**WTA April Webinar Series**

TransNexus®

**Branded Calling – Restoring Trust in Telephone Calls**

# WTA – ADVOCATES FOR RURAL BROADBAND

*WTA* is a national trade association that represents more than 380 small, rural telecommunications carriers providing voice, broadband and video-related services in the United States. WTA's primary goals are to provide advocacy and educational opportunities for its members. For additional information about WTA or to receive WTA's e-newsletter contact taylor@w-t-a.org.

## WTA's Upcoming Educational Forums:

- April 13-15, 2025 | Hilton Sandestin | Miramar Beach, FL
- October 5-8, 2025 | The Royal Sonesta Kauai Resort | Kauai, HI
- April 12-15, 2026 | The Royal Sonesta New Orleans | New Orleans, LA
- October 4-7, 2026 | Hyatt Regency Sonoma | Santa Rosa, CA

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Advocates for Rural Broadband

# Speakers



*Jim Dalton*
*CEO*
*TransNexus*

*John Marinho*
*VP, Cybersecurity &*
*Technology*
*CTIA*

*Paul Matte*
*Chief Operating Officer*
*NUSO*

# About TransNexus

- Software to manage and protect telecommunications networks

- Proud member of the WTA

- Active participant with telecommunications industry standards work groups

- STIR/SHAKEN solutions used in the United States, Canada, and France

- Authorized BCID Signing Agent

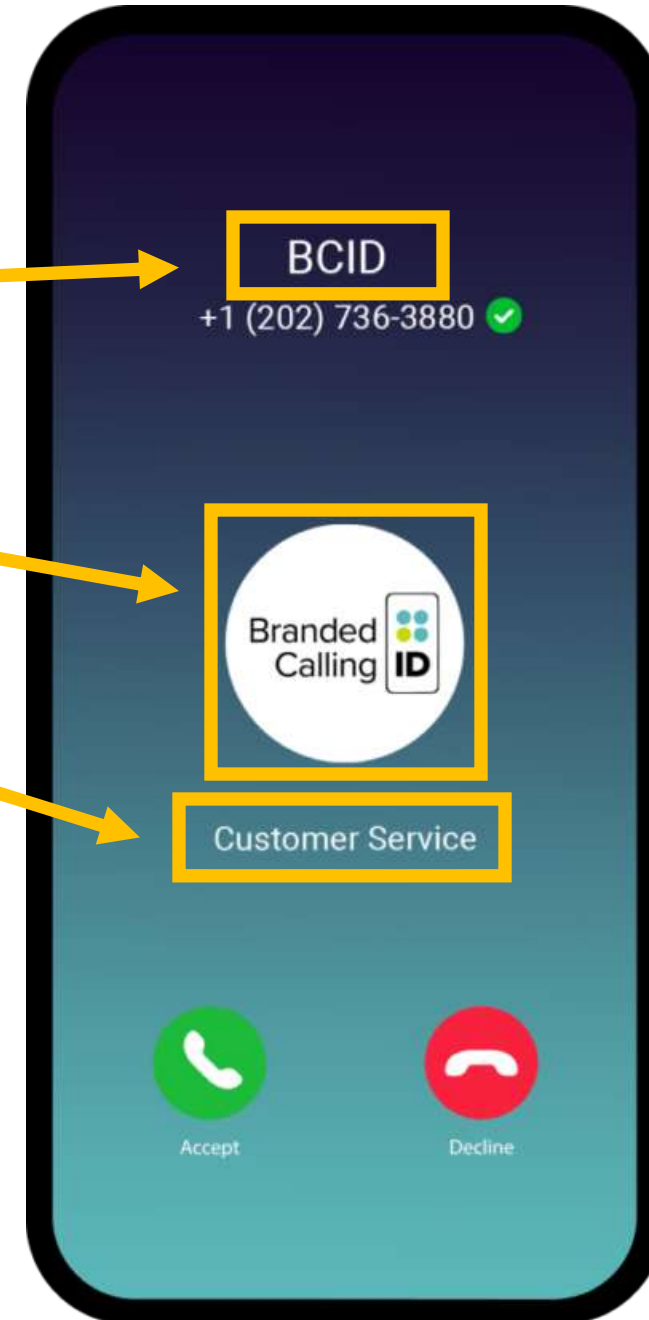# Making the Business Case for Branded Calling

- What Is Branded Calling

- Branded Calling Market

- ROI: Enterprise Perspective

- Branded Calling ID™ (BCID)

- BCID Ecosystem

- Revenue Opportunities

BCID™ is a service mark of CTIA — The Wireless Association

# What is Branded Calling

- Caller name
- Caller logo*
- Call reason*

Caller information you can trust

* On supported handsets

# There's a Compelling Need for Branded Calling

- U.S. consumers receive **hundreds of millions** of scam calls each month.

- 92% of consumers think unidentified calls are fraudulent.

- 78% are more willing to answer branded calls.

