STIR/SHAKEN 101:
Demystifying Call Authentication for a Trusted Telecom Ecosystem

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Meet Your Presenter



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Somos

Somos is the Leading Global Provider of Telephone Number Management & Information Services

Telephone Number Administration Services

Somos is the sole administrator of over 7 billion telephone numbers across 1,400+ Service Providers on behalf of the FCC

- North American Number Plan Administrator (NANPA)
- 8XX Toll-Free Number Administrator (TFNRegistry)
- Reassigned Numbers Administrator (RND)

Global Telephone Number Intelligence Solutions

Telephone Number Intelligence for 200+ Countries & Identity Management Solutions

- Fraud Mitigation, Authentication & Data Integrity
- Routing Optimization
- Connected Asset Management

STIR/SHAKEN TODAY

Secure Telephone Identity Revisited (STIR)

Signature-based Handling of Asserted information using toKENs (SHAKEN)



STIR/SHAKEN TODAY

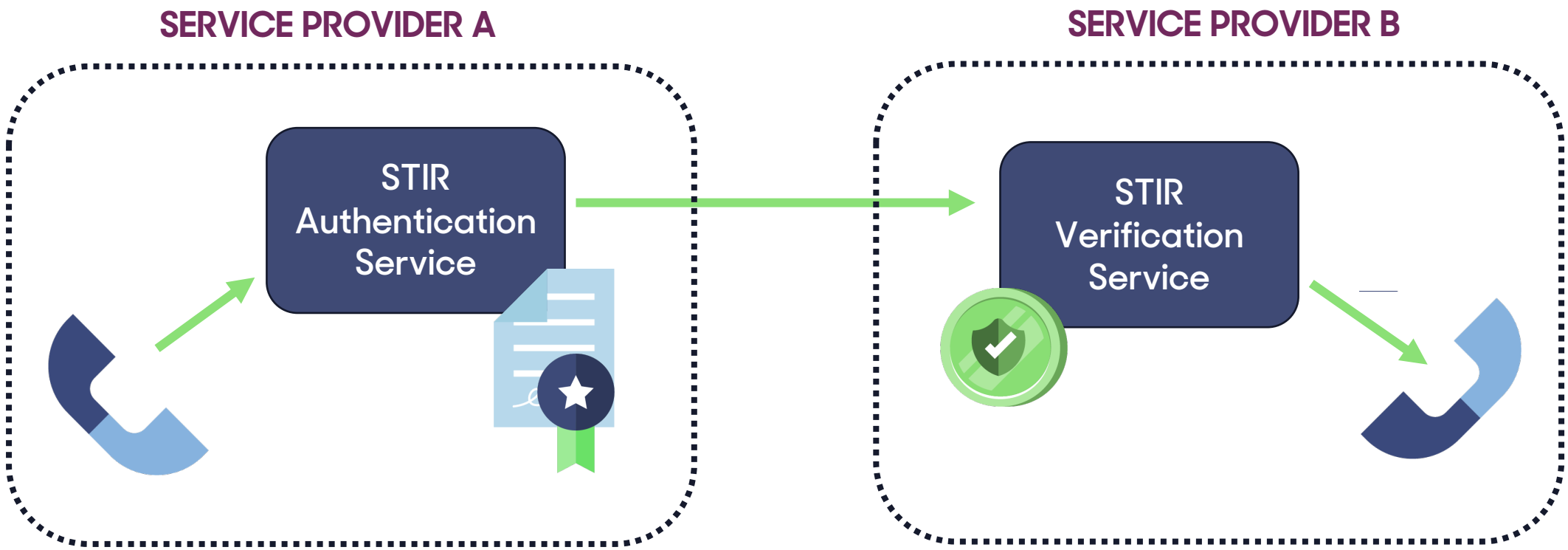
STIR is like a special stamp that says, "Yes, this call really came from the person who is sending it."

SHAKEN is the rulebook that tells phone companies how to check and trust those stamps.

