

Call-Blocking Technology

MODERATOR:

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PANELISTS:

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Andrew Whitt

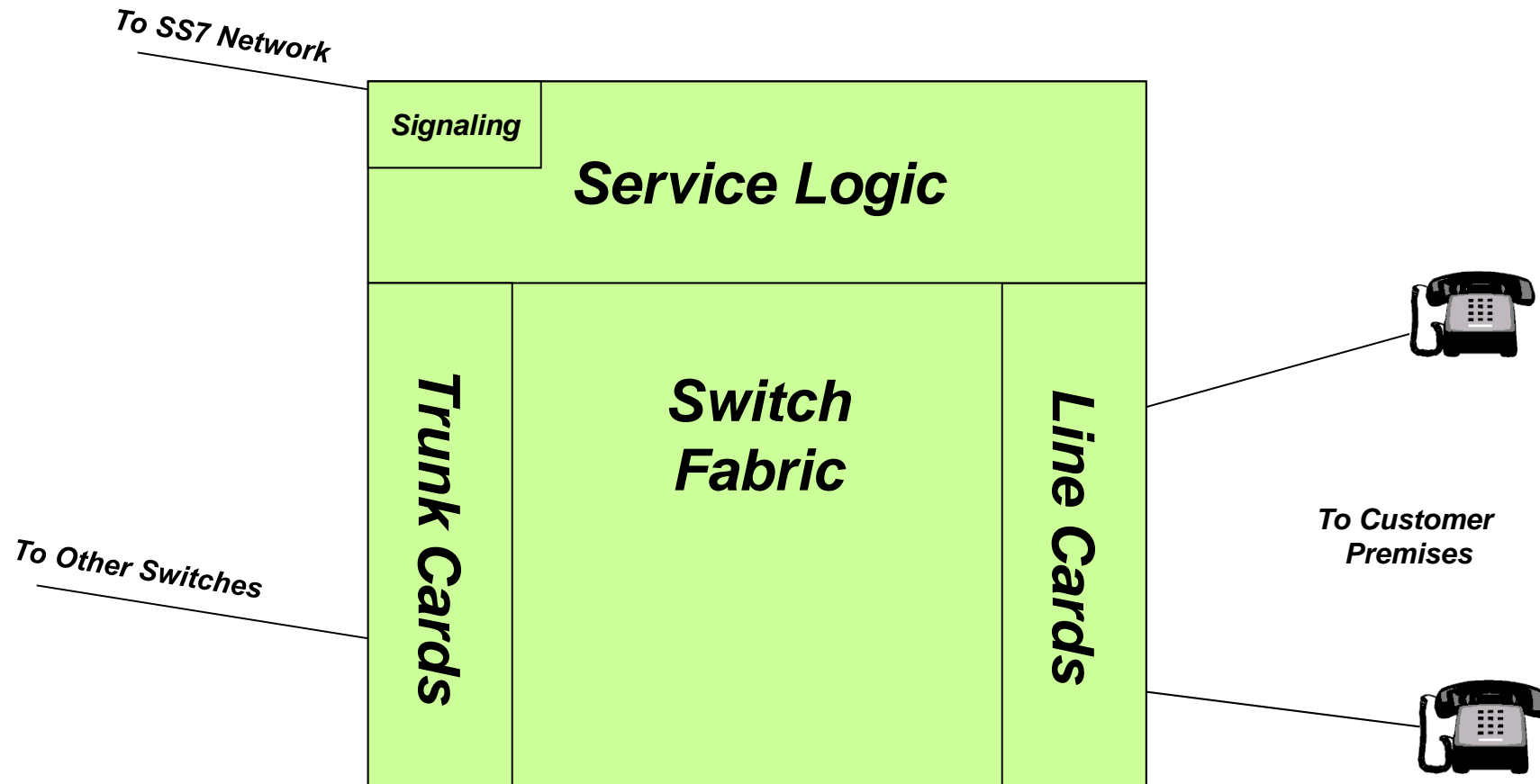
Director of Network Operations and
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Verizon Communications



Evolution of Tools to Manage Unwanted Calls

- The Traditional Telephone Network (PSTN)
 - Network Based Controls
 - Limited by State of Technology
- Broadband Services
 - Voice over Internet Protocol (VoIP) Enhanced Capabilities
 - Accelerating Evolution of Services
- Wireless Evolution
 - Driving the Future Network

