

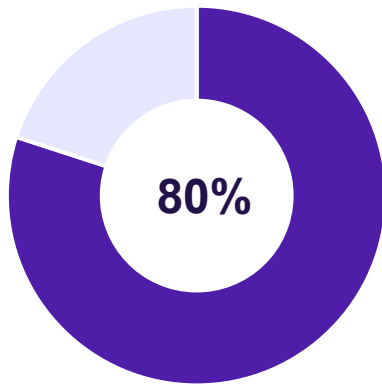
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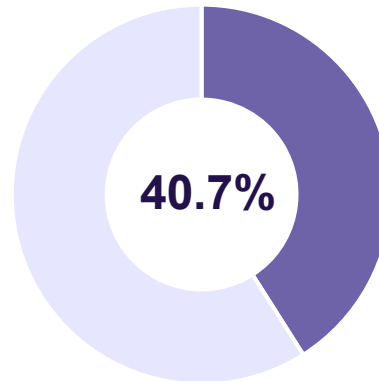
Branded Calling

Product Overview

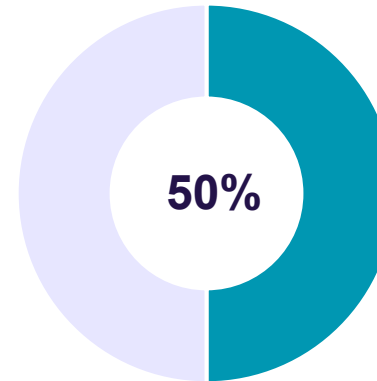
The Global Voice Call Trust Crisis



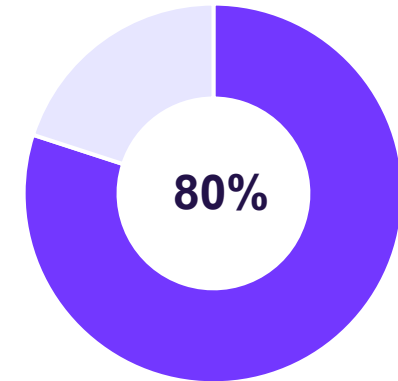
of people **do not answer calls from unfamiliar numbers.**



refuse to answer because they think the call is a scam.



drop of reported unwanted calls since 2021. Users are ignoring instead of reporting.

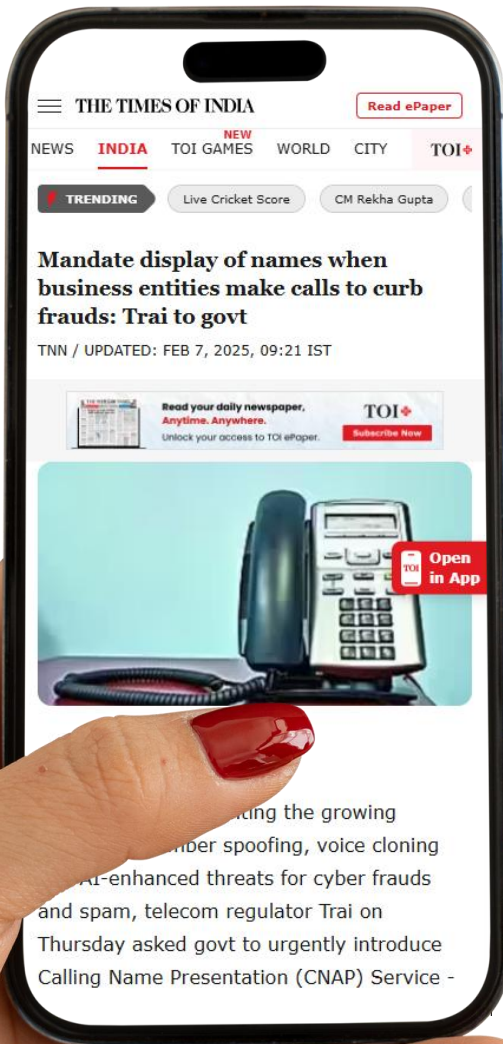


of Americans would **prefer to use enterprises that use branded calling** to protect customers.



Regulators are Reacting

Global regulators are mandating verified caller identity



Call Branding FNPRM Improving Verification and Presentation of Caller Identification Information Further Notice of Proposed Rulemaking and Public Notice – CG Docket Nos. 17-59, 02-278, 25-307, and WC Docket No. 17-97

Background: The STIR/SHAKEN framework can help consumers identify when the number displayed for an incoming call may be spoofed (i.e., faked), but it does not let them know who is calling. In this *Further Notice of Proposed Rulemaking and Public Notice*, the Commission proposes to ensure that consumers receive accurate, verified caller name information. The Commission also proposes significant steps to stop a major source of illegal calls – those that originate from outside of the United States. These proposals advance two robocalls priorities – stopping illegal calls before they reach consumer phones and empowering consumers with more information about calls so they can better decide whether to answer them. The notice also proposes to modernize other anti-robocall protections.