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STIR/SHAKEN Today

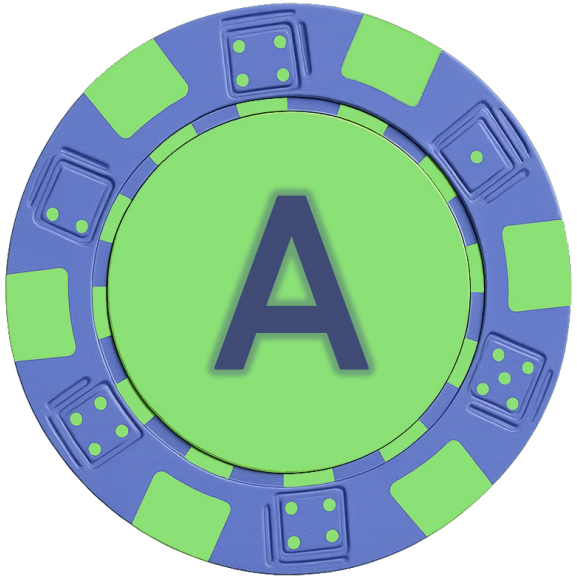
Standards Based

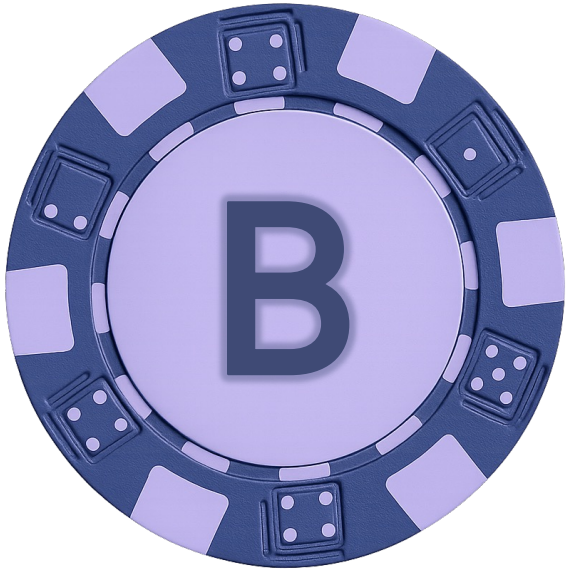


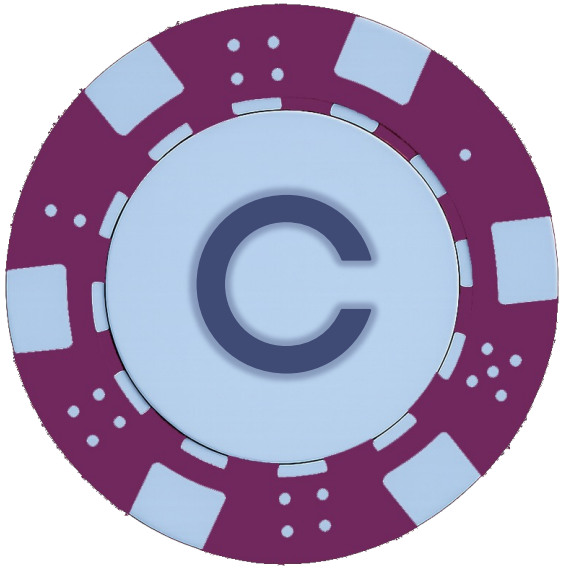
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ATTESTATION



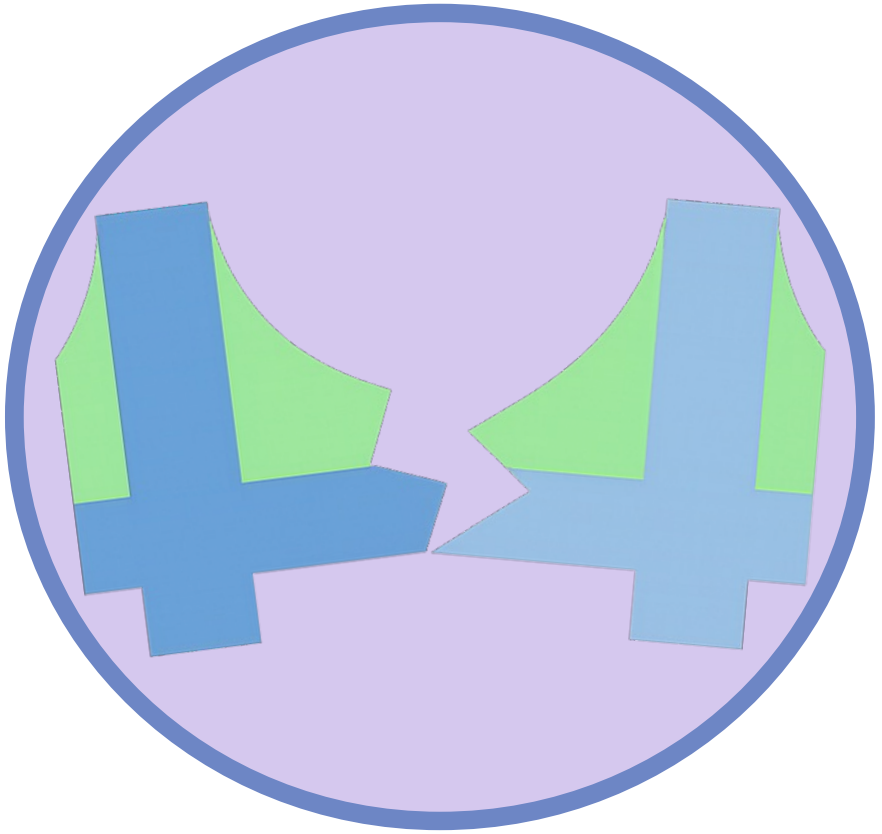




Represents the Relationship Between the
Entity Making the Call and the Originating Service Provider

