

Branded Calling Tutorial for the Competitive Carriers Association

March 19, 2025

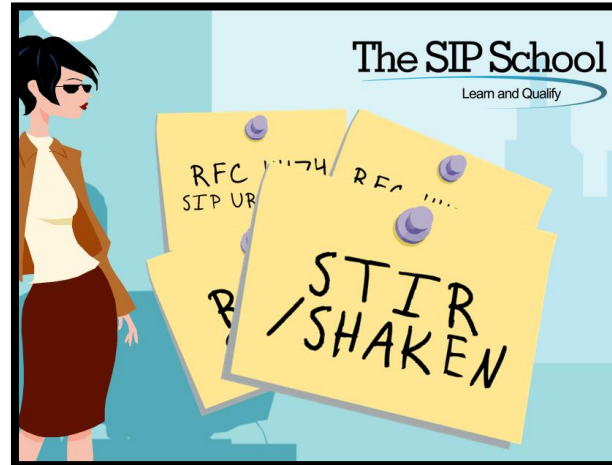


Authorized
Partner



Branded Calling ID™ is a service mark of CTIA

The SIP School – Training Partner



The Problem!
Caller ID Spoofing
STIR/SHAKEN and what it promises
PASSporTs and the Identity Header
the STIR/SHAKEN Architecture
Certificate Management
Attestation levels
Verstat or Verification Status
Authentication and
Enterprises and getting an 'A'

Delegate Certificates & other solutions
Rich Call Data
International STIR/SHAKEN
Out of Band STIR/SHAKEN
Call Diversion