## No one answers the phone!

Sources: YouMail, Hiya, TNS

# Why Businesses want Branded Calling

- Businesses paying up to $0.12/call for branded calling

- Prevents calls from being mis-labeled as SPAM

- Better answer rates prevent:
  - Revenue loss
  - Unnecessary expenses

- Examples:
  - Car repair approval for additional work
  - Health care services
  - Field services or delivery to confirm customer is at home
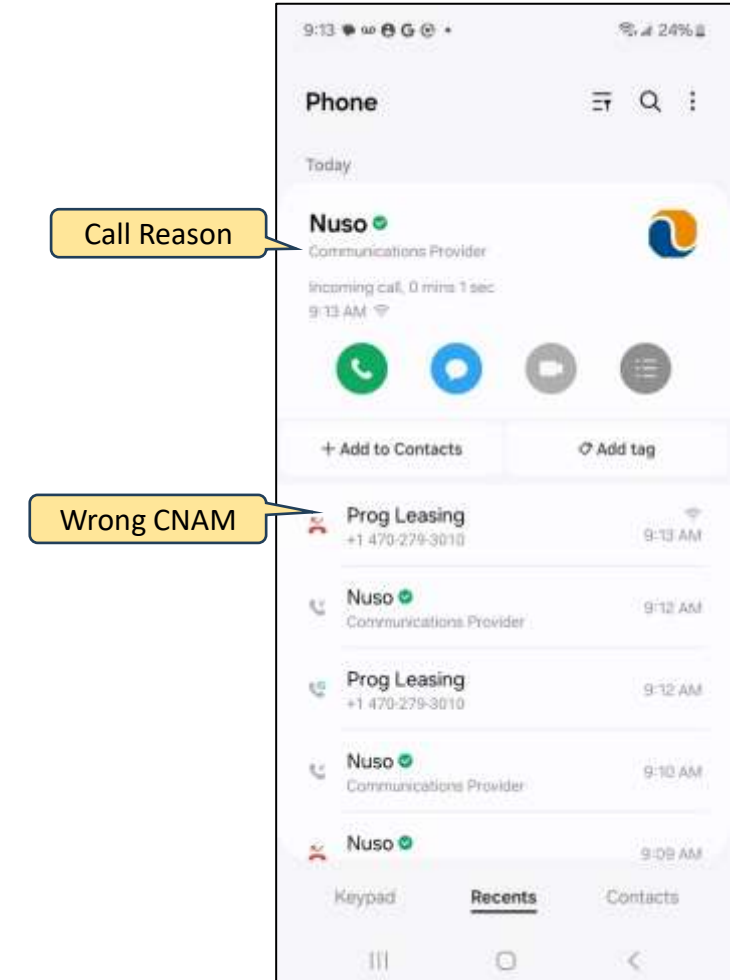  - Financial services company fraud alert
  - Schools and Universities

# Branded Calling ID is Valuable Brand Awareness



Incoming Call

Call in Progress

Call History

# Selling Tip

- Do not sell Branded Calling as a new phone service feature.
  - The usual decision maker does not have the budget.
- Sell Branded Calling as Brand Awareness to the Marketing Dept.
  - The Marketing department has a budget for Brand Awareness initiatives.
  - Branded Calling is less expensive, and more targeted, than other channels.
    - Web impressions
    - Billboard
    - Print advertising
    - Television and cable
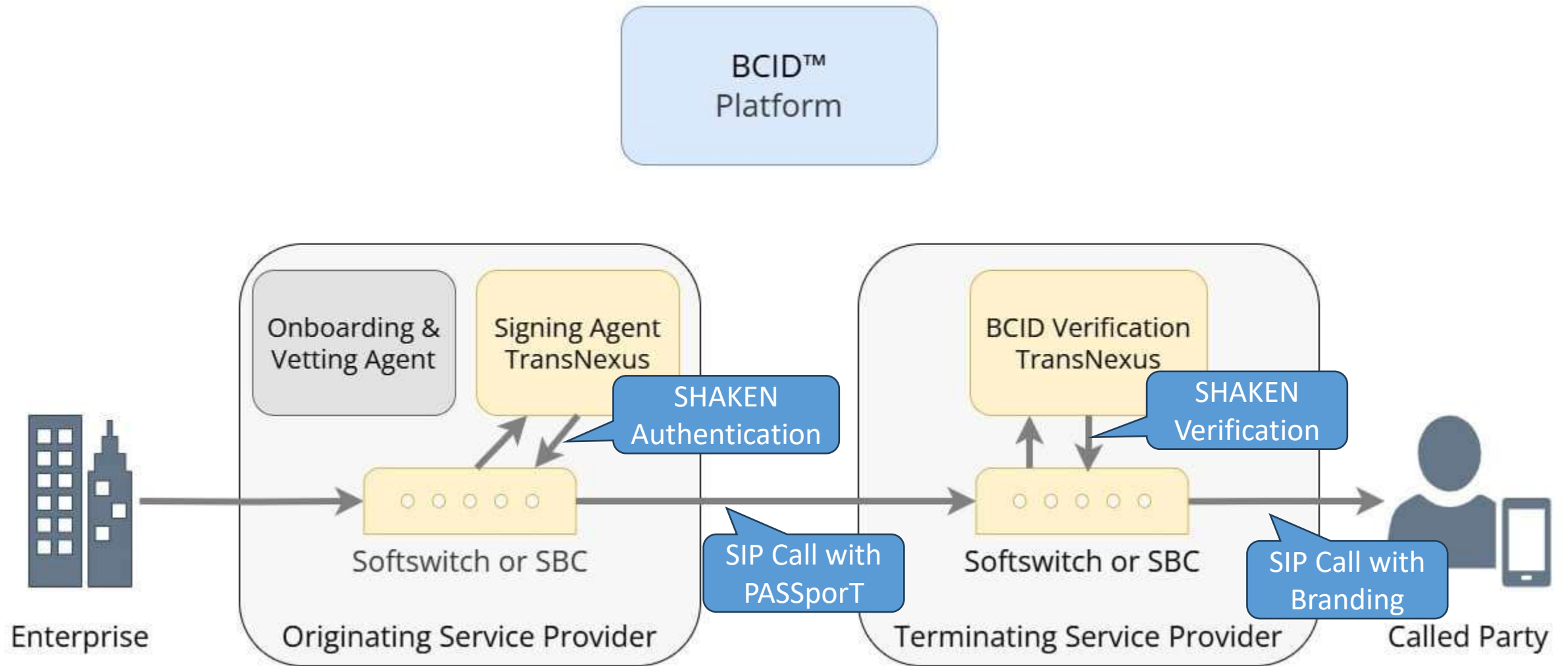
# Evolution of the Branded Calling Market

- Initial proprietary branded calling services marketed directly to enterprises

- Voice service providers could not participate—referrals only

- This has changed.