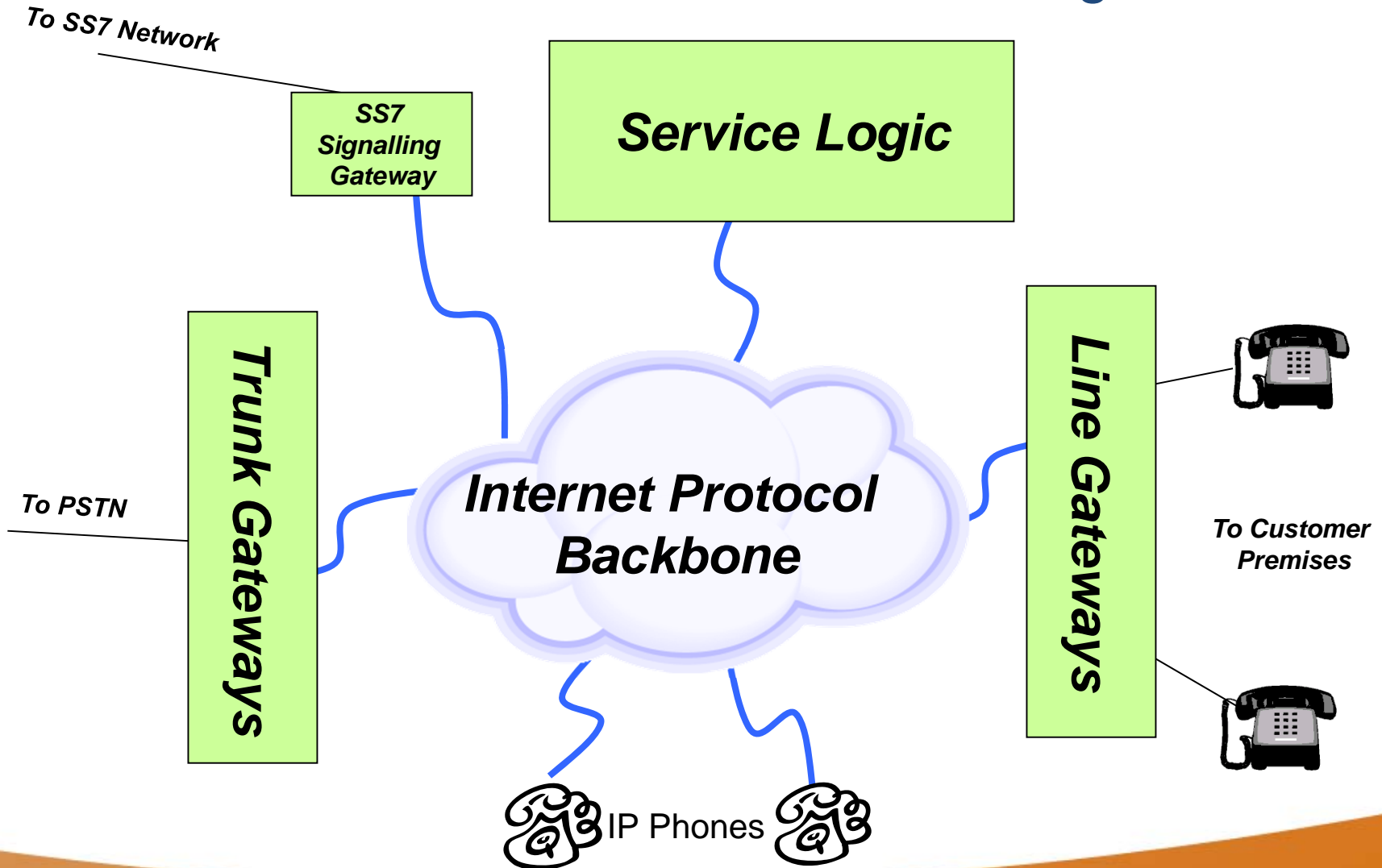
Traditional End Office (Class 5) Switch



Traditional Wireline Services Combat Robocalls

- Assisting Customers to Screen or Block Calls
- Caller ID & Name
- Call Waiting ID
- Anonymous Call Rejection (*77)
- Call Block (*60)
- Call Trace (*57)
- Verizon's Unlawful Call Center - 1-800-257-2969

VoIP – Softswitch Design



Verizon's VoIP Services

- FiOS Digital Voice - VoIP on FiOS Fiber
 - Online Account Manager, Internet or Smartphone
 - View Call Log, manage Call Block list and other features
 - Caller ID on FiOS TV
 - Voicemail Screening
- Verizon Business VoIP Services
- Migrating Legacy Systems to VoIP Networks
 - Last Verizon 1AESS and 4ESS Retired

<http://www36.verizon.com/fiosvoice>

Verizon Wireless Safeguards

- From Flip Phone to Smart Phone
 - Apps Explosion
 - Intelligence Moves to the Handset
- Manage Call & Message Block Online
 - Stop Calls, Text, Picture and Video Message
- Cloudmark.com – Forward Spam Text to '7726'
 - Tracks Spam Text
 - Enables Carriers to Block Illegal Messaging