Call Analytics
Robocall Mitigation
Traceback and the Industry
Traceback Group

Guest Speakers



*John Marinho
VP, Cybersecurity &
Technology
CTIA*

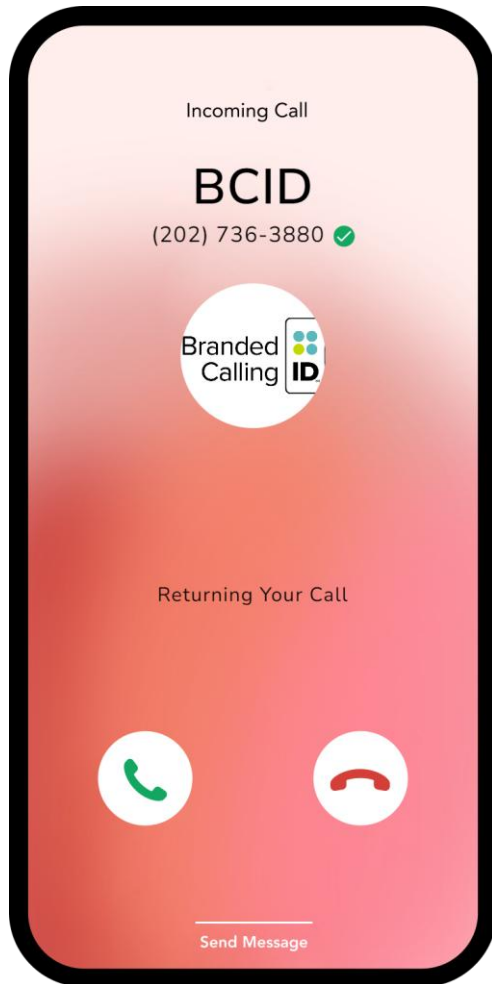


*Alec Fenichel
Chief Technology Officer
TransNexus*



*John Braun
Chief Executive Officer
TIP Solutions*

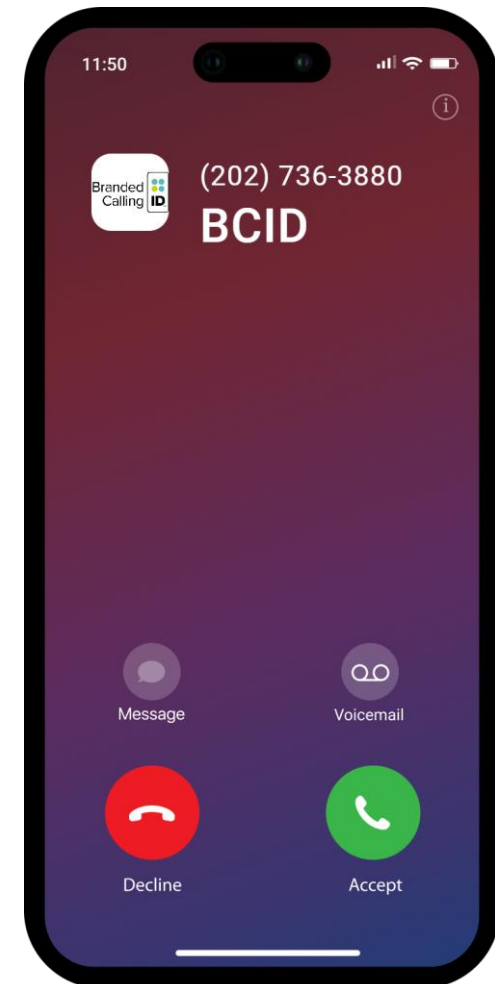
Branded Calling



Android Example



Android Example



iphone Example

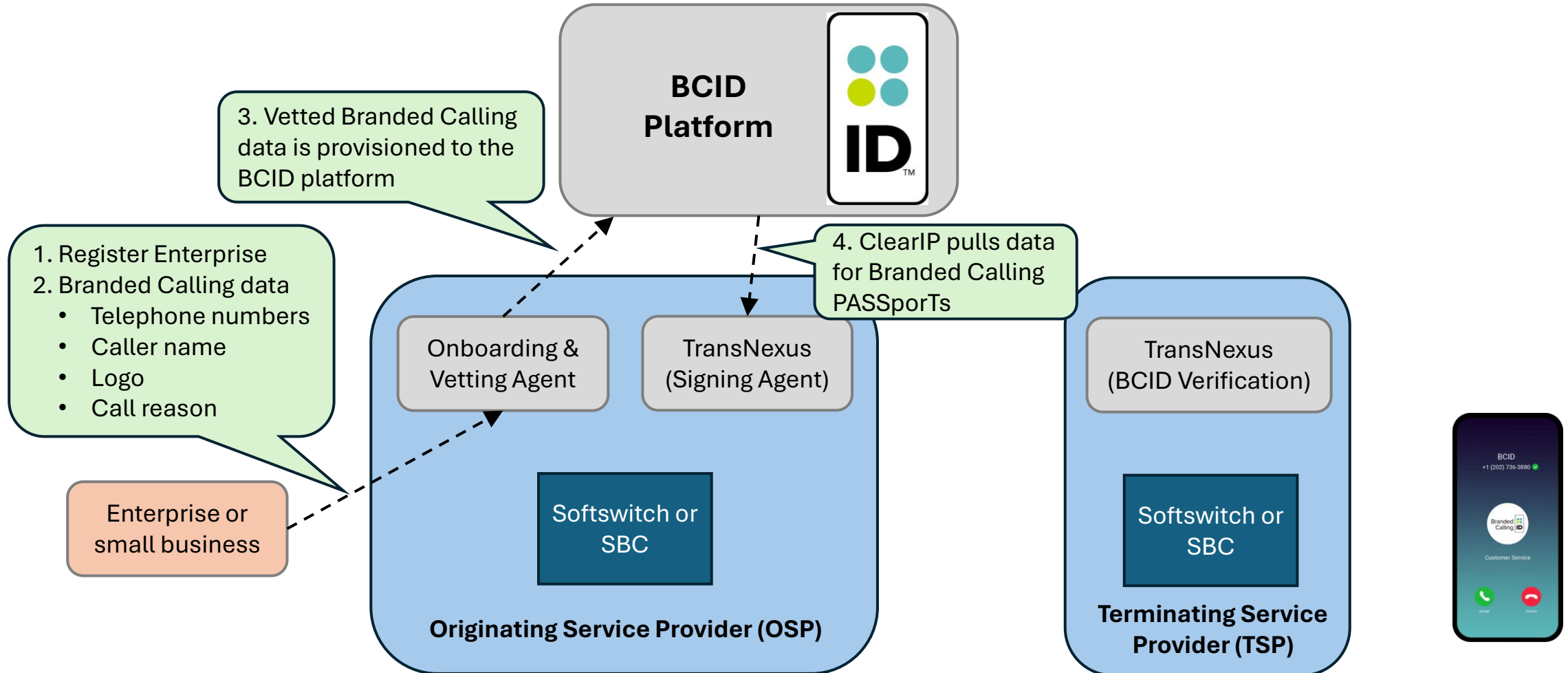
Why Branded Calling is Important

- Business customers are paying 3 to 12 cents per call for proprietary branded calling
- The technology standard for Branded Calling is not new, but has not been trusted until now.
- 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