- CTIA – The Wireless Association has created a trusted ecosystem for voice calls
  - Based on open technology standards (robust vendor competition)
  - Open to <u>all</u> service providers.

# Branded Calling ID™ — A New Way Forward

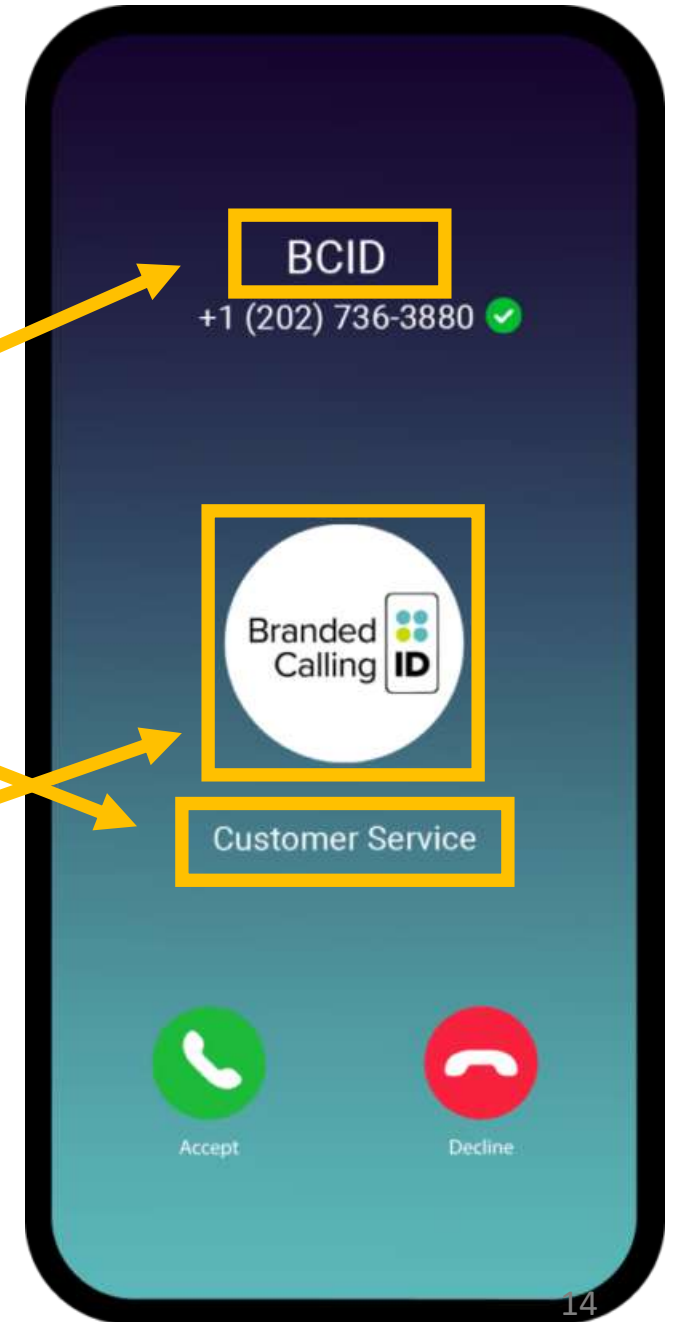| Method | Standards-based, non-proprietary, uses STIR/SHAKEN |
|--------|-----------------------------------------------------|

BCID™ is a service mark of CTIA — The Wireless Association

# Branded Calling has no impact on call flow

# Method: STIR/SHAKEN Rich Call Data

```
{
  "attest": "A",
  "crn": "Customer Service",
  "dest": {
    "tn": [
      "18554742536"
    ]
  },
  "iat": 1577836800,
  "orig": {
    "tn": "12027363880"
  },
  "origid": "99999999-9999-4999-9999-999999999999",
  "rcd": {
    "icn": "https://cdn.brandedcallingid.com/images/000000000.bmp",
    "nam": "BCID"
  },
  "rcdi": {
    "/icn": "sha256-00000000000000000000000000000000000000000"
  }
}
```

Integrity value to verify image hasn't changed since vetting

BCID

+1 (202) 736-3880 ✓

Branded Calling **ID**

Customer Service

Accept          Decline

14

# Branded Calling ID™ — A New Way Forward

| Method | Standards-based, non-proprietary, uses STIR/SHAKEN |
|---|---|
| Ecosystem | Separation of roles ensures trust and accountability Service providers can participate and earn revenue |

# Branded Calling ID Ecosystem

- Originating Service Provider

  - Sells branded calling to its enterprise customers, originates branded calls

- Onboarding Agent

  - Collects branding information, manages registration, billing, and support

- Vetting Agent

  - Rigorous, independent vetting of enterprise and branding information

- Signing Agent

  - Generates SHAKEN authentication with branded calling info, reports branded calls to the BCID platform

