



PRODUCT SHEET

# TNS Spoof Protection

## Prevent Call Spoofing and Gain Peace of Mind

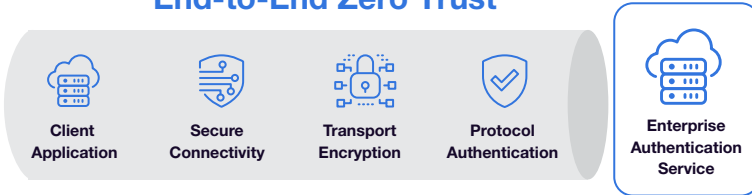
Businesses are usually unaware they have been spoofed until it's too late, and their reputation has been harmed, penalties levied, and their customers defrauded.

TNS Spoof Protection solves this problem with an innovative technology and zero trust policy that safeguards enterprises and their customers by immediately blocking unverified calls from their registered numbers. TNS' zero trust policy 'never trust always verify' enables end-to-end enhanced secure communication, verification of every call, continuous monitoring with increased visibility significantly eliminating the vulnerability to sophisticated voice fraud.



TNS Spoof Protection currently leads the industry with its ability to block calls on major carriers complemented by its unique offering of extended coverage across numerous additional carriers in the US, ensuring unmatched comprehensive protection.

### End-to-End Zero Trust

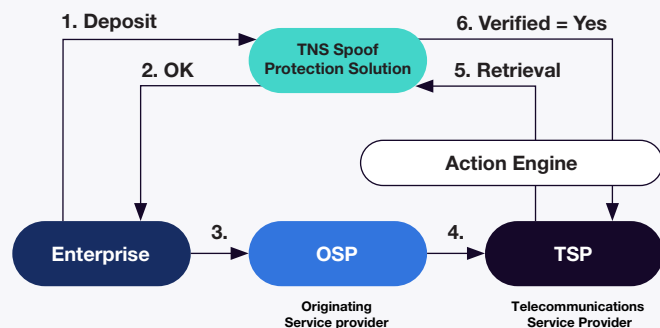


This solution ensures a shield against fraud while preserving trust with their customers maintaining the integrity of the voice communication channels in an increasingly complex and threat-laden digital landscape. This is an add-on solution to TNS Enterprise Authentication and part of the award-winning TNS Enterprise Product Suite.

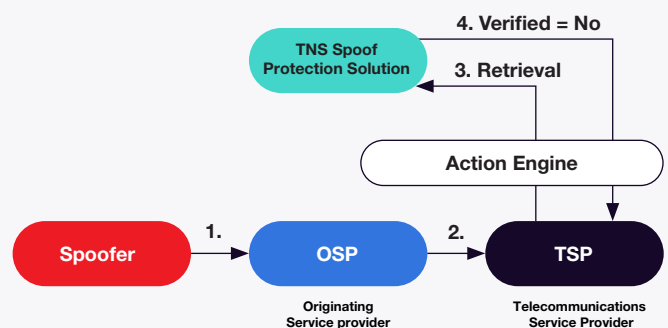


TNS Spoof Protection offers enterprises multiple out-of-band methods which pre-register their calls using the TNS Enterprise Authentication solution. These methods, accomplished via a REST interface with the Call Event API or through SIP Invite Redirect, streamline onboarding and minimize enterprise effort. Calls verified by TNS Enterprise Authentication are authorized for delivery, while unverified calls are identified as spoofed and blocked.

### Enterprise Deposit (Not Spoofed)



### Non-Enterprise Deposit (Spoofed)





## Features and Benefits of Spoof Protection



**Ensures** only verified calls get the full enterprise branded call treatment by leveraging TNS' out-of-band Call Event API for call authentication



**Provides** rich reporting capabilities, including real-time dashboard reports on spoofing activities



**Helps Enhance** the customer experience by instilling trust with customers, which translates to higher customer engagement



**Leverages** the latest cutting-edge branding technology



**Helps Combat** fraud by blocking unverified calls



**Provides** proactive voice fraud prevention through Zero Trust policy through enhanced security, visibility and continuous monitoring of every call



**Helps Improve** answer rates by increasing customer confidence in voice calling



**Protects** your brand reputation by delivering only verified calls with your name and rich content



**Helps Reduce** operational costs and penalties incurred from dealing with customer fraud



## Enterprise Branded Calling + Spoof Protection

TNS Enterprise Branded Calling enhances outgoing calls with brand details like company name, logo, and call intent. When coupled with TNS Spoof Protection, enterprises have greater certainty that only verified calls receive full branded treatment, while unverified calls are blocked, safeguarding the brand.

## The Most Trusted Partner for Telecommunication Services

TNS, a market leader in call analytics and robocall mitigation, provides an end-to-end ecosystem for protecting and restoring trust in voice. TNS addresses the full needs of wireless and wireline operators globally with TNS Call Guardian® the industry-leading call analytics solution that protects subscribers from high risk and nuisance robocalls. In addition, its Enterprise Branded Calling solution is the core component of its Enterprise Product Suite that is taking the next step in enriching consumer engagement making voice calling an integral part of an omnichannel customer experience program. TNS analyzes over 1.5 billion call events across more than 500 operators every single day, enabling carriers to identify more unwanted robocalls.

**Explore how TNS can amplify your marketing, sales, and growth strategies with our tailored telecom solutions.**

[solutions@tnsi.com](mailto:solutions@tnsi.com)

[tnsi.com](https://tnsi.com)

USA

+1 703 453 8300

Europe

+44 (0)114 292 0200

Asia Pacific

+61 2 9959 0800