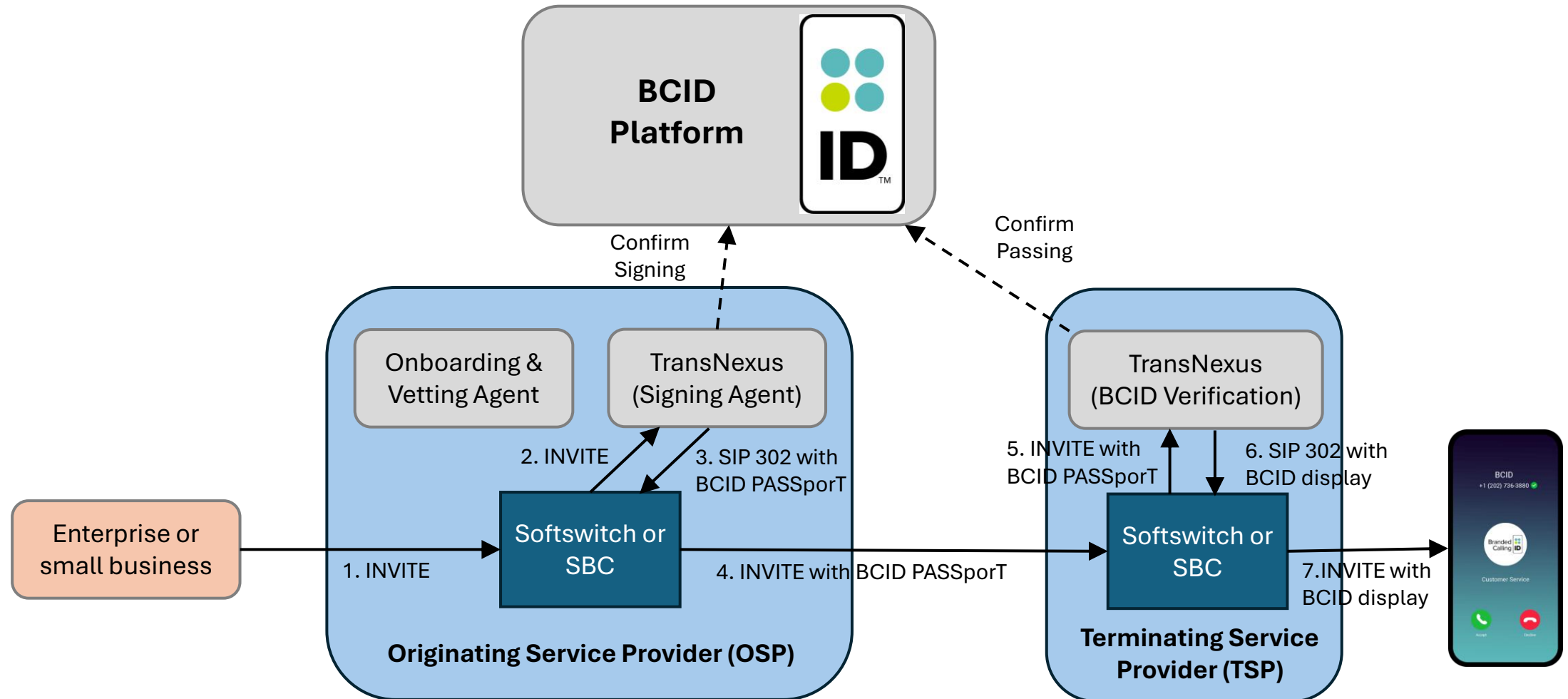
The Trust Ecosystem

- BCID – Central authority managing the ecosystem
- Originating Service Providers (OSPs)
 - Enable Branded Calling
- Terminating Service Providers (TSPs)
 - Display call branding to the called party.
- Onboarding and Vetting Agent - **TIP Solutions**
 - Manage provisioning and vetting of enterprises and their Branded Calling data
- Signing Agent - **TransNexus**
 - Creates the SHAKEN PASSporT that includes Branded Calling