- Terminating Service Provider

  - Presents branding to its subscribers, reports display to the BCID platform

# Branded Calling ID™ — A New Way Forward

**Method** — Standards-based, non-proprietary, uses STIR/SHAKEN

**Ecosystem** — Separation of roles ensures trust and accountability
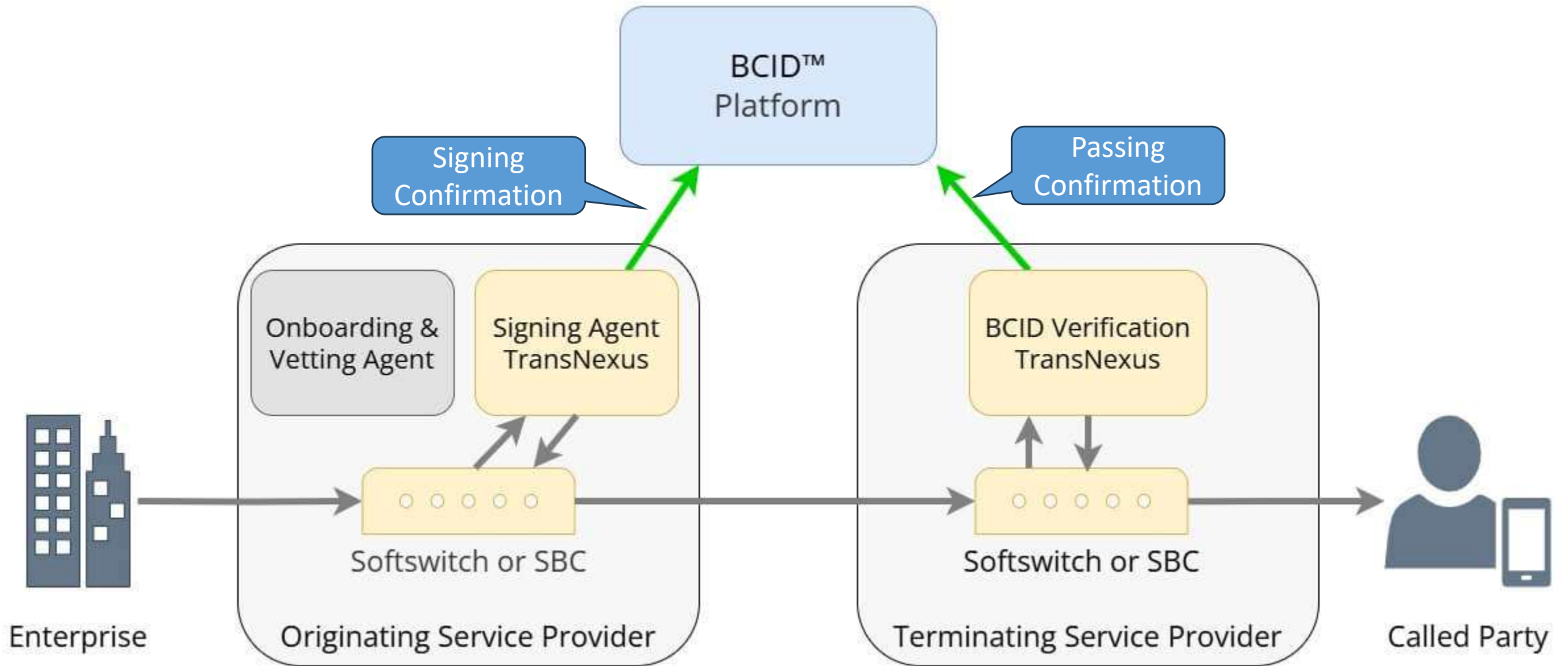Service providers can participate and earn revenue

