



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 the problem.

TNS Spoof Protection is an add-on solution to TNS Enterprise Authentication and part of the award-winning TNS Enterprise Product suite. This innovative technology allows enterprises to immediately block unverified calls from their registered numbers. As a result, businesses can rest assured spoofed calls will never reach their customers. It also provides valuable, in-depth reporting features to enterprises to track spoofing activities in real-time.

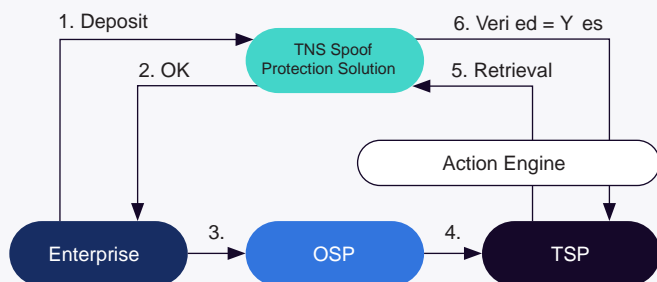


### Enterprise Branded Calling + Spoof Protection

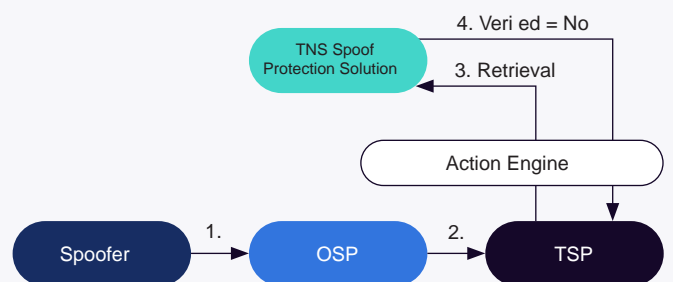
TNS Enterprise Branded Calling enhances outgoing calls with brand details like company name, logo, and call intent. When coupled with TNS Spoof Protection, enterprises have greater certainty only verified calls receive full branded treatment, while unverified ones are blocked, safeguarding the brand.

Enterprises pre-register their calls with the TNS Enterprise Authentication solution by sending a 'deposit' via the Call Event API. Only calls that can be verified by TNS Enterprise Authentication are allowed through to recipients, others are recognized as spoofing and the appropriate call treatment, such as blocking, can be applied.

### Enterprises Deposit (Not Spoofed)



### Non-Enterprises Deposit (Spoofed)





## Features and Benefits of Spoof Protection

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

Helps Enhance the customer experience by eliminating spoofing activities by illegitimate callers.

Helps Combat fraud by blocking unregistered or unverified calls.

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

Helps Reduce operational costs and penalties



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