What the Notice of Proposed Rulemaking Would Do:

- Propose to define “caller identity information”.
- Propose to require terminating voice service providers to transmit verified caller name information to the called party whenever they transmit call authentication information indicating that the originating number is unlikely to be spoofed.
- Propose to require originating voice service providers to verify caller identity information.

FCC's FNPRM on Improved Identity Verification and its Impact on the Branded Calling Ecosystem



Gerry Christensen
IP Infrastructure, Networking, Identity, Monitoring, and Policy

October 10, 2025

The Federal Communications Commission's (FCC) Further Notice of Proposed Rulemaking (FNPRM), titled “Improving Verification and Presentation of Caller Identification Information” (often referred to as the Call Branding FNPRM), proposes and seeks comment on new rules aimed at combating illegal robocalls and empowering consumers with better information about who is calling. This initiative builds upon the existing Secure Telephony Identity Revisited/Signature-based Handling of Asserted information using toKENs (STIR/SHAKEN) framework, which primarily verifies the authenticity of the phone number but does not provide the caller's identity.



The Effect



On MNOs:

- **Voice traffic erosion**
- **Weaker fraud detection loops**
- **Regulatory pressure**
- **Missed monetization opportunities**

This is a warning and an opportunity. Operators that restore trust can monetize it. Operators that don't will see voice hollowed out.

On Enterprises:

- **Low answer/conversion rates**
- **Poor customer experience**
- **Insufficient conversation insights**
- **Brand damage before a call is answered**

Unbranded, unverified calling is rapidly becoming ineffective. Trust-enabled voice is no longer optional.

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Branded Calling Service

From Unknown Numbers to Outreach Tools

Enable Enterprises to a verified badge, their brand name and logo, and call reason info on outbound calls to prospects/clients.

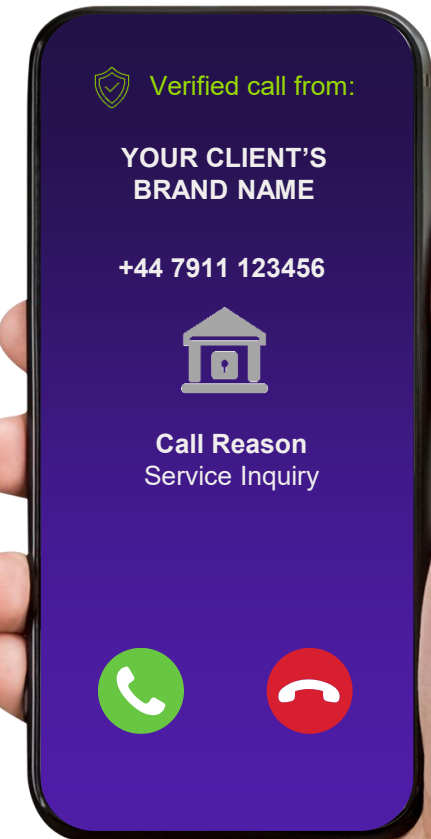
- ◆ **Restore trust** in voice calls
- ◆ **Secure reliable revenue** streams
- ◆ **Introduce a value-added service** for enterprises
- ◆ Help clients **improve pickup/conversion rates and customer satisfaction**
- ◆ **Become a B2C trust enabler**

Unknown Number Call



vs.

heksagon*
Branded Calling



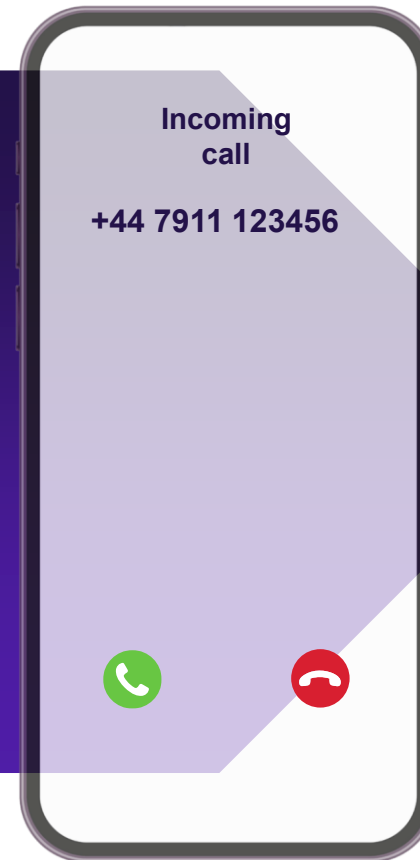
* Branded calling feature requires support of requisite feature on MNO Core network level (CAMEL CNAME, SIP, OMA API, etc.)

