



# Connect

## NEWSLETTER



September 2022



## Introduction

Welcome to the latest issue of our Connect newsletter which comes at an exciting time as we celebrate the acquisition of AGNITY Global.

We're also pleased to share that the results from our latest subscriber survey into the desire for branded calling are out now. We have carefully gathered the most interesting analysis and insights into an eBook, which is available to download for free. You can also read about the launch of our TNS Enterprise Branded Calling solution in this month's edition.

But that's not all, we have plenty of news and updates on Call Guardian, our upcoming Robocall Report and what is happening in the world of IoT Roaming and 5G.

If you have any questions on the topics covered in this newsletter, please email [solutions@tnsi.com](mailto:solutions@tnsi.com) or speak with your account manager.

**David Kaemmer**

Vice President, Communications Market



## TNS Targets Global Growth with Strategic Acquisition of AGNITY Global

TNS has announced the acquisition of AGNITY Global, a leading provider of intelligent business communication applications and infrastructure to organizations in the telecommunications and healthcare industry verticals. The move strategically enhances TNS' Communications Market global capabilities through AGNITY's established channel partnerships business model that spans more than 12 countries. It will enable TNS' existing customers to benefit from a broader portfolio of next generation solutions.

[Read the Press Release in Full](#)



## Neustar and TNS Partner to Provide Enterprises with Trusted Call Experiences Across Major Carrier Networks

Neustar and TNS have announced a strategic partnership to provide enterprises the ability to vet and authenticate calls across the largest cross-carrier distribution in North America, through one single point of entry. Through direct network integration with major wireless and wireline carriers, this partnership helps enable secure, trusted calls to more than 360 million US consumers – including the 36% of households that rely on landline phone service.

[Read the Press Release in Full](#)



## Welcome Sanjeev Chawla

As part of the AGNITY Global acquisition, renowned communications entrepreneur Sanjeev Chawla will be taking on the role of Chief Technology Officer for TNS' Communications Market business. "We are excited to have Sanjeev and his talented team on board," said Bill Versen, President of TNS' Communications Market business. "Sanjeev will play a major role in the development of TNS as we drive forward with our long-term growth vision."



## New TNS Survey Data Suggests High Demand for Enterprise Branded Calling

Gaining insights from end users is vital in order to restore trust in voice calling and why we commissioned independent research from reputable firm KANTAR. Our latest eBook shares with you the key results of a new survey into the potential impact branded calling could have for enterprises across a variety of industries.

[Request your complimentary copy](#)



## Businesses to Benefit from Enterprise Branded Calling

TNS has launched TNS Enterprise Branded Calling for businesses, following a rigorous beta program which demonstrated a dramatic increase in answer rates for customers. Discover more by watching the video above or click [here](#) to visit our new web page.



## TNS Wins 2022 Pandemic Tech Innovation Award

TNS Public Safety Branded Calling has earned a TMC 2022 Pandemic Tech Innovation Award. Winners are recognized for helping society and businesses solve challenges caused by unexpected circumstances and TNS' solution has been pivotal to helping healthcare organizations get through to subscribers. Read more [here](#).



## Robocall Investigation Report Available Soon

The ninth edition of TNS' well regarded Robocall Investigation Report will be available to download in the coming weeks and will give an update on robocall activity. It also includes an outline of the scams circulating, how wireless/wireline robocalls and robotexts volumes vary and reviews the distribution and origination of unwanted calls. Stay tuned for further updates [here](#).



## New Robocall Protection for Carriers with Legacy TDM Networks

TNS is [extending its Call Guardian solution](#) to any service provider so that carriers on TDM can still see great value in modernized capabilities for analytics and the ability to notify subscribers of unwanted calls.



## 5G Blog Series Continues with Insights on 3G Turndown and Industry 4.0

With 3G shutdowns in motion, attention has turned to how this will impact [IoT devices and connectivity](#). We have also taken a look at how private 5G will enable Industry 4.0 [here](#).



## TNS Featured in Juniper Research IoT Roaming Report and Webinar

The TNS team were delighted to be asked by leading analysts, Juniper Research, to contribute to its IoT Roaming Report and present at a webinar on '5G, Blockchain & the IoT'. The report provides an assessment of the growing market including future opportunities, as well as key recommendations for roaming stakeholders, and is available to download [here](#).



## TNS Leads Session at ITEXPO

It was great to see so many familiar faces at the ITEXPO this summer. TNS' Jim Tyrrell, spoke at the conference about the hot topic of STIR/SHAKEN and how there is still more that needs to be done to reduce illegitimate robocalls.

## Scammers Didn't Take Time Off for Summer

Despite vacation season, fraudsters continued to ramp up their activity. This year we have noticed activity with IRS scams, as well as online scams impersonating utility companies. You can keep up with the latest scams on our [Scam of the Month](#) web page.



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