**Platform** — Stores vetted branded caller information
Records activity for reporting, billing, and payments

BCID™ is a service mark of CTIA — The Wireless Association

# BCID Platform Holds Vetted Information
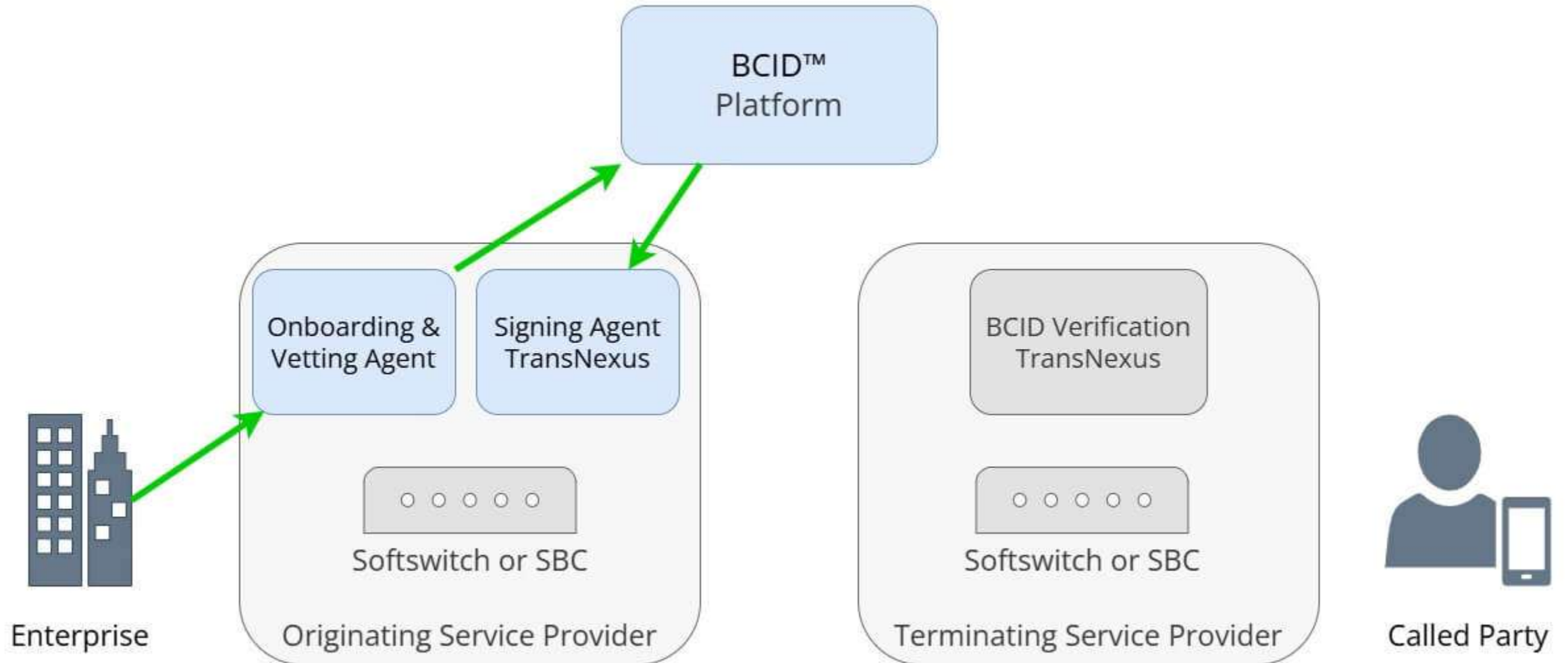
# Platform Collects Activity for Reporting and Payments
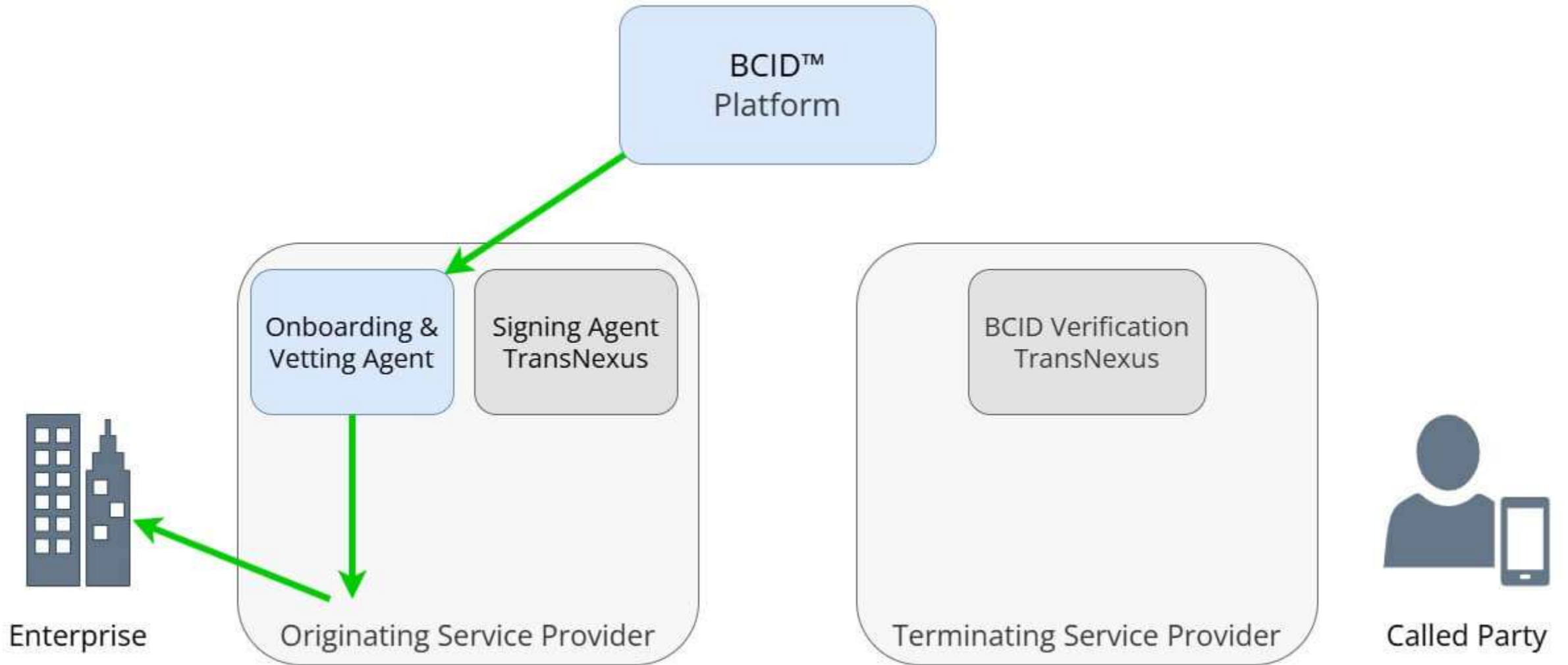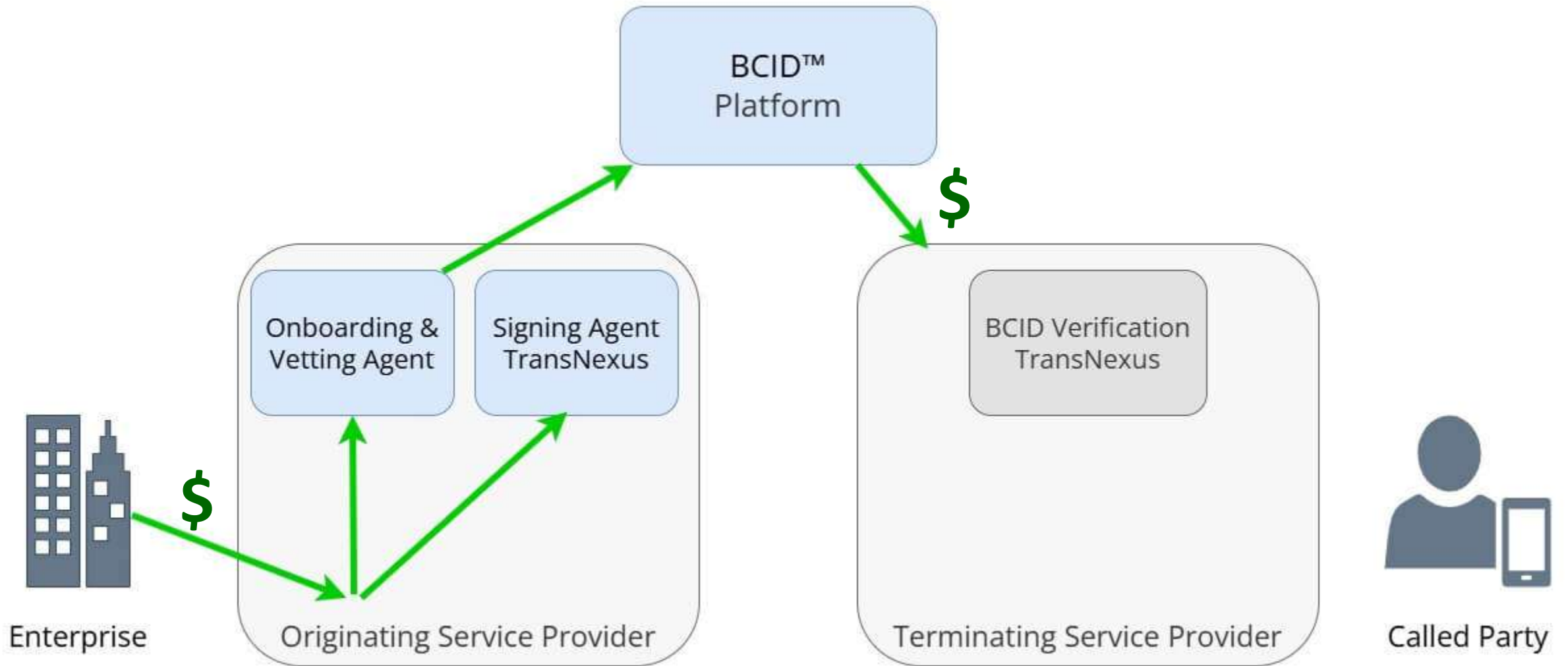
# Billing and Payment Models

