Registered Caller™

STIR/SHAKEN: Comparing Telco-Specific vs. Centralized, Industry-Wide Registration
How does it look to the Enterprise?

Comparisons	Status Quo: Fragmented Approach to Attestation Elevation	Attestation Elevation Using Centralized Registration via **Registered Caller™**
Overview	Ecosystem arrayed in silos packed by **"Telco/Solution Vendor"** combos with each seeking to provide their clients' outbound calls with STIR/SHAKEN attestation elevation to terminating service provider (TSP) networks. Maximum coverage requires multiple engagements.	One-stop **centralized industry-wide solution** for registering all enterprises and their associated outbound calling TNs. Vetting and validation results with STIR/SHAKEN attestation elevation available to all OSP/TSP networks. Maximum coverage requires a single engagement.
Solution Vendors	First Orion, Hiya, Neustar, TNS Call Guardian, and others	iconectiv/CTIA partnership that can include participation by Solution Vendors
Robocall Mitigation Going Forward	"Telco/Solution Vendor" combos will select/develop their own vetting/validation techniques with various degrees of success in meeting the need for progress on KYC and preventing fraudulent inputs to the STIR/SHAKEN system.	The June 2021 STIR/SHAKEN mandate highlights Registered Caller's value proposition as a centralized point for vetting and validation including KYC. Uniformity makes for a system with less friction for enterprises and OSPs/TSPs alike. Allows more agile responses to changing techniques of fraudsters, thereby benefitting the STIR/SHAKEN system. Wider enterprise adoption of Registered Caller amplifies the benefits.
Who Pays?	**Telco pays** its solution vendor(s) to analyze call traffic, do database dips, and use heuristic rules to make spam and robocall blocking decisions	**Enterprise pays** to register itself and the TNs it uses for outbound STIR/SHAKEN "A" attestations sent at no charge to all telcos (OSPs/TSPs) in U.S
STIR/SHAKEN Registration & Attestation Access	**Outbound calls:** Enterprises and TNs registered by the Telco are sent to their STIR/SHAKEN authentication service for determination of Attestation level and distribution. **Inbound Calls** received from other telcos using STIR/SHAKEN have a claim of a specific Attestation level. Calls with attestation levels lower than "A" are analyzed and studied for a delivery decision in the same way as calls arriving without Attestation claims.	**Outbound Calls:** Registered Caller sends approved Enterprise Identifiers and assigned TNs to all OSPs for integration into their STIR/SHAKEN authentication service to facilitate "A" Attestation claims. **Inbound Calls:** Terminating SPs automatically receive "A" Attestation for each registered TN and Enterprise processed through Registered Caller. Enables STIR/SHAKEN verification of Enterprise Caller ID and Rich Call Data for presentation to consumers.
Caller Name Access	For **in-network incoming calls**, Caller Name is known. For **outside-network calls**, TSP decides whether to pay for a CNAM or other database dip to obtain the current Caller Name. An enterprise would not want a consumer receiving an outdated Caller Name because the TSP chose to save the cost of a database dip	As the TSP receive calls, all TNs registered through Registered Caller get "A" Attestation, trusted signature and Caller Name info at no charge via the STIR/SHAKEN PASSporT.
Accuracy & Consistency of Enterprise Treatment by STIR/SHAKEN	Enterprises seek consistent treatment by all telcos, so having to engage with multiple "Telco/Solution Vendor" combos to maintain that consistency is a burden.	Having a "one stop shop" at which to provide Enterprise and associated TN data for STIR/SHAKEN provides ecosystem consistency and accuracy across all enterprises participating through Registered Caller.
Rich Call Data: Caller Reason & Enterprise (Brand) Logo	As Rich Call Data, such as the call reason and the enterprise's logo, are added to enhance STIR/SHAKEN, having to engage and register your Enterprise data with multiple "Telco/Solution Vendor" combos increases the burden and complexity.	Centralized STIR/SHAKEN PASSporT signatures is a simpler and more accurate way to register, control and distribute trusted Rich Call Data such as call reason and brand logo.

For more information or to begin registration, go to RegisteredCaller.com