Protecting Phone Number Integrity: How Resp Orgs Can Lead the Way

May 15, 2025

SOMOS®

Your Presenters



Jaime Zetterstrom

VP, Product Management

Somos



Susan Tamida

Senior Product Manager

Somos

Resp Org Community

Non-Network Resp Orgs	Network Resp Orgs	Originating/Terminating Service Providers
This group does not have network tied to the STIR/SHAKEN ecosystem but has close relationship to the end users	This group has a network and is participating in STIR/SHAKEN today in some way	This group is the receiver (or assigner) of STIR/SHAKEN information and participates in the end user presentation and has the relationship with the end user

SOMOS®

Key Challenges

Non-Network Resp Orgs	Network Resp Orgs	Originating/Terminating Service Providers
• Lack of visibility into outbound call traffic on their phone numbers • Improper spam labeling	• Decrease in answer rates • Customer lack of understanding and control • Inconsistency in attestations • Improper spam labeling	• Inconsistency in attestations • Improper spam labeling

SOMOS®

Non-Network Resp Org Market Research

Audience:
Non-Network Resp Orgs

Method:
Survey, Email, Phone Outreach

Our Hypothesis:
If an authentication solution is available to non-network Resp Orgs, they would seek to offer to their enterprise customers

RESULTS

43% receive customer feedback on challenges around getting calls trusted and answered

74% do NOT currently offer a solution for trusted calls

If a solution were available, **74%** WOULD provide a trusted calling service to their customers

SOMOS®


FEDERAL TRADE COMMISSION
A Scammy Snapshot of 2024
(based on reports to Consumer Sentinel)
ftc.gov/data #FTCTopFrauds
ReportFraud.ftc.gov
Top Frauds
1 Imposters
2 Online shopping and negative reviews
3 Business and job opportunities
4 Investments
5 Internet services
2.6 million fraud reports
Job scams and employment agency losses soared.
105,000 reports
Total losses:
2020 $90 million
2024 $501 million
38,000 reports
2020
2024
$12.5 billion reported lost
More than 1 in 3 people who reported a scam also reported losing money.
Losses to investment scams kept climbing.
$3.8 billion
$4.6 billion
$5.7 billion
2022
2023
2024
Reports by Military Consumers
99,000 fraud reports
$584 million reported lost
Imposters: Highest # of reports: 45,000
Total losses: $200 million
Younger people reported losing money to fraud more often than older people.
44%
20–29 year-olds
24%
70–79 year-olds
Big losses follow scams that start with a call or on social media.
Phone calls: Highest per person reported losses
$1,500 median loss
Social media: Highest overall reported losses
$1.9 billion total lost
Email: Highest overall number of reports
372,000 reports


$12.5 billion reported lost
More than 1 in 3 people who reported a scam also reported losing money.

Fraud by the Numbers



40B

Robocalls received by Americans in 2024



$16.6B

Lost to cyber fraud, with phishing, spoofing & extortion topping the list.