Go Beyond Branding - Protect

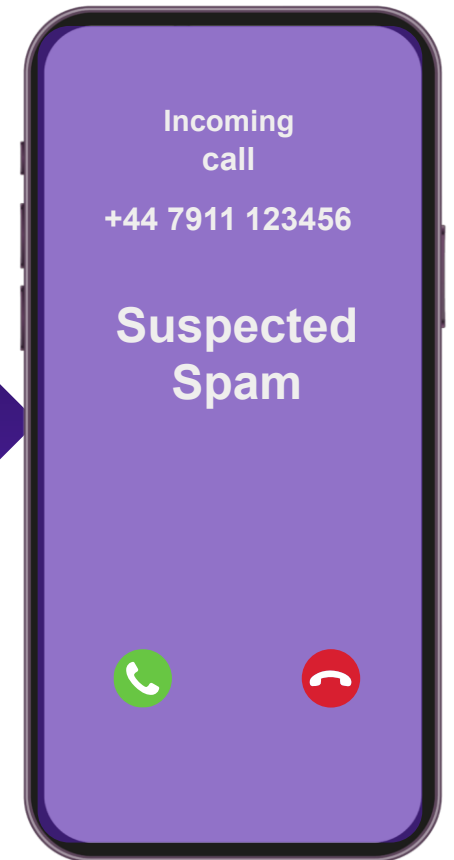
Heksagon safeguards your clients from spam calls

Display label on inbound calls as 'potential fraud and scam calls' to:

- Protect your client's end users from malicious calls
- Provide voice fraud security as a service
- Further Improve ASR & ROI



Typical
Scenario



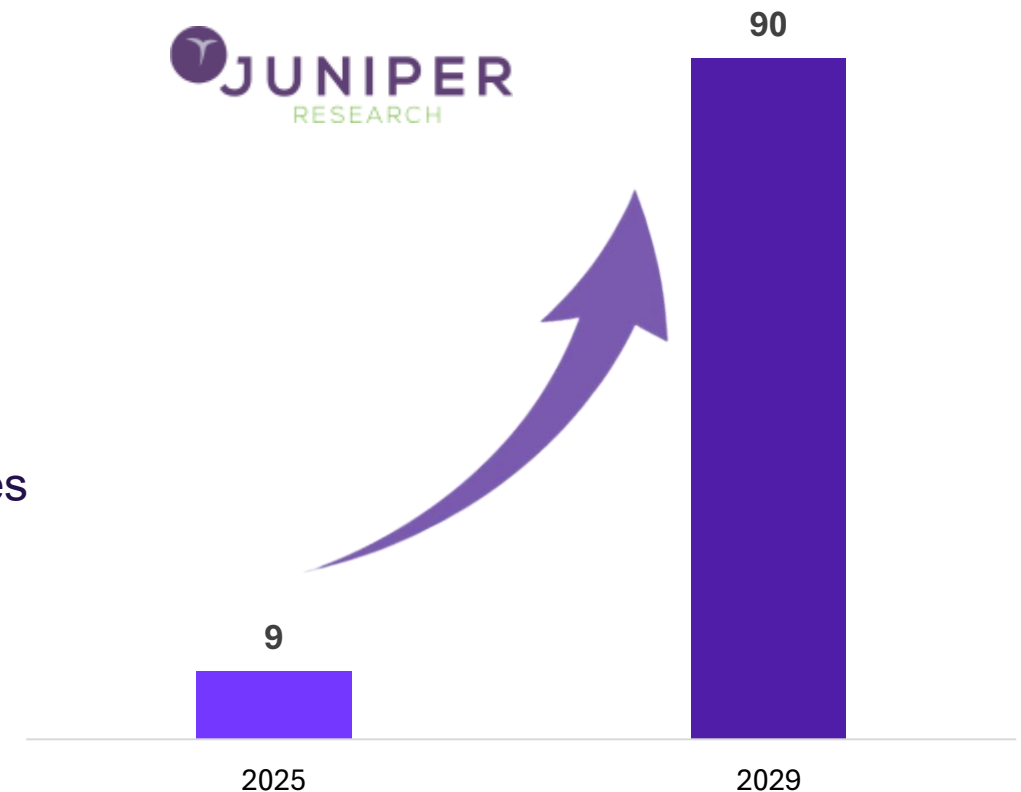
Heksagon High-Risk
Call Alerts

Leverage the Growing Market Potential

Estimated total Branded Calling revenue in 2030 is **\$2.3B** (Juniper Research)

- By introducing Branded Calling, you can:
 - **Become an early enabler of Branded Calling services** as a solution to Enterprise challenges
 - **Facilitate stronger caller engagement**
 - **Unlock new revenue streams:**
 - **Revenue collection** from Enterprises paying for the service
 - **Revenue-Share** between MNO and Heksagon

Number of Global Branded Calls (Billions)



Benefits for Your Business and Clients

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Monetize Voice Calls

- Sell branded calling as a service.
- Offer analytics and insights.
- Create new revenue streams.



Prevent Fraud

- Show verified caller info.
- Reduce fraud and spoofing.
- Make calls feel safe again.



Boost Enterprise Businesses

- Improve answer rates.
- Add context to calls.
- Help clients reach real people.



Protect Core Services

- Counter voice traffic decline.
- Reduce churn.
- Defend against OTT and CPaaS competition.

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Thank You for
Your Attention!

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www.heksagon.com

info@heksagon.com

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