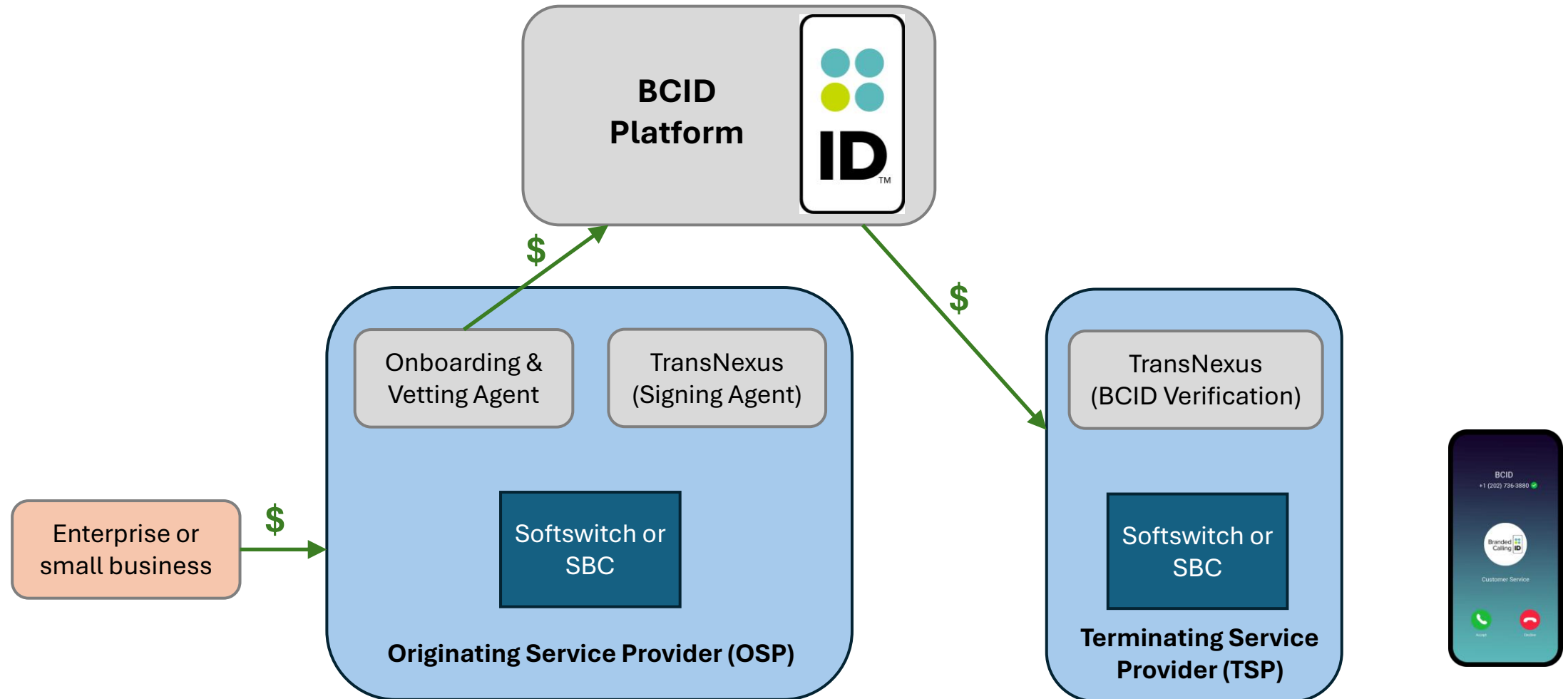
BCID Data Provisioning



BCID Call Flow



BCID Money Flow



Onboarding and Vetting Agent Services

TIP Solutions is an Authorized Onboarding and Vetting Agent

- TIP's Onboarding Agents serve as the point of entry to BCID for enterprises interested in delivering a branded call experience.
- TIP's Onboarding Agents are required to collect and convey customer information to approved Vetting Agents and manage billing, reporting, and customer support functions.
- TIP's Vetting Agents are responsible for validating that enterprise callers are who they say they are, and have the right to use a display name, logo, and call reason.

BCID Cost of Goods Sold

Cost Element	Comments
CTIA SHAKEN Certificate	Join the BCID ecosystem to get access to all details
BCID Platform fee per month per brand	
TSP fee per call	

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Vetting fee per enterprise per year	Ask TIP Solutions about their Onboarding and Vetting services
Onboarding fee	

BCID Cost of Goods Sold (COGS)

Cost Assumptions

- All fees associated with BCID
- List price, no volume discounts
- 1 Brand & number per enterprise