3.3B

Spam and unwanted calls each month, averaging to 9 spam calls per user per month

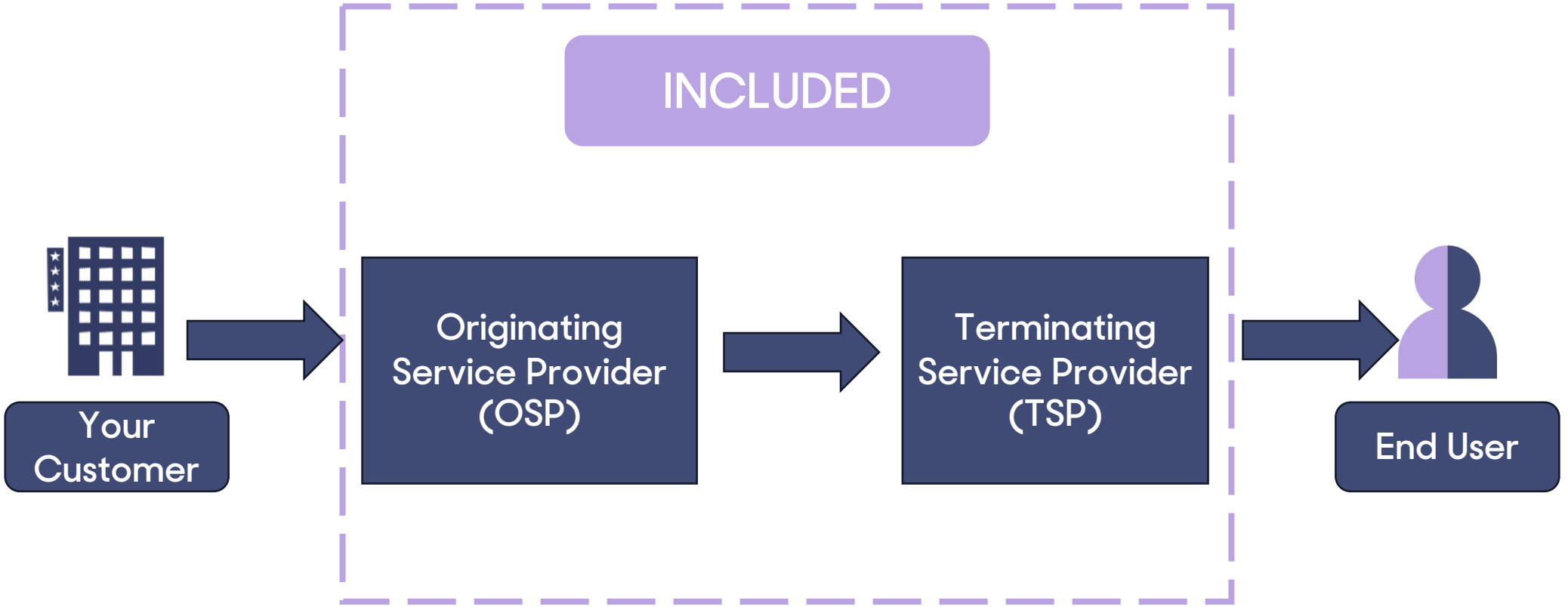


75-90%

of calls ignored by consumers from unknown numbers due to spoofing fears

SOMOS®

What is STIR/SHAKEN?