<http://www.verizonwireless.com/safeguards>

Verizon Partners with Government & Industry

- Alliance for Telecommunications Industry Solutions (ATIS)
 - Next Generation Interconnection Interoperability Forum (NGIIF)
 - Network Reliability Steering Committee (NRSC)
 - Driving Industry Best Practices
- Federal Communications Commission (FCC) - Communications Security, Reliability and Interoperability Council (CSRIC)
- Mutual Support to Protect Public Safety
- Expanding Customer Awareness



Focused on Privacy, Protection &
Preference for every phone

Jeff Stalnaker
Founder & CEO



What We Do

- Block unlimited unwanted calls & texts
- Report DNC & Debt Collector violations easily & accurately to the FTC
- Manage & store all privacy preferences either on your phone or through an integrated web portal
- Many other features – download from app store, carrier website, etc.

Statistics 2010-2012

- Over 100 million calls blocked
- Over 100 million call lookups
- Over 350,000 complaints filed with the FTC
- Over 1 million + registered users

Call Blocking Challenges

- Spoofing – growing issue (landline/mobile)
- Multiple banks of numbers used by TM
- Landlines utilize older technology
- Investment required to solve issues

Solutions

- Empower the consumer – block as many numbers as desired & file complaints easily for enforcement actions
- SmartBlock – blocks 25 most blocked numbers by crowdsourced data
- Group Block- blocks entire area code or exchange (all 866 numbers)

Call Blocking - The Future


- Technology evolves – LTE/RCS/IMS – all provide better “mousetraps”
- Consumers want a solution on all communication
- Carriers may need to invest to support call blocking/customer interaction
- Know that scammers/spoofers will also take advantage of new technology!

Matt Stein

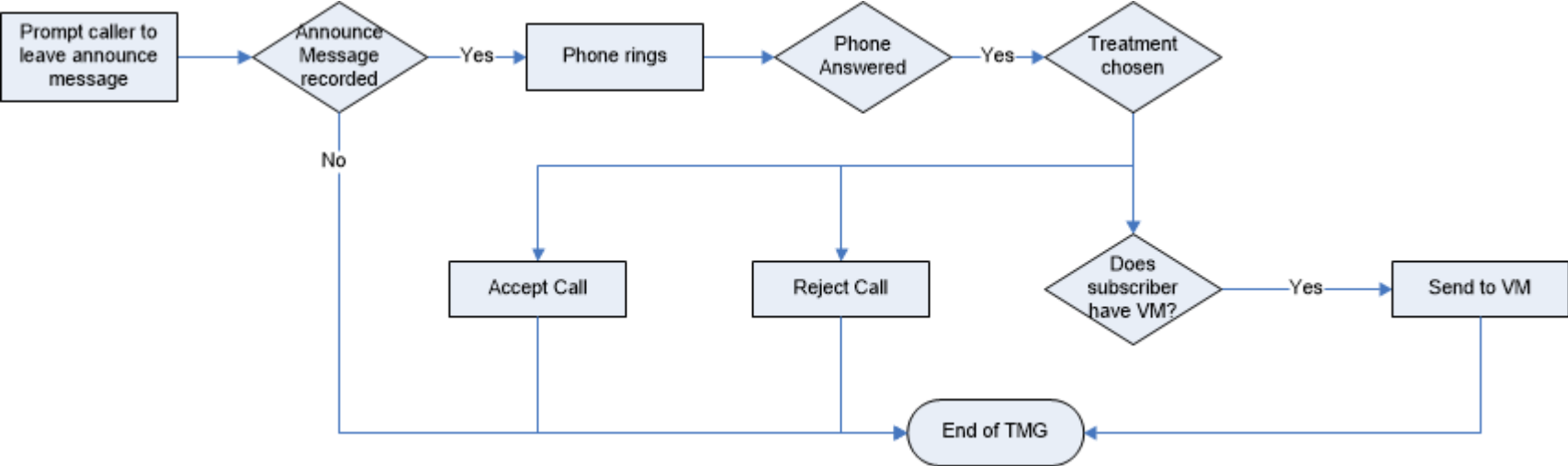
Senior Vice President, Network, Technology & Planning
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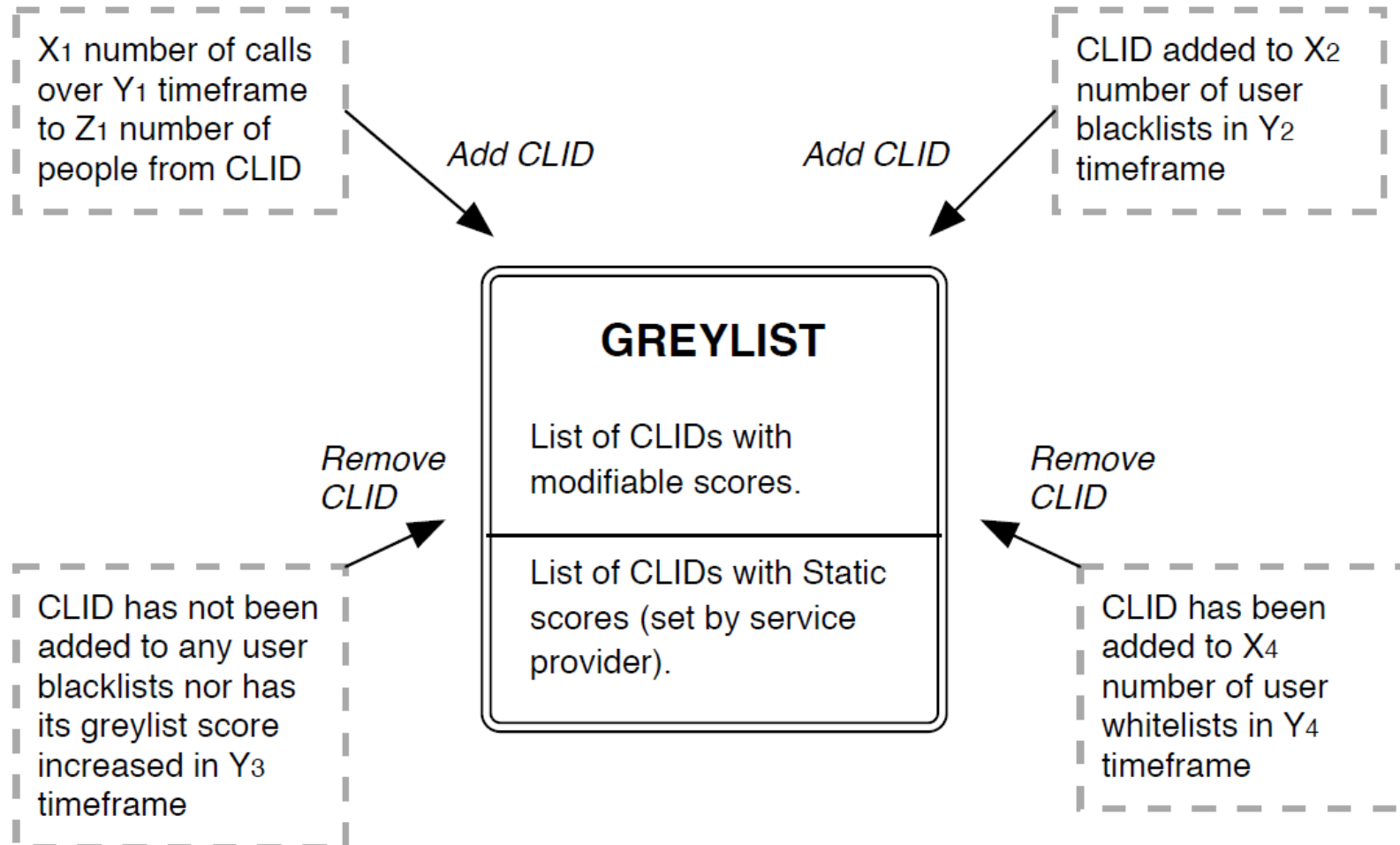
Who is Primus Telecommunications Canada