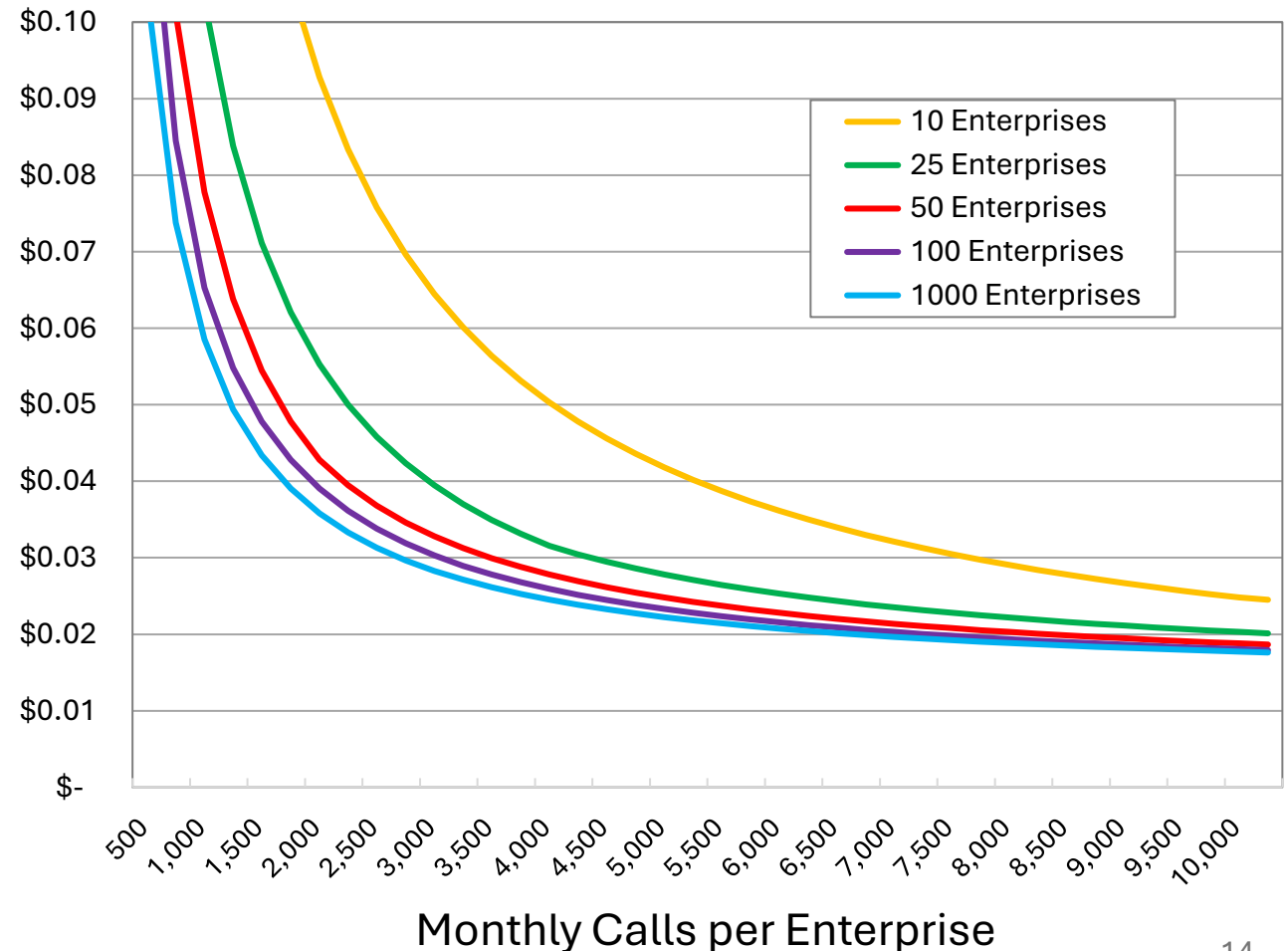
Conclusions

- Can be competitive with a few dozen customers
- Package calls for profit Mngt

Calls/month	COGS/call	Price/call	Package price
3,000	\$0.03	\$0.06	\$180/month
7,250	\$0.02	\$0.04	\$290/month