SOMOS®

Resp Org Certificates is Based on Right-to-Use

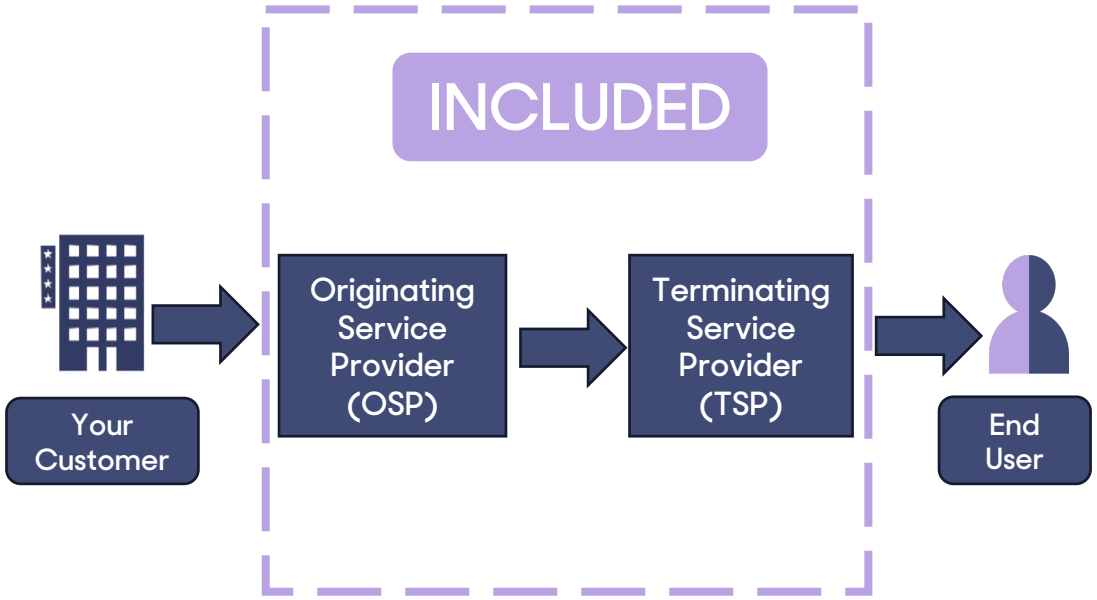
RIGHT-TO-USE IS OBTAINED

Phone Number RTU

Resp Org

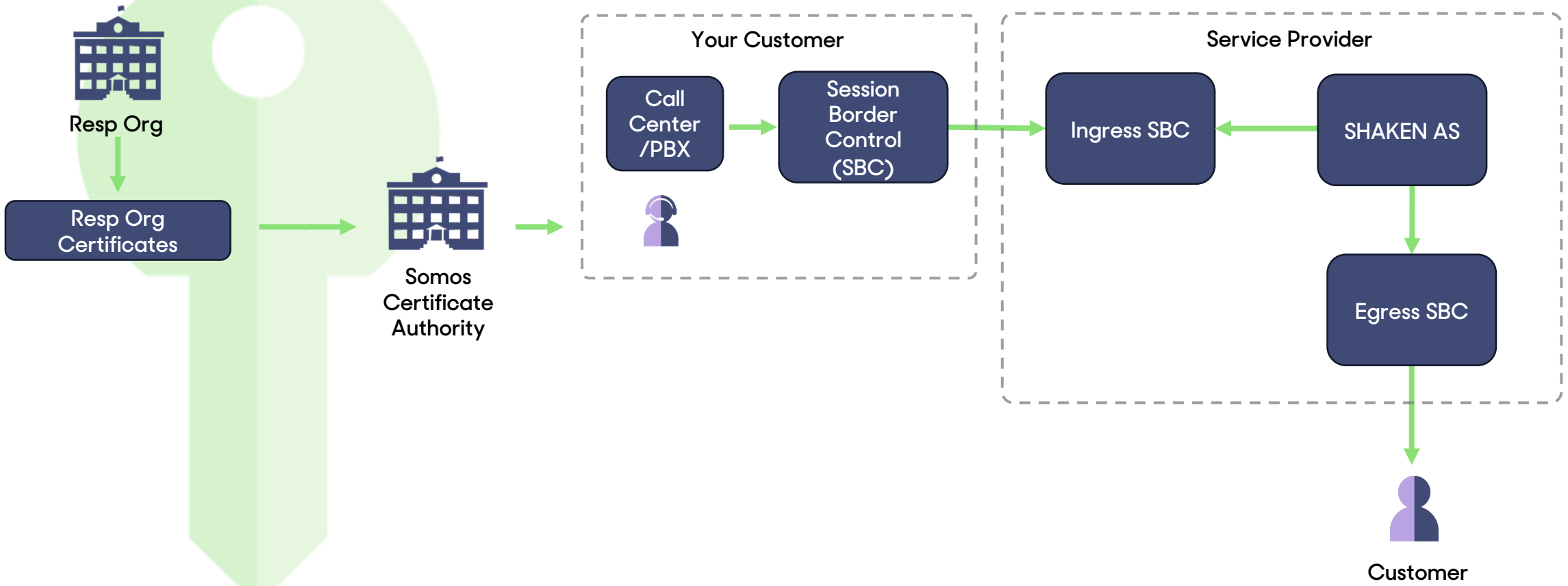
Your Customer

Somos Certificate Authority



SOMOS®

Resp Org Certificates is the Key



SOMOS®

Why Are Resp Org Certificates So Important?



Enables chain of custody to differentiate authorized vs unauthorized parties



Enhanced visibility to managing Resp Org



Set the standard of which calls for their number should or should not be blocked



Clear differentiation in authenticated calls to minimize improper labeling

SOMOS®

What's in it for Resp Orgs?

