

Branded Calling for Voice Service Providers

Nov. 21, 2024



Branded Calling ID™ is a service mark of CTIA

Guest Speakers



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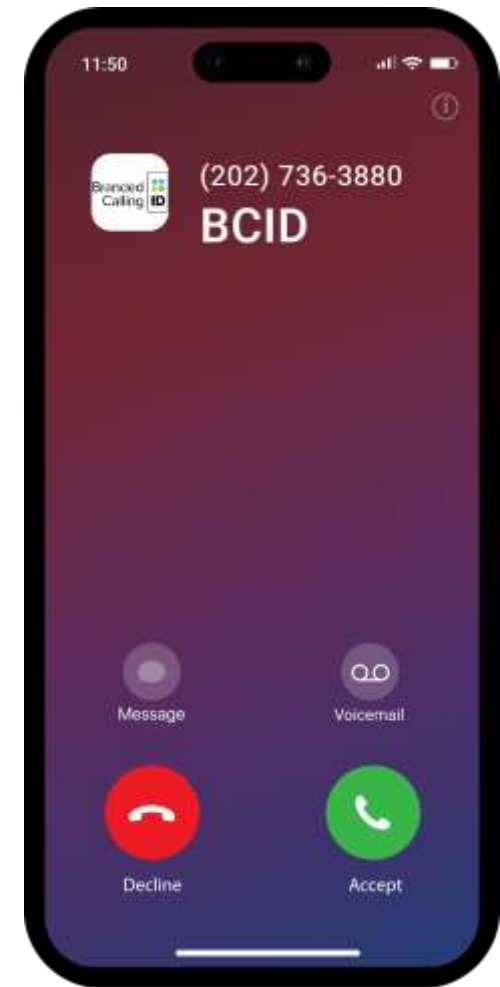
Branded Calling



Android Example



Android Example



iphone Example

Why Branded Calling is Important

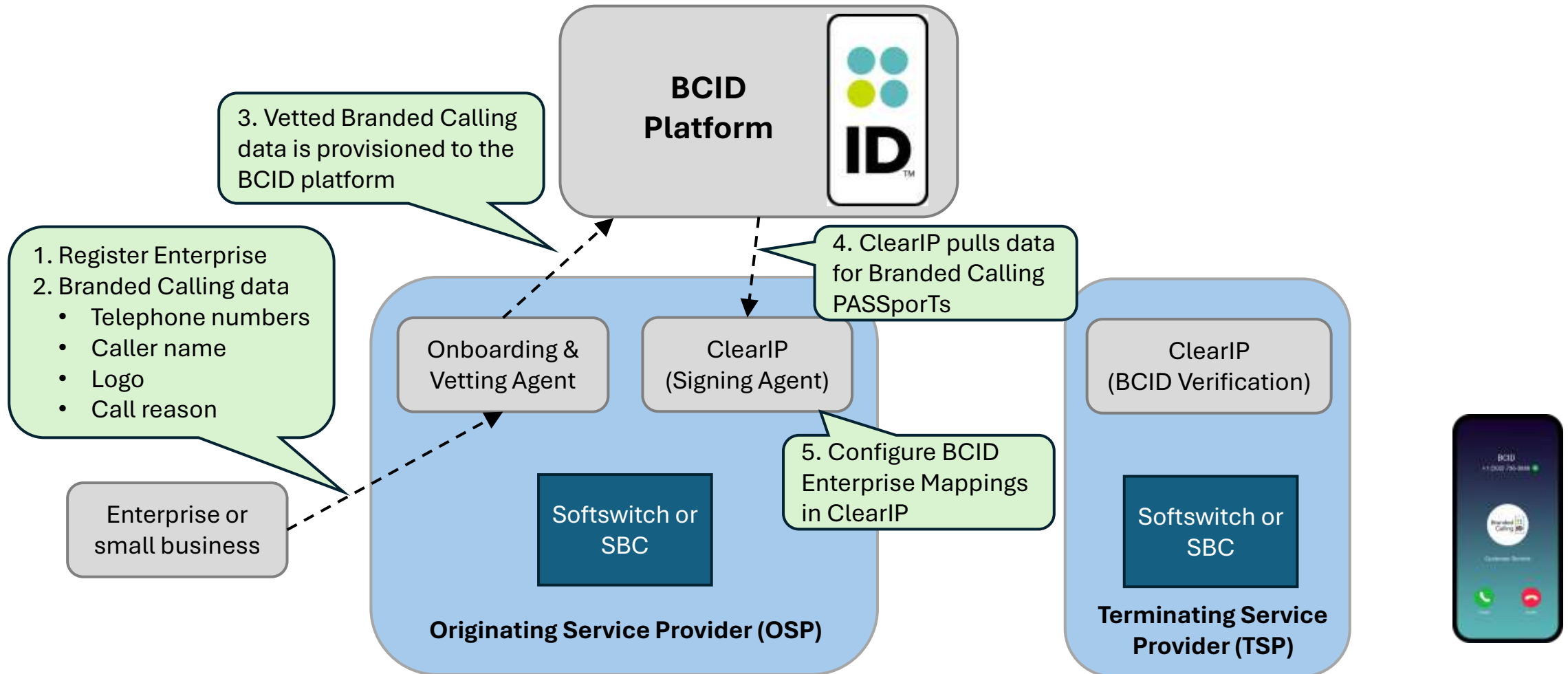
- The demand for Branded Calling, from Enterprises to small businesses, is robust.
- The technology for Branded Calling is not new, but no one uses it.
- What is new?
- The innovative BCID commercial trust framework:
 1. Leverages your existing SHAKEN infrastructure
 2. Makes Branded Calling a new revenue opportunity for service providers