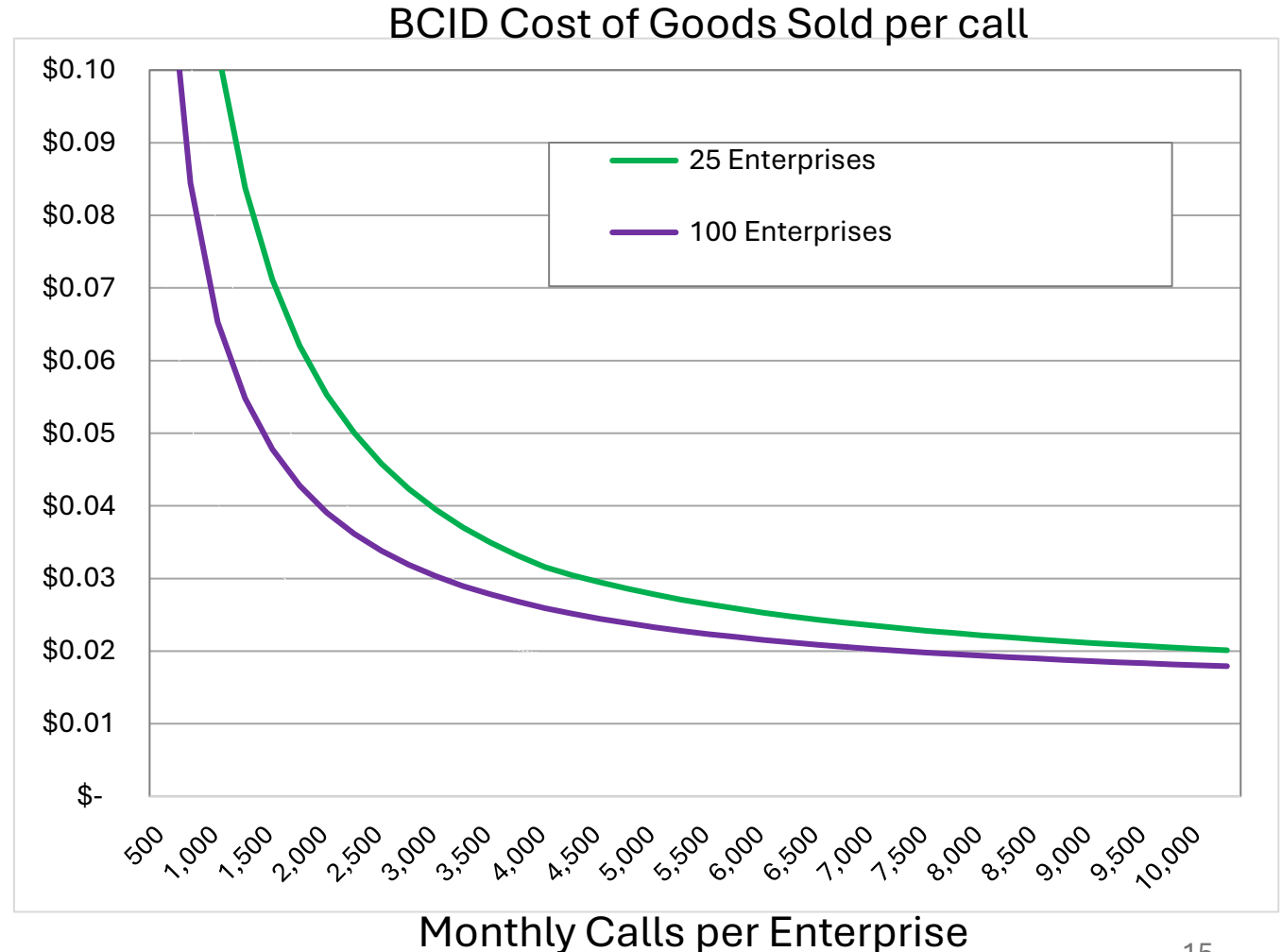
This table assumes COGS averaged over 100 enterprise customers

