s or CLIDs on the DNO list?
- Are they originating calls from #s that have been recently assigned?
- Are they originating calls from #s with a high risk score?
- Are they originating calls to a high number of distinct dialed numbers?
- Are they originating calls to dialed numbers know to be associated with toll-fraud?

What should you be asking about your inbound traffic?

- Are carriers sending you traffic that appears to be robocalling?
- Are there calls transiting your network or terminating to your customers that originate from #s flagged as DNO or that are invalid or unassigned?



**Working together,
we can make telecom
FRAUD FREE**



Ryan Karnas

Director, Product Management

844-HEY-RYAN

rkarnas@somos.com



David West

Executive Vice President

615-612-1234

dwest@equinoxis.com