The Trust Ecosystem

BCID – Central authority managing the ecosystem

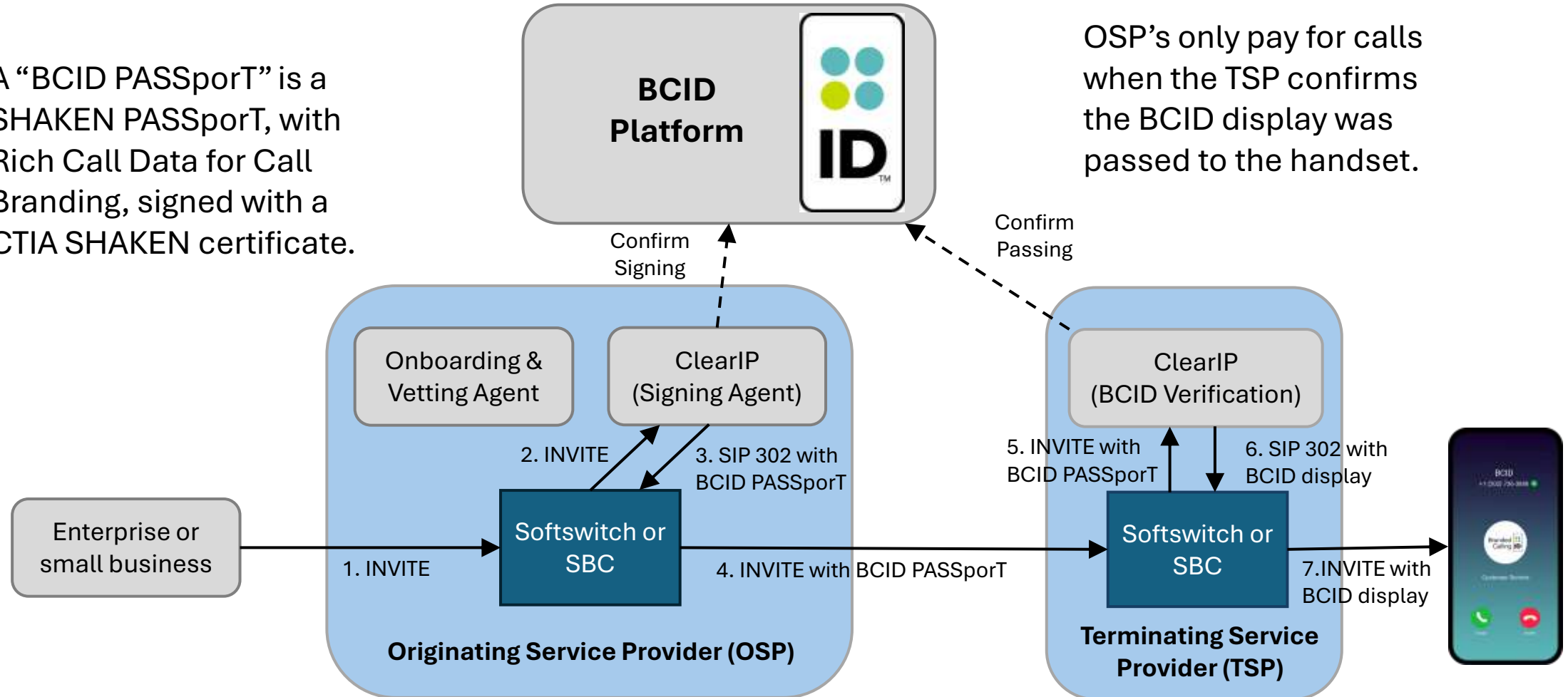
- Originating Service Providers (OSPs) – **ClearIP customers**
 - Enable Branded Calling
- Terminating Service Providers (TSPs) – **ClearIP customers**
 - Display call branding to the called party
- Onboarding and Vetting Agents
 - Vet enterprises and their call branding data
 - Provision enterprise Branded Calling data to the BCID platform
- Signing Agent - **TransNexus**
 - Creates the SHAKEN PASSporT that includes Branded Calling

