New Revenue Opportunities from Branded Calling

A sales and marketing discussion of BCID™

Agenda

- What Is Branded Calling

- Branded Calling Market

- ROI: Enterprise Perspective

- Branded Calling ID™ (BCID)

- BCID Ecosystem

- Revenue Opportunities

- Next Steps

- Questions and Answers

- A business perspective
  - Help you make a business case

- Mostly publicly-available information
  - Further details available from BCID under a non-disclosure agreement
  - Free to join

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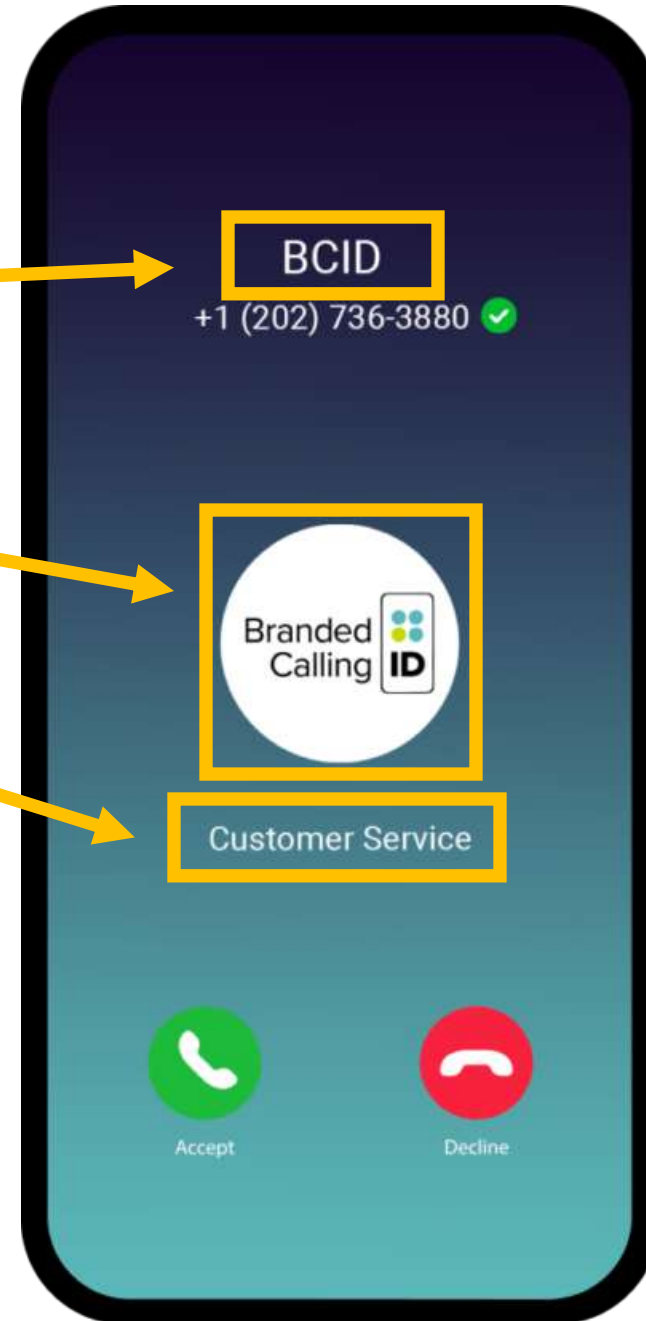
About TransNexus

- 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

What is Branded Calling

- Caller name
- Caller logo*
- Call reason*

* 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.

Sources: YouMail, Hiya, TNS

Return on Investment: Enterprise Perspective

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

- Better answer rates

- Examples:
  - Car repair approval for additional work
  - Financial services company fraud alert
  - Field services confirm customer at home for appointment
  - Delivery driver confirm person available to sign for a delivery

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.