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The Accountability Gap



- Right-to-Use (RTU)
- Entities Needs Representation
- Responsibility

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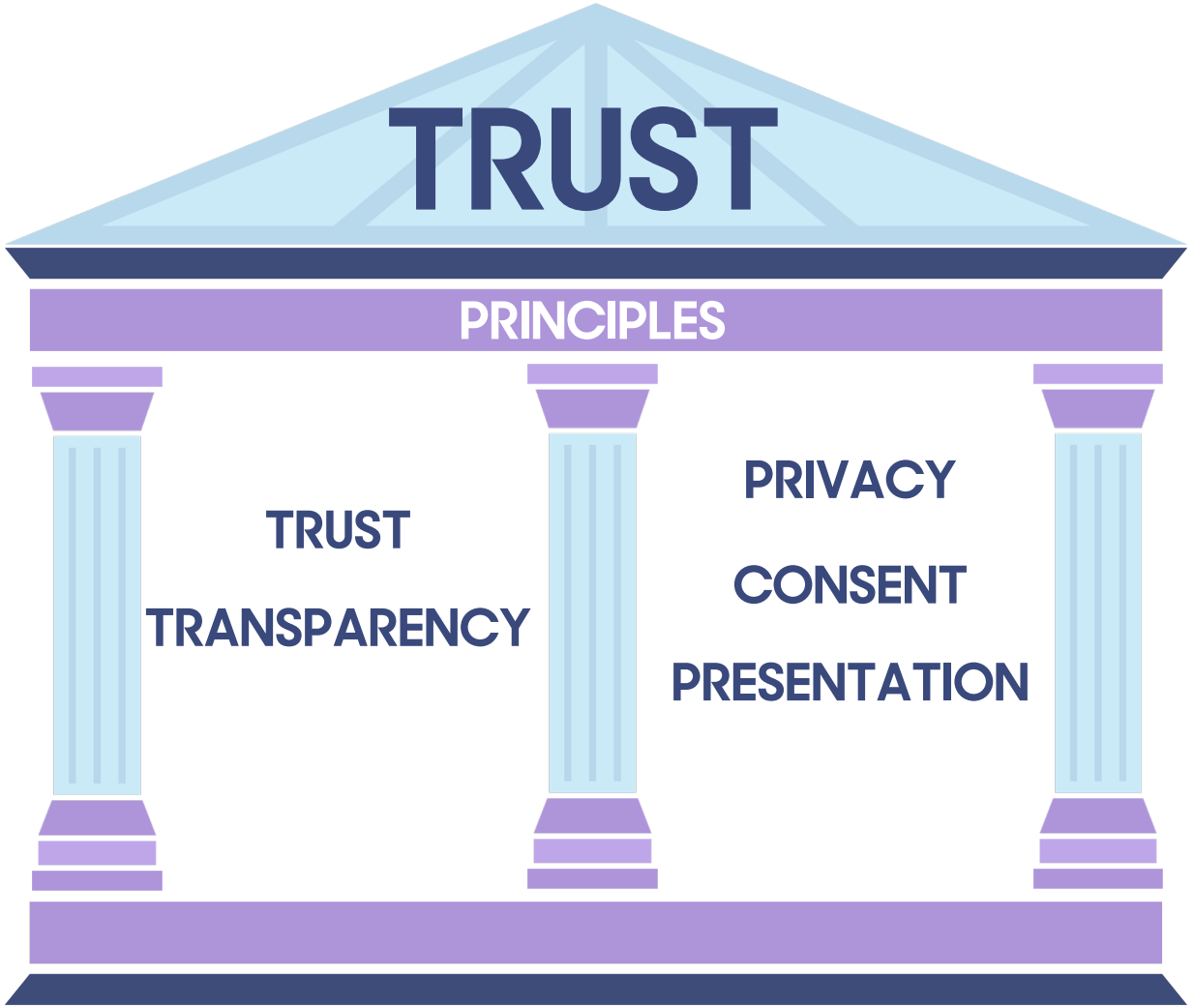
The Impacts of the Accountability Gap

- Security Loopholes in Networks with Low Visibility
- Frauds and Scams Can Happen
- Traffic is Lumped Together



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The Solution



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The Solution

True end-to-end user authentication with RTU & transparency establishment to *positively identify and distinguish* verified callers



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End-to-End Call Authentication

Standards Based



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Takeaways

1. Ask Questions! There always something to learn.
2. Find out how your business or the businesses you work with are leveraging STIR/SHAKEN today. Start asking how you can get calls authenticated end-to-end instead of how to change the attestation.
3. Download the Trust Framework Executive Summary to familiarize yourself ahead of the next webinar!

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DOWNLOAD TODAY!

https://www.somos.com/driving-trust-communications

Join us for Part Two of the Trust Framework Webinar Series

Building End-to-End Trust: Diving into a Next-Generation Standards Framework

October 16 | 2:00 PM ET

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Let’s build trusted communications together!

connect@somos.com



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