BCID Data Provisioning

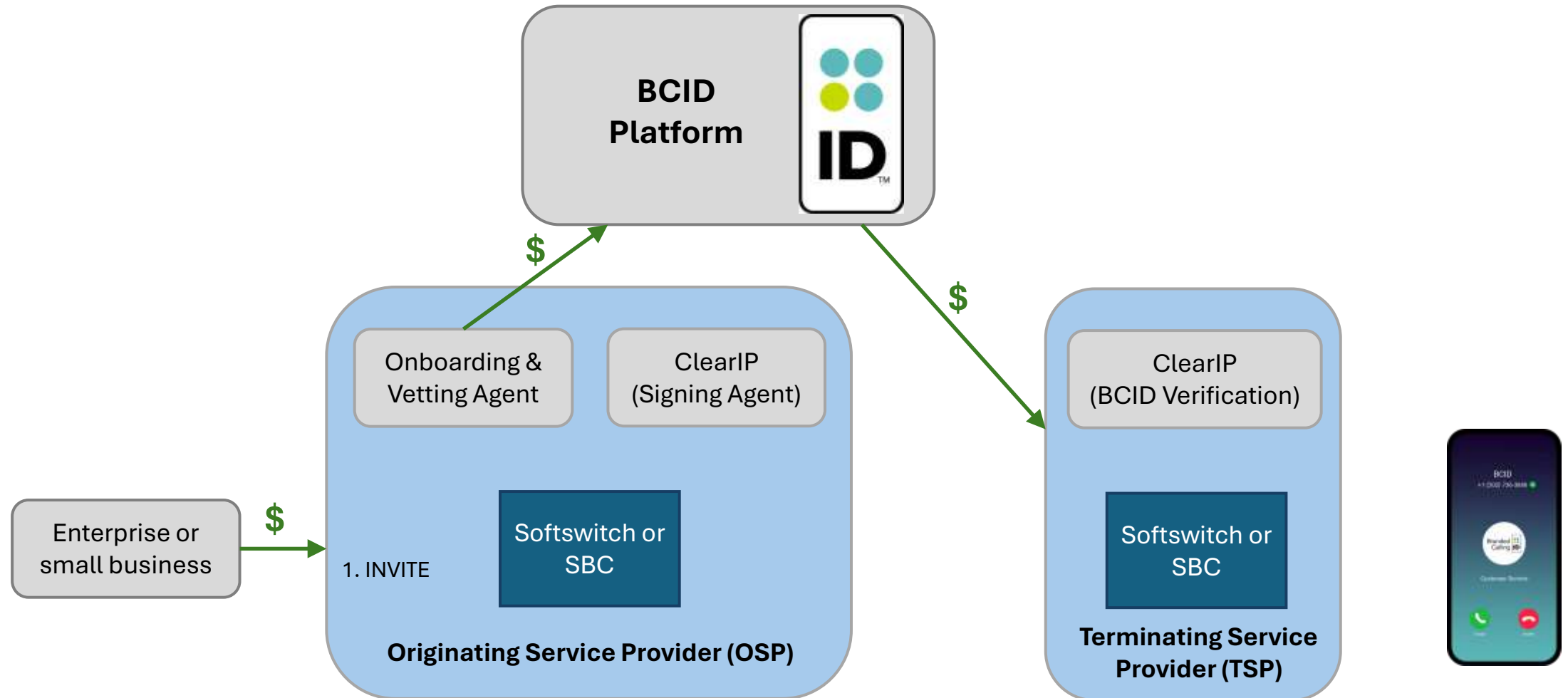


BCID Call Flow

A “BCID PASSporT” is a SHAKEN PASSporT, with Rich Call Data for Call Branding, signed with a CTIA SHAKEN certificate.



BCID Money Flow



One Simplified SaaS platform solution to Onboard, Vet, and Bill your customers and agents.



NumHub OSP's Customer Journey

SaaS platform available in a NumHub branded or White label solution

1 Customer Registration

- OSP or Agent logs into a deal registration form and adds its customer's information to the Numhub platform.
- Your customer will receive a login to create an account and commence their automated journey.
- The navigation dashboard tracks completed items and items left to be done for your customer and the OSP.

2 BCID Onboarding and Vetting

- Customers begins their onboarding process that collects basic information.
- A thorough BCID/KYC vetting process begins
- Customer's Logo, Business Name, Phone number, and branded call reasons are uploaded to the BCID platform.
- Process takes approximately 10 days

3 Ready to make Branded Calls

- Setting expectations - IT WORKS
- We are in the early stages of the BCID deployment.
- Some of the processes are still manual and in development
- T-Mobile GA announced 9/31/2024 – some known issues
- Verizon Alpha testing is complete, Beta starts Q1/2025
- AT&T contract under negotiation

Early adopters will have the advantage

4 One platform – We all win

OSP Development and API integration resources are scarce.