Branded Calling ID™ — A New Way Forward

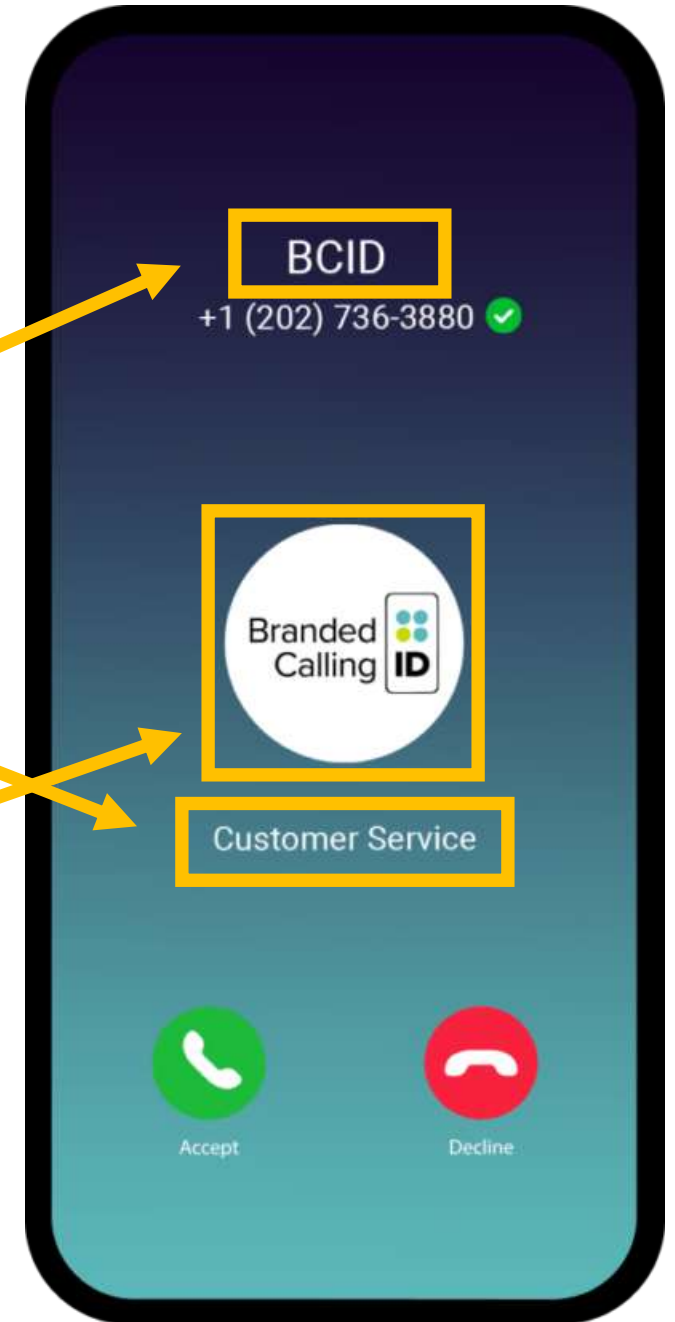| Method	Standards-based, non-proprietary, uses STIR/SHAKEN
Ecosystem	Separation of roles ensures trust and accountability Service providers can participate and earn revenue
Platform	Stores vetted branded caller information Records activity for reporting, billing, and payments