BCID Cost of Goods Sold per call



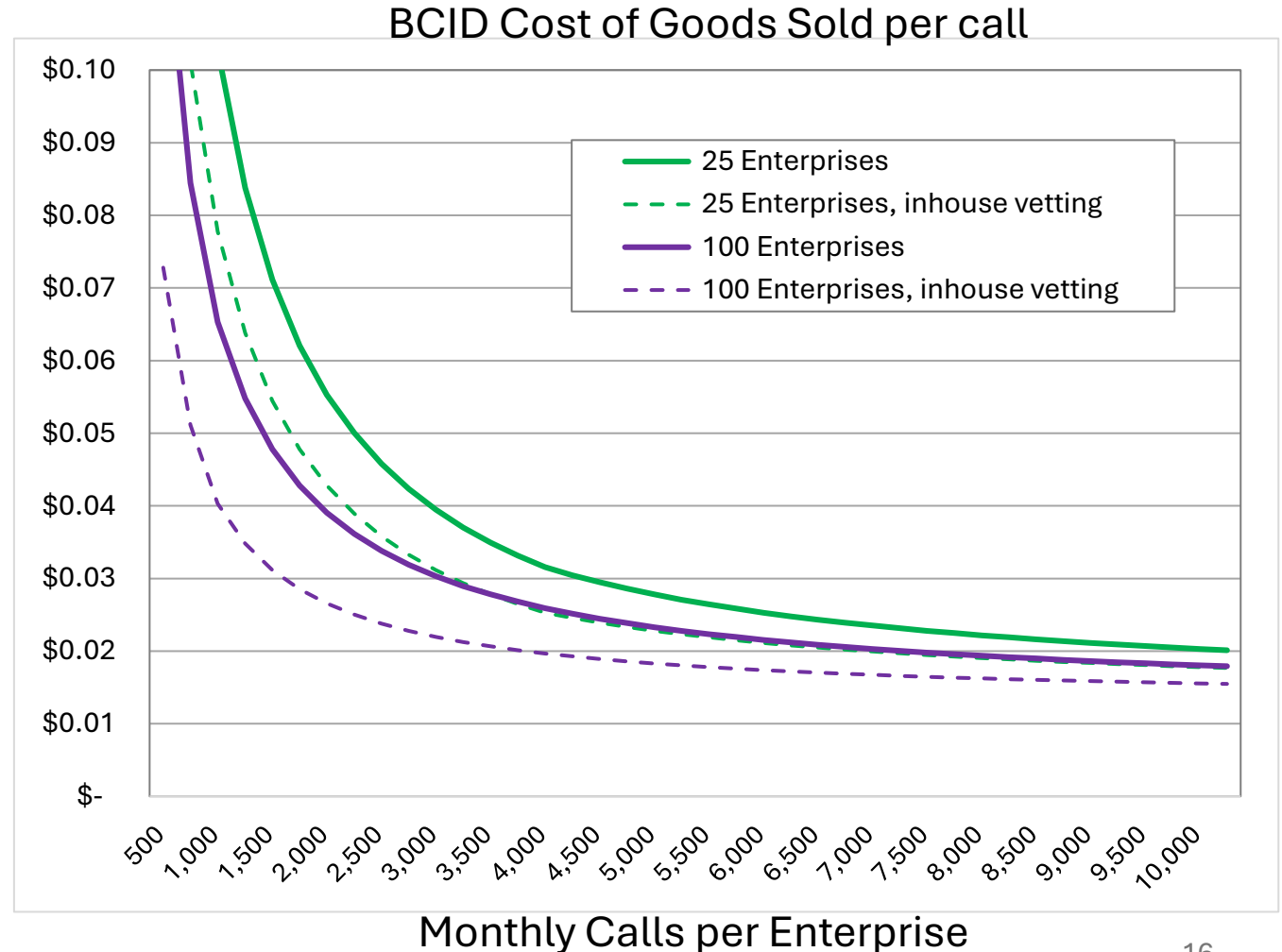
COGS – Small Wireless Operator Scenario

- Small operators may need to be innovative to reduce the BCID COGS
- 3rd party vetting is a major component of BCID COGS
- Wireless operators may want to take responsibility for vetting their BCID customers.