- Wholly owned subsidiary of NYSE listed PTGi
 - Canadian full service competitive telecommunications carrier
 - 99 Points of Presence and 650 employees in Canada
 - Serving residential, business, and wholesale customers
 - Local Phone / VoIP / HostedPBX / SIP Trunking
 - Access / Data / Broadband Internet / Metro Fibre
 - Colocation / Cloud Services / Managed Services
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- A decorative orange bar at the bottom of the slide, with a wavy, upward-sloping shape on the right side.

- Our initial response to telemarketing complaints leveraged tried/true vendor options
 - ...that did not stop customer complaints.
- Invented in 2006, patented and deployed in 2007
 - Initially brought to market as a free trial
- Stops millions of telemarketing and robocalls monthly with zero customer involvement required, and no customer complaints
- Now offered as a free service ongoing to our traditional local phone (copper pair) and VoIP customers



What happens in the background?



- Dramatically fewer telemarketing calls
 - Reduced over 20 per month per customer
- Announced calls invite customer to take further action and create more customer engagement in the process
- Customer satisfaction with the service is high, directly evidenced by reduction in churn
- The user has the option to change or tailor their experience at any time through their phone or online portal
- The user-base makes the decision on who is and who is not a telemarketer
 - We do not have to make a value judgement on our customer's behalf

- Telemarketing is still growing, even to a base proven unreachable for a prolonged time, even in face of DNC
- Customers created a Facebook fan page for this particular feature of our service
- Millions of telemarketer calls are screened from reaching Primus customers every month
- Customer surveys continue to indicate that this system and our leadership in managing telemarketing have created lasting customer loyalty