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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": "sha256-0000000000000000000000000000000000000000"
  }
}
```

Integrity value to verify image hasn't changed since vetting

Ecosystem

- Enterprise
  - Purchase branded calling services to brand some or all outbound calls

- 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
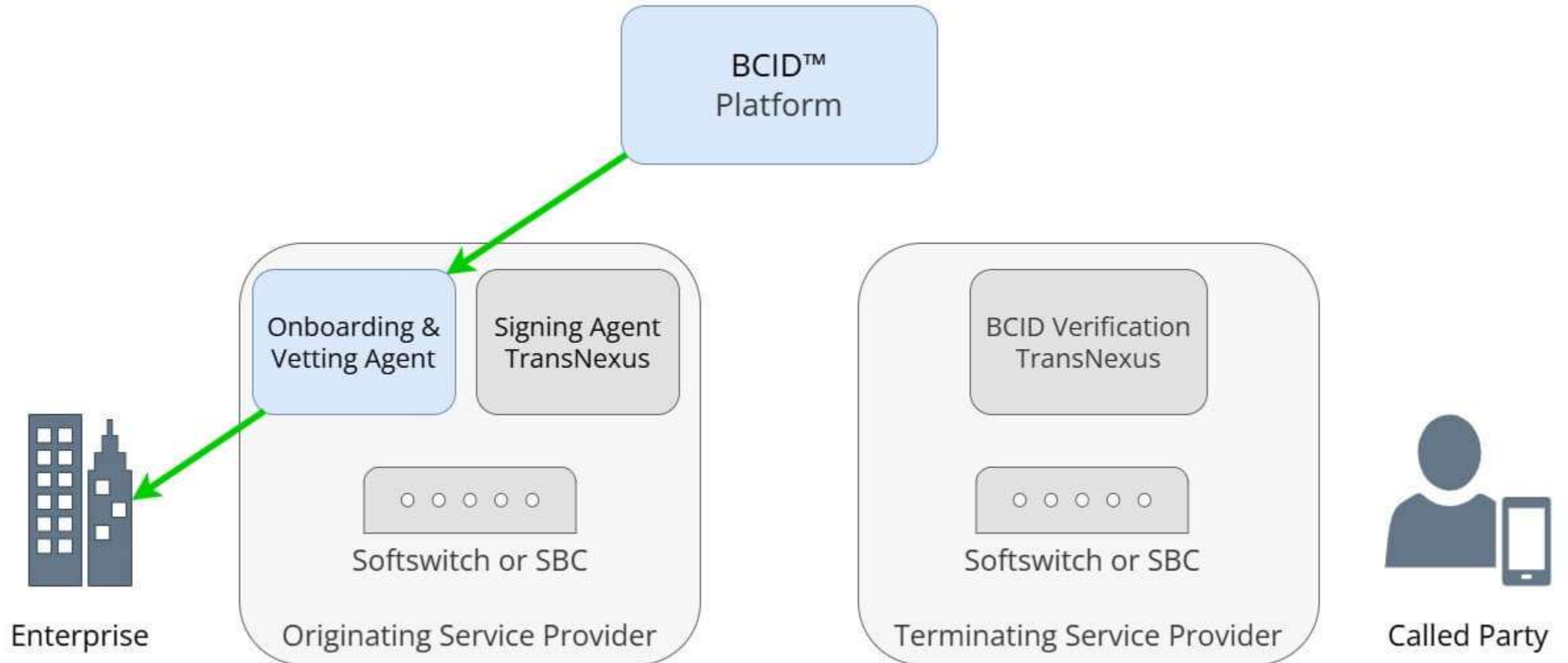 - Presents branding to its subscribers, reports display to the BCID platform
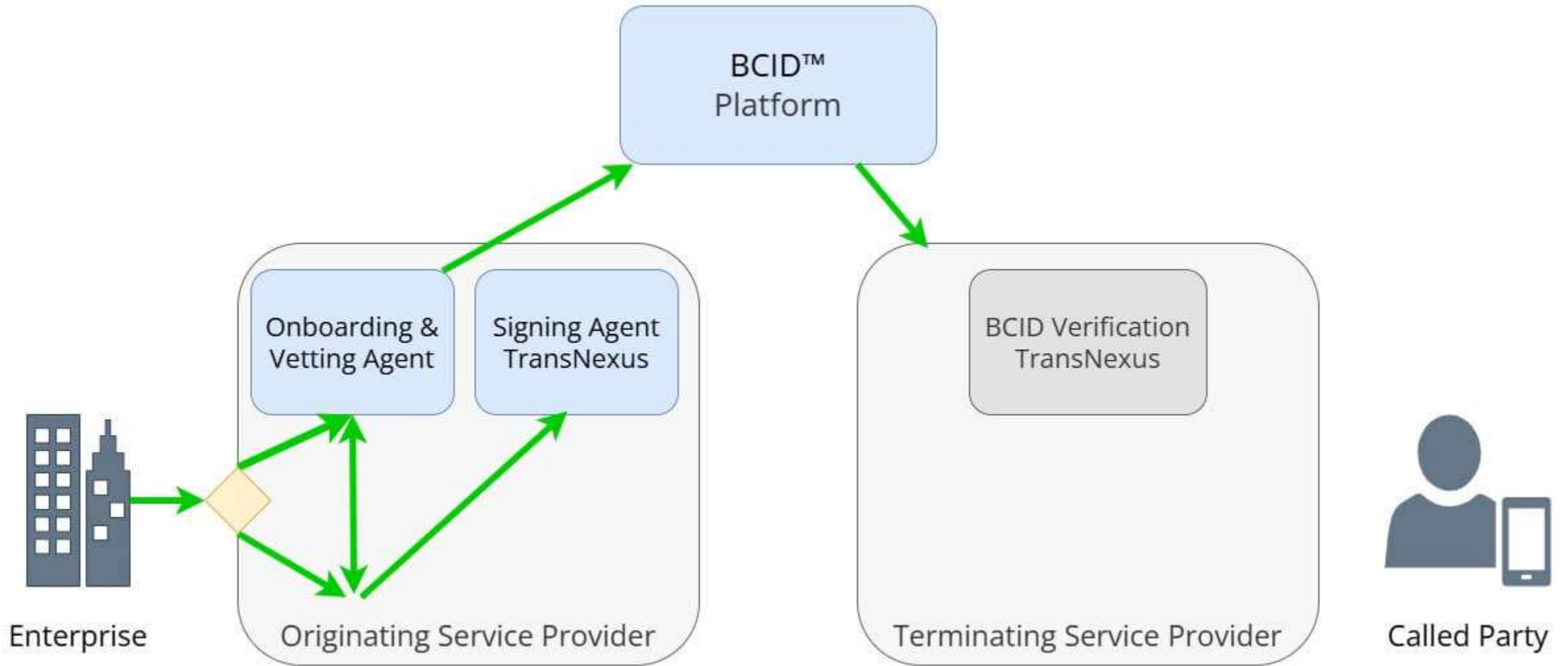
Platform Holds Vetted Information
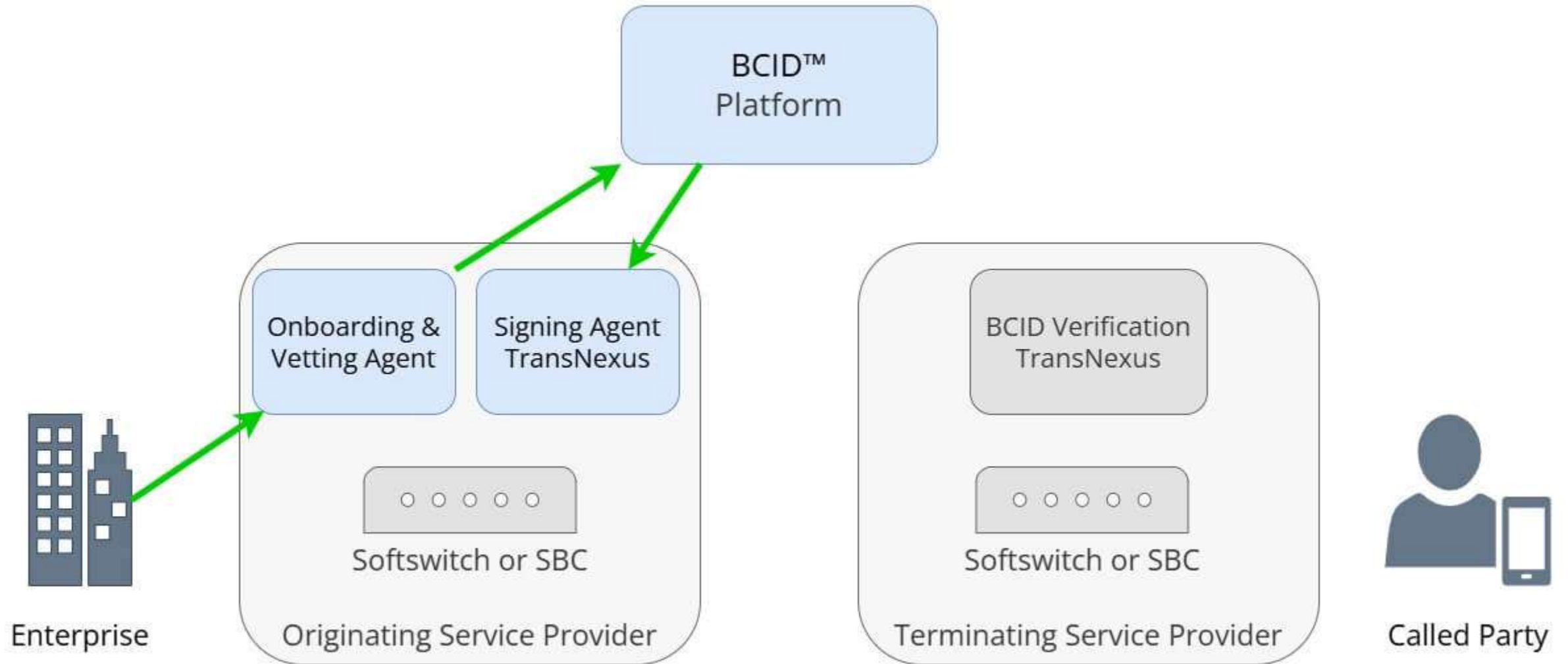
# Platform Collects Activity for Reporting and Payments
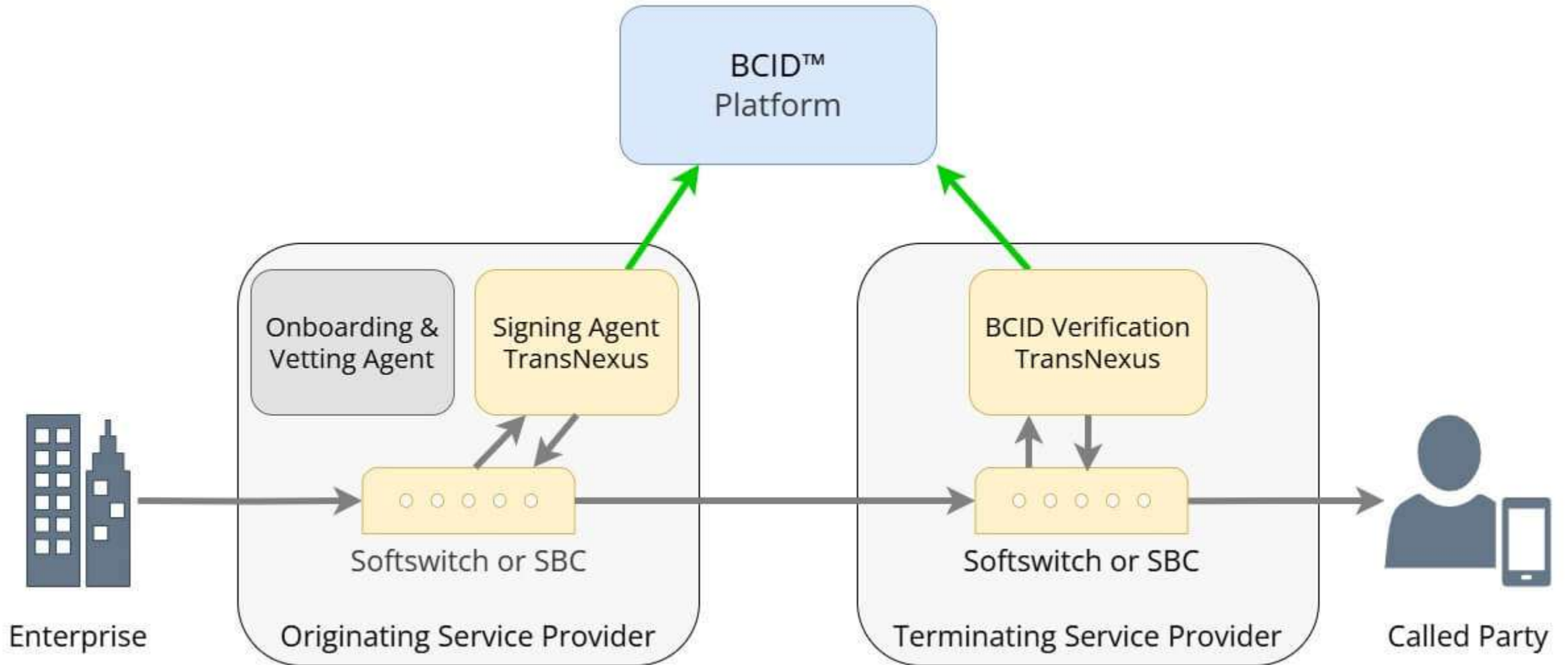