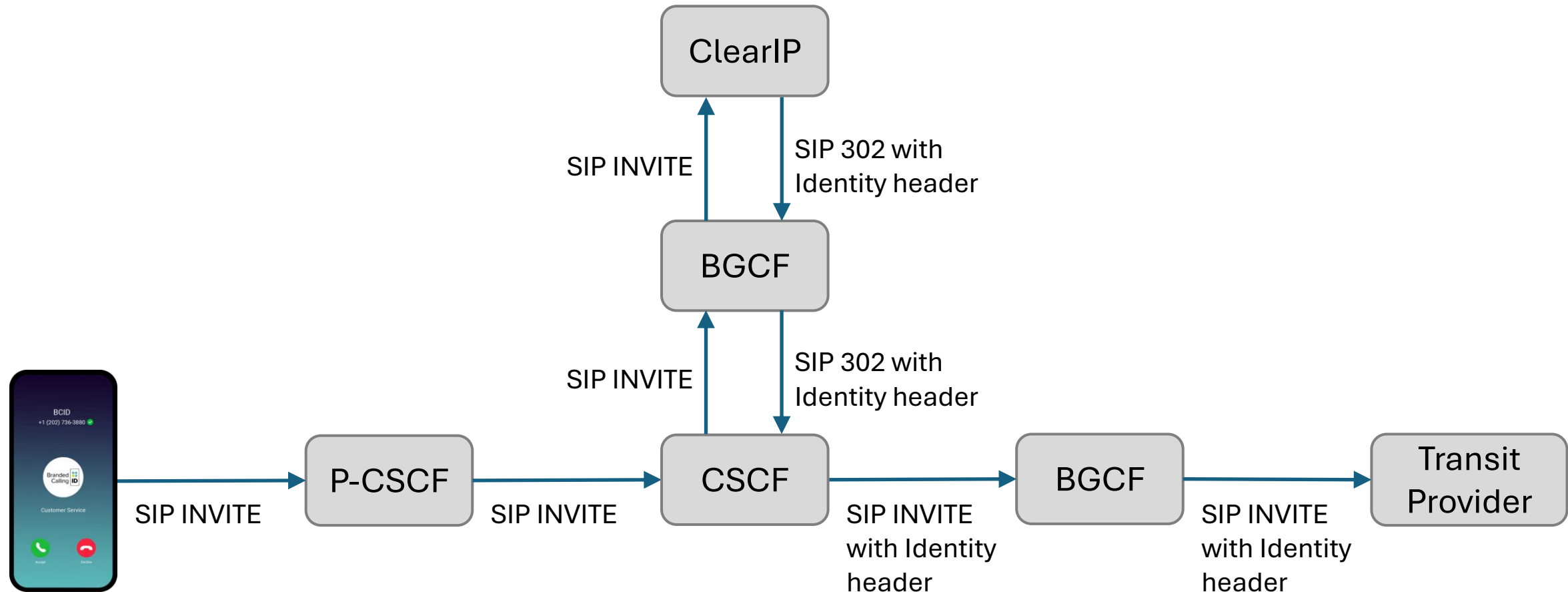


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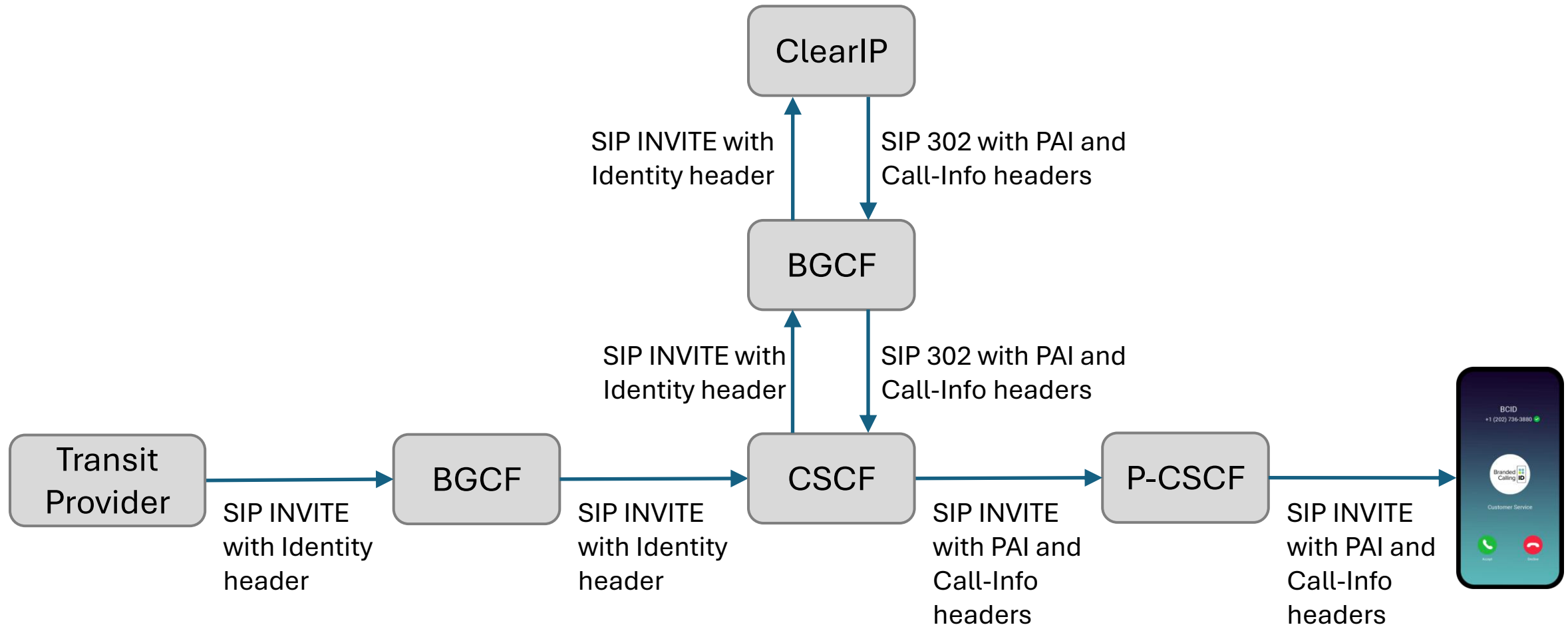
- Small operators may need to be innovative to reduce the BCID COGS.
- 3rd party vetting is a major component of BCID COGS.
- Wireless operators may want to take responsibility for vetting their BCID customers.
- Inhouse vetting may offer significant savings.



BCID Authentication



BCID Verification



Next Steps Wireless Providers

1. Tell your customers you will offer Branded Calling soon.
2. Join the BCID ecosystem. There is no cost to join.
 - Contact TransNexus for DocuSign link.
3. Ask your wireless handset provider to support Branded Calling.
4. Implement Branded Calling enabled SHAKEN Authentication.
 - Branded Calling will not interfere with your existing SHAKEN deployment.
 - We can help with your IMS integration questions.
5. Start by Onboarding and Vetting your business as a BCID Enterprise.
 - Ask your TransNexus representative for an introduction to TIP Solutions.
 - Brand your outbound corporate calls to prepare your market launch.
6. Market launch

Q & A

- [CTIA Branded Calling website](#)
- [Branded Calling Best Practices](#)
- [TransNexus BCID Signing Agent tools and services](#)
- [TIP Solutions BCID Onboarding and Vetting Agent services](#)
- Contact Jim.Dalton@TransNexus.com with your questions.



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