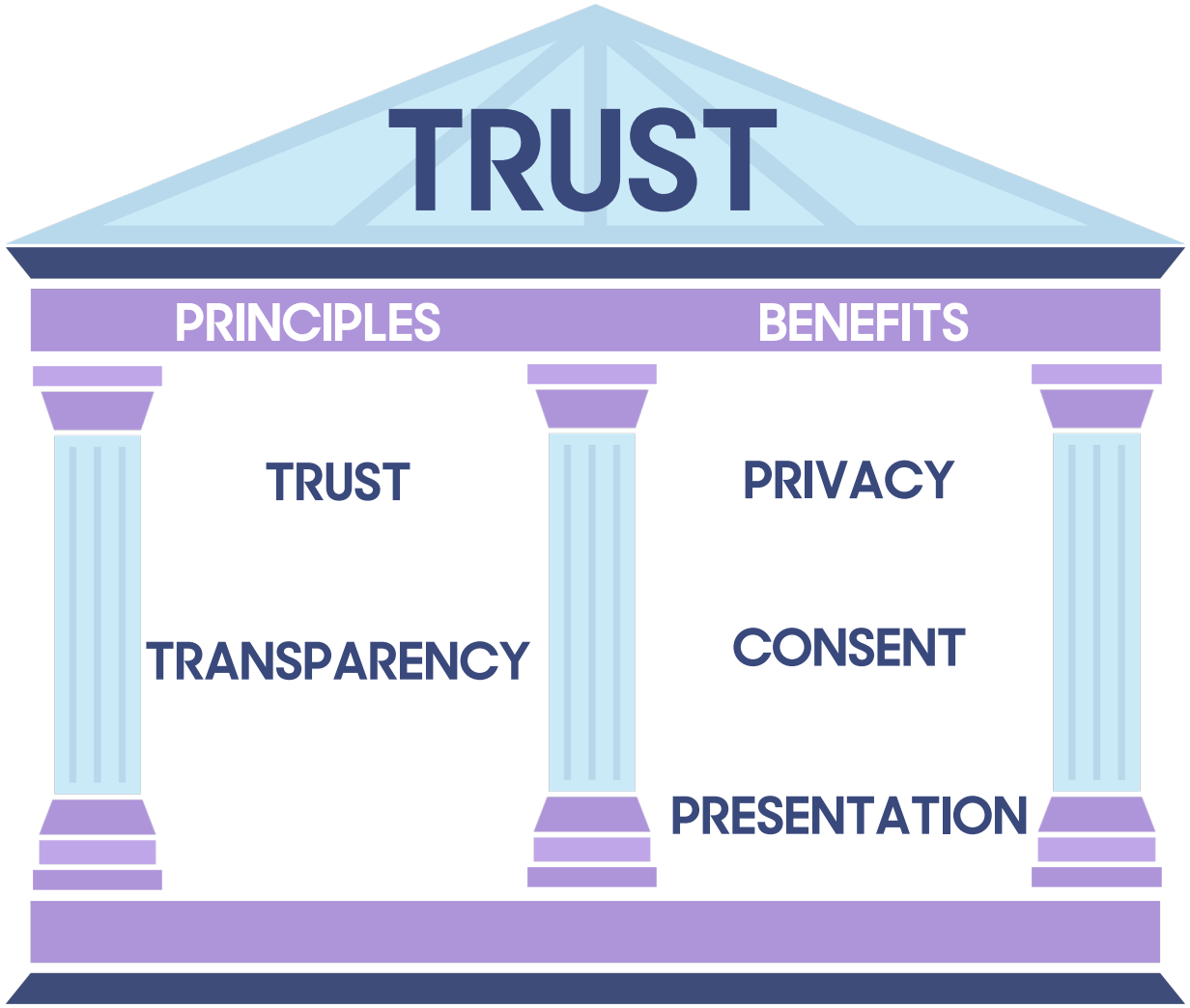
Expand business opportunities by offering Delegate Certificates

Strengthen their role as the source of truth for phone numbers

Enhance fraud prevention and ensure secure call authentication

Lead the industry in innovative telecom security solutions

SOMOS®



TRUST:
Enforces a Zero Trust model – every network transaction must be authenticated and validated to prevent misuse of phone numbers.

TRANSPARENCY:
Extends KYC/KYB checks across the telecom ecosystem, ensuring number use is verifiable and collectively validated.

PRIVACY:
Protecting sensitive information linked to phone numbers.

CONSENT:
Empowering users with control over their communication.

PRESENTATION:
Ensuring clear and accurate caller representation, including logos and call reasons, in line with the trusted identity.

How Do I Get Started?

1. Onboard with Somos' Resp Org Certificates to enable capability to assert Right-to-Use
2. Become an authorized provider with the Secure Telephone Identity Policy Administrator (STI-PA) to engage in calls within the SHAKEN framework
3. Check with your legal team to determine whether to file in the Robocall Mitigation Database (RMD)

SOMOS®

Questions?

Ready to Start Onboarding with Resp Org Certificates?

Email us at:

help@somos.com

Scan for more information!

SAVE THE DATE

SUMMIT 2025

NATIONAL HARBOR, MD

OCTOBER 21ST–22ND

WE'LL SEE YOU THERE!



Lead the way in the next evolution of TRUSTED CONNECTIONS