

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