- Numhub makes it easy for our consumers to answer their calls again.
- OSP/ Agent/ Reseller Deal registration
- Customer BCID Onboarding and Vetting
- Branded calling Settlement and Billing
- Knowledgeable team to assist with sales and marketing



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- Contact us for OSP information and onboarding.

BCID Signing with ClearIP

- How to provision BCID Certificates
- How to configure BCID Enterprise mappings
- Examples of SIP messages with BCID data

BCID Cost of Goods Sold

| Cost Element | Comments |
|---------------------------------------|---|
| TSP fee per call | Sign the OSP agreement for details |
| BCID Platform fee per month per brand | Sign the OSP agreement for details |
| ClearIP signing fee per call | Starts at \$0.0004, decreases with volume |
| Vetting fee per enterprise per year | Ask your Onboarding Agent |
| Onboarding fee | Ask your Onboarding Agent |

Next Steps

1. Tell your customers you will offer Branded Calling soon.
2. Sign the BCID Agreements.
 - Contact TransNexus for DocuSign link
 - No cost to join the ecosystem
3. Read the CTIA [Branded Calling Best Practices](#)
4. Start by being your first Branded Calling customer.
 - Ask your TransNexus representative for an introduction to NumHub.
 - Brand your outbound calls while you prepare your market launch.
5. Market launch

Q & A

- For more information contact:

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