1. OSP bills the enterprise
   - Single bill, better customer control, higher margin
   - More sales and billing effort
   - Billing Integration costs can be high

# Option 1: OSP bills the Enterprise

# Option 1: Enterprise pays the OSP

# Branded Calling Billing and Payment Models

1. OSP bills the enterprise
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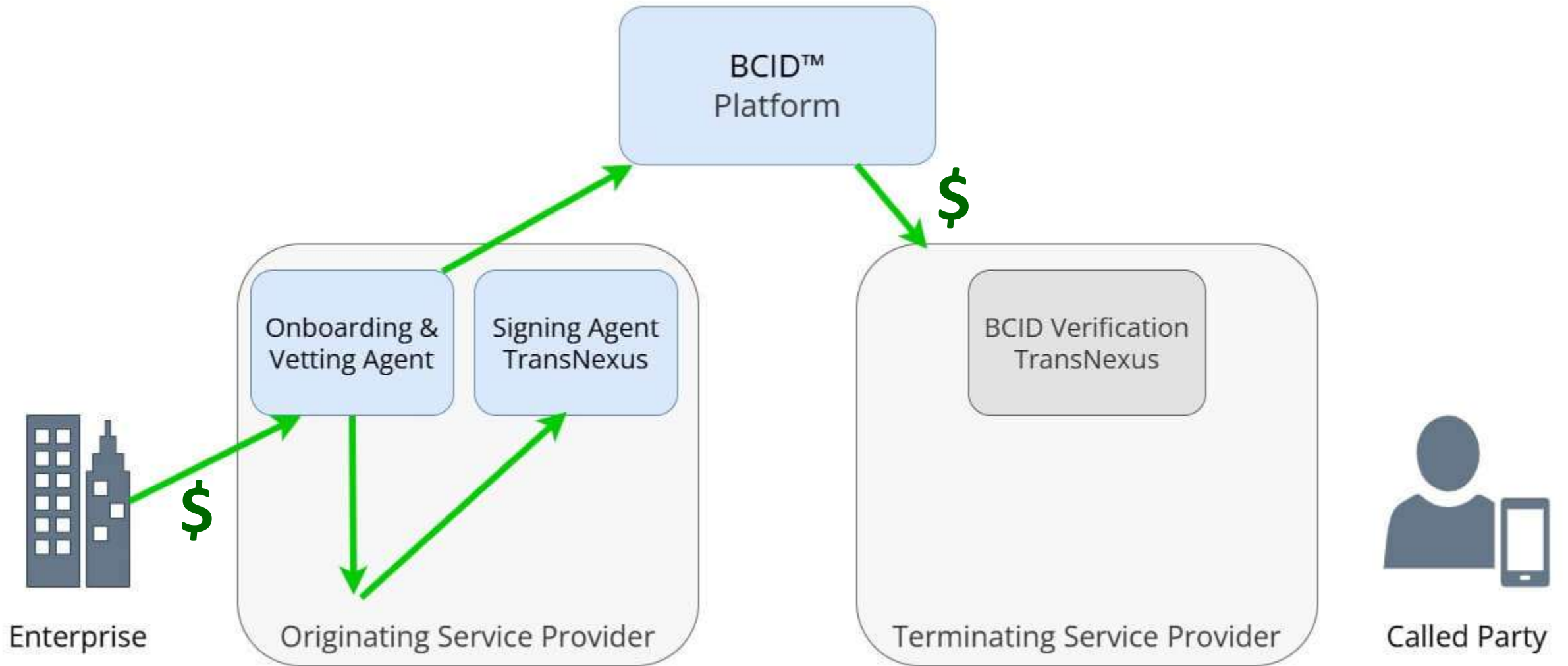   - Billing Integration costs can be high