Billing

Payment

Revenue Opportunities: Cost Components for OSPs

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
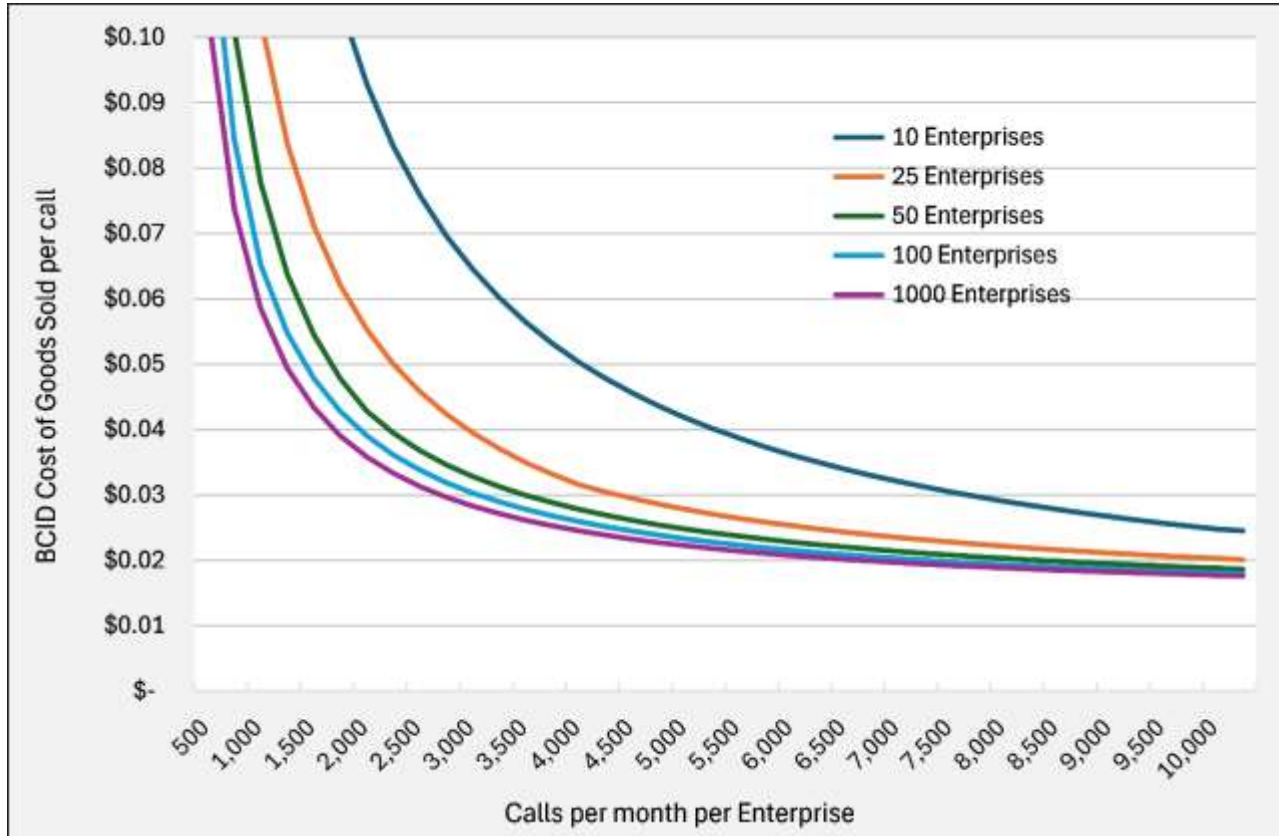
- Aim for 25+ enterprise customers
  - Even fewer if 8,000+ calls/month
- Cost efficiencies decrease above 25 enterprise customers
  - Smaller OSPs can compete!
- Requires no capital investment
  - Upfront cost is to productize and launch the service
  - Most costs are variable

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.

Customer Provisioning for OSPs

- OSP needs new fields in their Subscriber Management System to support BCID:

  - Enterprise ID

  - Caller Name

  - Logo URL

  - Call Reason(s)

- Onboarding Agents offer tools to simplify provisioning

"Will this prevent my customer's calls from being labeled as **Scam Likely**?"

Revenue Opportunities: Terminating Service Providers

Either:

- Display *Scam Likely* 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

Next Steps

- Join BCID
  - Visit https://brandedcallingid.com/contact-us/ to get started
  - Review participation requirements for roles you are considering
- Review existing and new enterprise customers that are good candidates
- Work with the Cost Analysis model to evaluate pricing strategy
- TransNexus can introduce you to Onboarding and Vetting Agents who will describe their services and fees.

Thank your for attending!

- Questions and answers

- More information:
  - WTA will distribute a PDF copy of these slides
  - Visit our website
    - Branded Calling feature page
    - Branded Calling ID whitepaper
  - Call us at (404) 526-6060
  - Email info@transnexus.com

About TransNexus

TransNexus is a leader in developing innovative software to manage and protect telecommunications networks worldwide. The company has over 25 years of experience in providing telecom software solutions including toll fraud prevention, robocall mitigation and prevention, CDR and call analytics, advanced call routing, billing support, STIR/SHAKEN, and branded calling. Visit transnexus.com for more information.