

TruNumber Protect

protect your customers,
brand and bottom line



the steep cost of fraud

What is the true cost of telecom fraud? For starters, there is the financial price. Fraud totaled \$28.3 billion in 2019, according to the Communications Fraud Control Association (CFCA).¹ That is 1.74% of global telecom revenues—and a 37% increase since 2017.

There is also a host of hidden costs, such as investigating customer complaints. For example, according to the FCC,² service providers spend over \$10 fielding each customer complaint about illegal robocalls, which often originate from high-risk numbers and destinations. Some service providers say the cost is closer to \$15 per call. That \$10-\$15 could easily wipe out the profit margin on each affected customer for that billing cycle—or longer.

Finally, if customers believe that their service provider is not doing enough to combat fraud, they may take their business elsewhere. So there is also the cost of replacing those customers. High churn can even limit a service provider's access to capital because it is a key metric that analysts and investors use.

Now for some good news. There are proven ways to mitigate fraud, include the CFCA's top five: international revenue share fraud (IRSF), arbitrage, interconnect bypass, domestic premium rate service and traffic pumping. In fact, anti-fraud measures have been successful enough to reduce annual industry losses by more than half since 2008.

\$28.3B fraud totaled in 2019

¹https://cfca.org/sites/default/files/Fraud%20Loss%20Survey_2019_Press%20Release.pdf

²<https://fcc.gov/news-events/blog/2019/06/05/beating-back-unwanted-robocalls>

Even so, now is no time for complacency. Fraudsters continue to use methods that have been successful for years. They also are continually coming up with new methods, including the CFCA's top five involving payments, IP PBXes, network device abuse, configuration weaknesses and the Internet of Things (IoT).

maximize security and savings

iconectiv® TruNumber Protect enables you to proactively identify and mitigate fraudulent and potentially risky traffic—even types you are encountering for the first time. This cloud-based solution protects against IRSF, PBX hacking, spam, Wangiri and other common and emerging attacks, helping you safeguard your network, customers, brand and bottom line.

Designed to complement and enhance your current fraud strategies, TruNumber Protect easily integrates with your existing systems. This turnkey platform enables you to:

- Proactively block calls to high-risk numbers
- Prevent fraudulent traffic from leaving your network
- Maintain target and exception lists
- View, manipulate and export Range Holder and International Premium Rate Number (IPRN) data
- Safeguard revenue, margins and customer experience
- Stop future fraud rather than relying on blacklists associated with past fraud events
- Obtain early warnings for fraud prevention teams on impending attacks
- More efficiently use fraud prevention team resources

TruNumber Protect

Consider the success of EE,³ the UK's largest mobile network. For over a decade, it has relied on TruNumber Protect to block fraudulent calls to high-risk revenue share and premium-rate numbers. TruNumber Protect includes the industry's largest database of high-risk numbers from around the world, including special service number ranges and the unallocated numbers that fraudsters often abuse

As a result, EE can proactively block fraudulent calls by checking each dialed number at call setup against the iconectiv database using CAMEL. These and other TruNumber Protect capabilities enabled EE to significantly reduce revenue share and roaming fraud with minimal customer complaints. In fact, the savings were so significant that EE recouped its initial investment in the first three months.

go on the offense against fraud

TruNumber Protect provides you with the definitive data necessary to outsmart the fraudsters. Its authoritative, consolidated data comprises information from national regulators, telecom consortiums, industry associations and numbering administrations from around the world:

- Intelligence on numbering ranges, fake and unallocated numbers for more than 245 countries and territories worldwide
- More than 2 million mobile, geographic, non-geographic, VoIP and special service number ranges
- Over 400,000 IPRNs commonly used to commit IRSF
- Mobile Station Roaming Number (MSRN)

how to get started

TruNumber Protect provides a comprehensive suite of tools and capabilities for protecting your network and customers against fraud—including emerging threats. For over 30 years, iconectiv has led the fight against fraud, including by contributing to industry organizations such as the CFCA and the GSMA Fraud and Security Group.

For more information, visit iconectiv.com or call +1 732-699-6800 to speak to a member of our customer service team about getting started.



about iconectiv

Your business and your customers need to access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services and its unmatched numbering intelligence helps you do just that. In fact, more than 2 billion people count on our platforms each day to keep their networks, devices and applications connected. Our cloud-based Software as a Service (SaaS) solutions span network and operations management, numbering, trusted communications and fraud prevention. For more information, visit www.iconectiv.com. Follow us on Twitter and LinkedIn.

³https://iconectiv.com/sites/default/files/2019-10/TruNumber_Protect_CaseStudyEEUnitedKingdom.pdf