2. Onboarding Agent bills enterprise directly
   - Less control, less margin
   - Easy, no integration cost
   - Can be better for positioning Branded Calling as a Brand Awareness sale

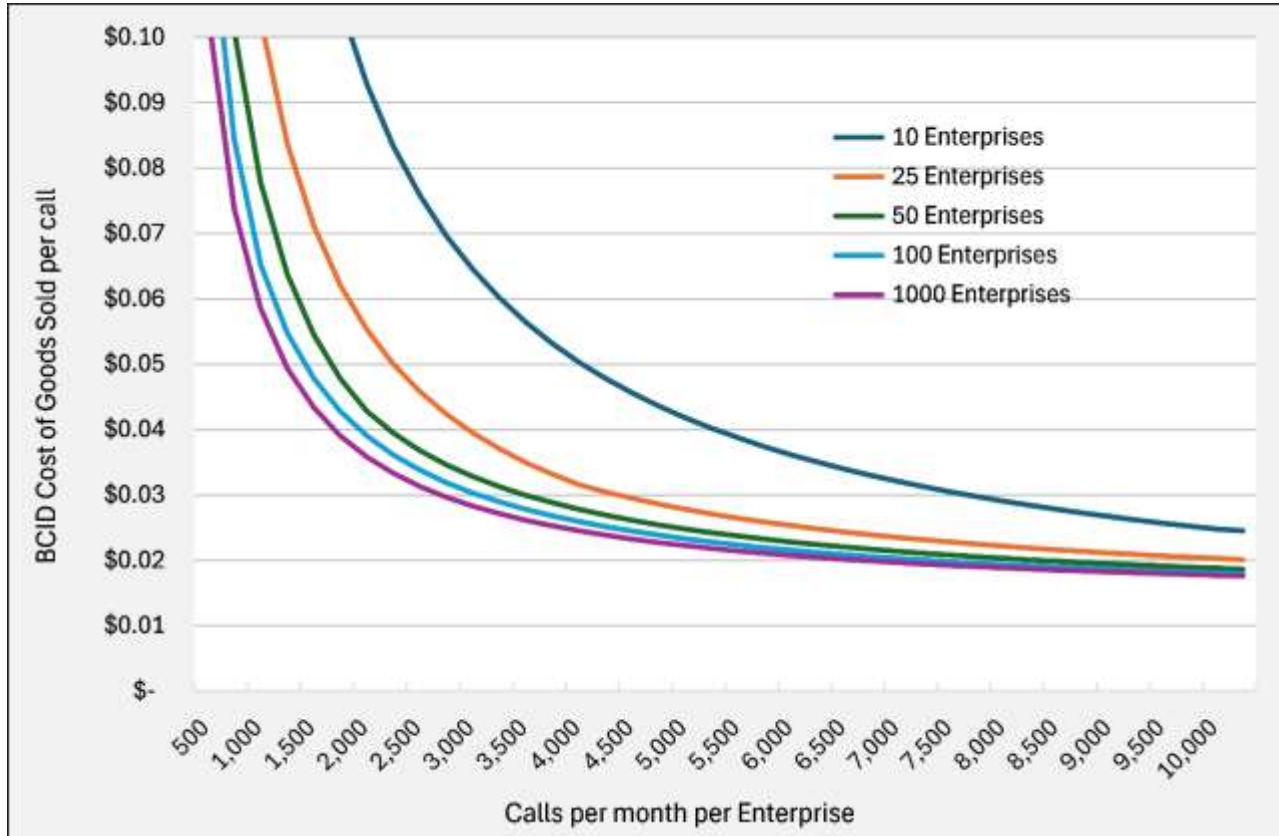# Option 2: Onboarding Agent bills the Enterprise
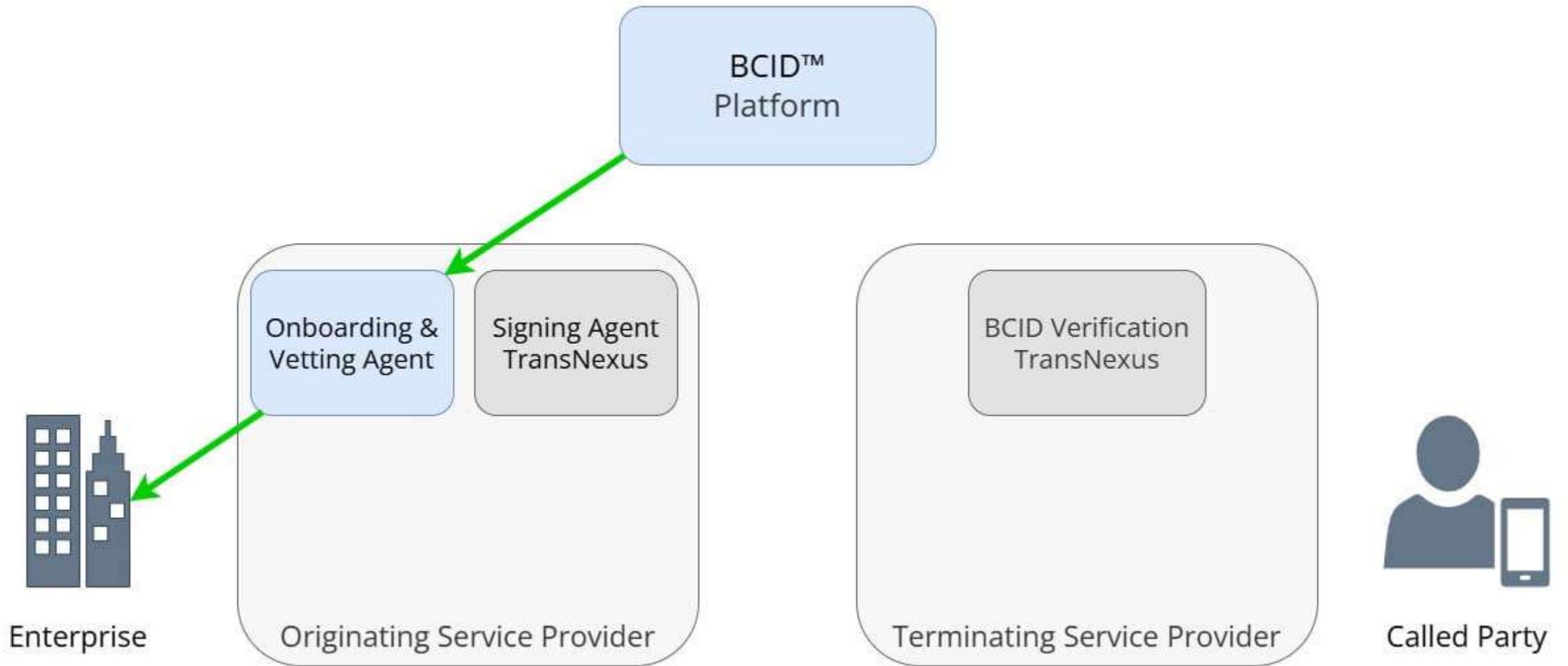
# Option 2 – Enterprise pays the Onboarding Agent

