



PRODUCT SHEET

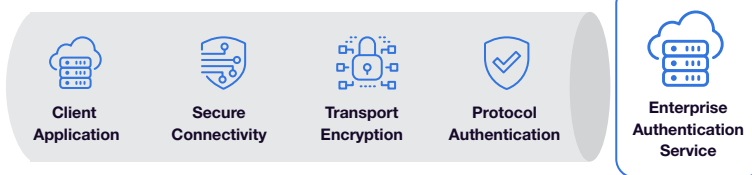
TNS Spoof Protection

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's zero-trust policy, "never trust, always verify," enables enhanced end-to-end secure communications, verification of every call and continuous monitoring with increased visibility, significantly reducing vulnerability to sophisticated voice fraud.

End-to-End Zero Trust



This solution helps protect against fraud while preserving customer trust and maintaining the integrity of voice communication channels in an increasingly complex and threat-laden digital landscape. It is part of the award-winning TNS Branding and Call Authentication Suite.

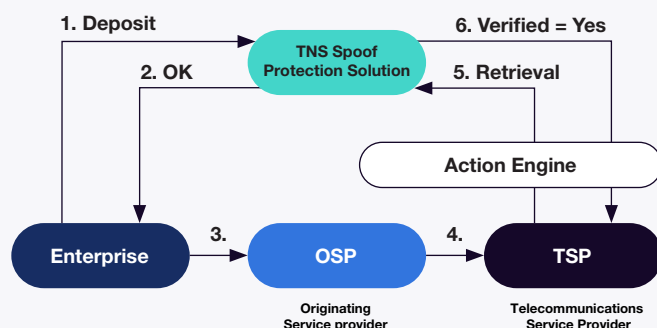


TNS Spoof Protection currently leads the industry with its ability to block calls on major carriers complemented by its unique offering of extended coverage across numerous additional carriers in the US, ensuring unmatched comprehensive protection.

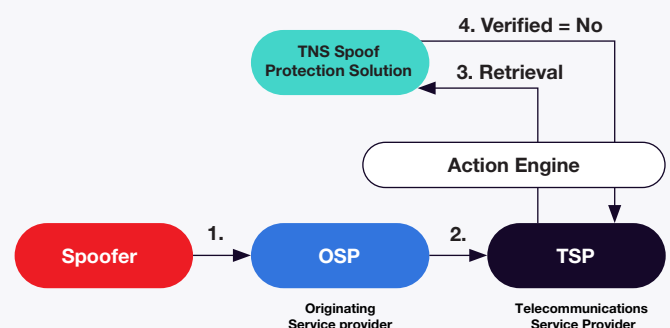


TNS Spoof Protection offers enterprises multiple out-of-band methods which pre-register their calls using the TNS Enterprise Authentication solution. These methods, accomplished via a REST interface with the Call Event API or through SIP Invite Redirect, streamline onboarding and minimize enterprise 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 receive full enterprise branded call treatment by leveraging TNS's out-of-band Call Event API for call authentication, helping enterprises strengthen customer trust and protect brand integrity



Helps Enhance the customer experience by instilling trust and confidence in communications, leading to higher customer engagement and stronger customer relationships



Helps Combat fraud by blocking unverified calls before they reach customers, reducing financial risk and protecting enterprise reputation



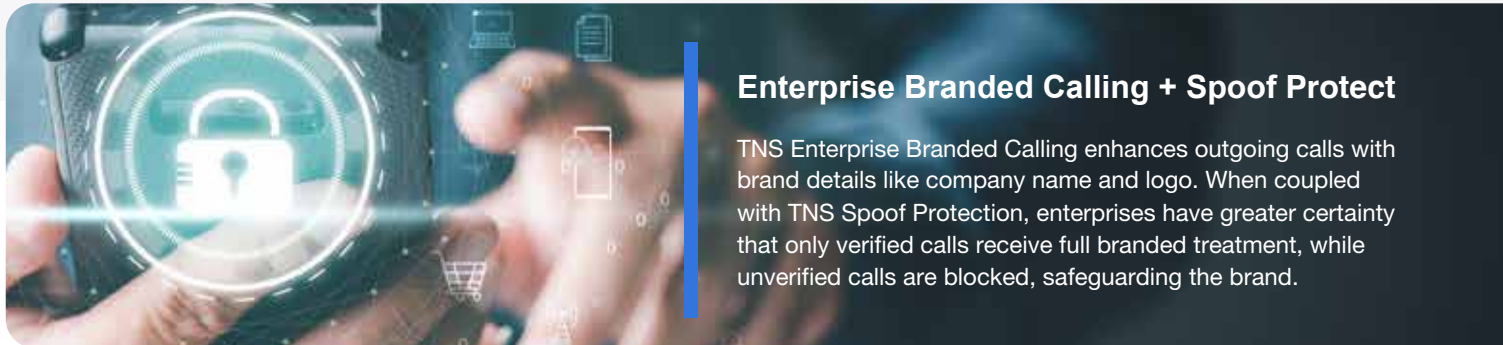
Helps Improve answer rates by increasing customer confidence that calls are legitimate, enabling more effective customer outreach and communication outcomes



Helps Reduce operational costs and penalties associated with customer fraud by preventing unauthorized use of enterprise telephone numbers and minimizing fraud-related remediation efforts



Provides proactive voice fraud prevention through a Zero Trust approach with enhanced security, visibility and continuous monitoring of



Enterprise Branded Calling + Spoof Protect

TNS Enterprise Branded Calling enhances outgoing calls with brand details like company name and logo. 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 Branding and Call Authentication 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
tnsi.com

USA	+1 703 453 8300
Europe	+44 (0)114 292 0200
Asia Pacific	+61 2 9959 0800