# Total Cost of Goods Sold breakdown

| Item | Costs |
|---|---|
| CTIA SHAKEN Certificate fee per month | Join the BCID ecosystem (no cost to join) to get the cost details. |
| BCID Platform fee per month per brand | |
| Terminating Service Provider (TSP) fee per call (only charged when brand is displayed) | |
| Branded Calling SHAKEN Signing Agent fee per call | TransNexus fee starts at $0.0004 per call and decreases with volume. |
| Vetting fee per enterprise per year | We can introduce you to Onboarding and Vetting Agents who will describe their services and fees. |
| Onboarding fee | |

# Revenue Opportunities: Cost Analysis for OSPs



Chart showing BCID Cost of Goods Sold per call vs Calls per month per Enterprise, with curves for 10 Enterprises, 25 Enterprises, 50 Enterprises, 100 Enterprises, and 1000 Enterprises.

- **Aim for 25+ enterprise customers**
  - Even fewer if 2,500+ calls/month
- **Cost efficiencies decrease above 25 enterprise customers**
  - Smaller OSPs can compete!
- **Requires no capital investment**
  - Upfront cost is to productize and launch the service
  - Most costs are variable

Cost model developed by TransNexus based upon our knowledge of current costs in the market

# Revenue Opportunities: Bundled Package Pricing

| Calls/mth | Cost/call | Price/call | Bundle |
|-----------|-----------|------------|----------|
| 3,000 | $0.03 | $0.06 | $180/mth |
| 7,250 | $0.02 | $0.04 | $290/mth |

- Branded calling with fixed packaged price for a maximum number of calls.
  - Enterprise gets certainty for budget planning.
  - You get additional margin from customers that don't use all the calls in their package.
- Assumes 50% margin.

# Revenue Opportunity for Terminating Service Providers

Either:

- Display *SPAM* from analytics
- Pay for CNAM, which might be inaccurate
- See lower call completion

Or:

- Display BCID caller information, which is independently vetted and fully attested
- Earn revenue for displaying it
- See higher call completion

# Advice from an Expert – Paul Matte, COO of NUSO

NUSO was one of the first service providers to launch BCID services.

- Is Branded Calling ID ready today?
- How does BCID compare to proprietary branded calling solutions
- What type of businesses want branded calling?
- What will enterprises pay?
- How to pick an onboarding and vetting agent?
- The importance of having a SIP connection to the wireless providers.
- Issues to be aware of for billing.

# Next Steps

- Contact TransNexus [info@transnexus.com](mailto:info@transnexus.com)
  - Introduction to Onboarding and Vetting Agent partners.
  - Develop product price plans.
  - Prepare plans for Signing Agent evaluation trial.
  - Join BCID ecosystem.
  - Brand your own calls as a market trial.