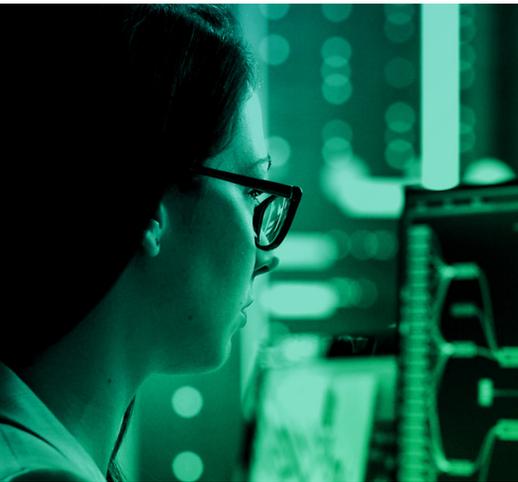


A WIN-WIN FOR EVERY STAKEHOLDER



Authorized Users Can Personalize Call Experiences While
CSPs Generate New Revenue with Policy Manager

neustar[®]
A TransUnion[®] Company



Streamline Policy Decisions: Empower Enterprises

Today, enterprises are demanding the same fast, digital, and personalized phone experience that they get from many other businesses.

In addition, regulations like the Federal Communications Commission's (FCC) mandates around [STIR/SHAKEN and robocall mitigation](#) are forcing Communications Service Providers (CSPs) to consider the resulting impact on how phone calls are presented, tagged, or blocked.

Ensuring calls get the highest possible STIR/SHAKEN attestation levels, and/or don't get mistakenly mis-tagged as SPAM or even blocked by robocall analytics engines, has become a challenge for CSPs and enterprises alike. Until now, policies around call treatment had to be installed on individual end-devices, or managed through siloed applications.

Now there's a way for CSPs to easily manage and personalize those decisions, with [Neustar Policy Manager](#).

Through one integrated system, Policy Manager lets CSPs simplify the task of managing call authentication rules, policies, and preferences for multiple solutions—including STIR/SHAKEN, robocall mitigation and overall call treatment.

Enterprises and subscribers are highly vested in taking part in call-routing decisions so they don't have to rely on CSPs—and can control their own calls.

With Policy Manager, everyone benefits.

Tailoring Call Preferences: A Win-win for CSPs, Enterprises, and Consumers

By leveraging Policy Manager:

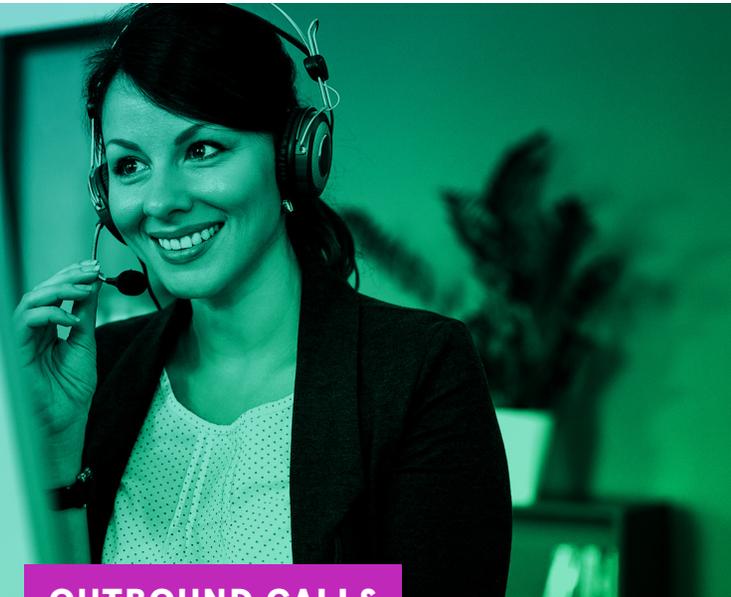
- CSPs can generate new revenue streams by providing enterprises and consumers access to a portal that allows them to personalize their call experience
- Authorized users can manage rules at the network, enterprise and subscriber level
- Enterprises get the control and flexibility they need to better serve their customers
- Consumers and enterprises don't get inundated with robocalls, spam calls, and fraud

What's more, Policy Manager sets the stage for next generation services such as branded calling, and Rich Call Data (RCD).

Enables multi-million dollar opportunities

- Deliver next generation personalized call experience
- New revenue opportunities for enterprise and consumer customers
- Increase stickiness of customers

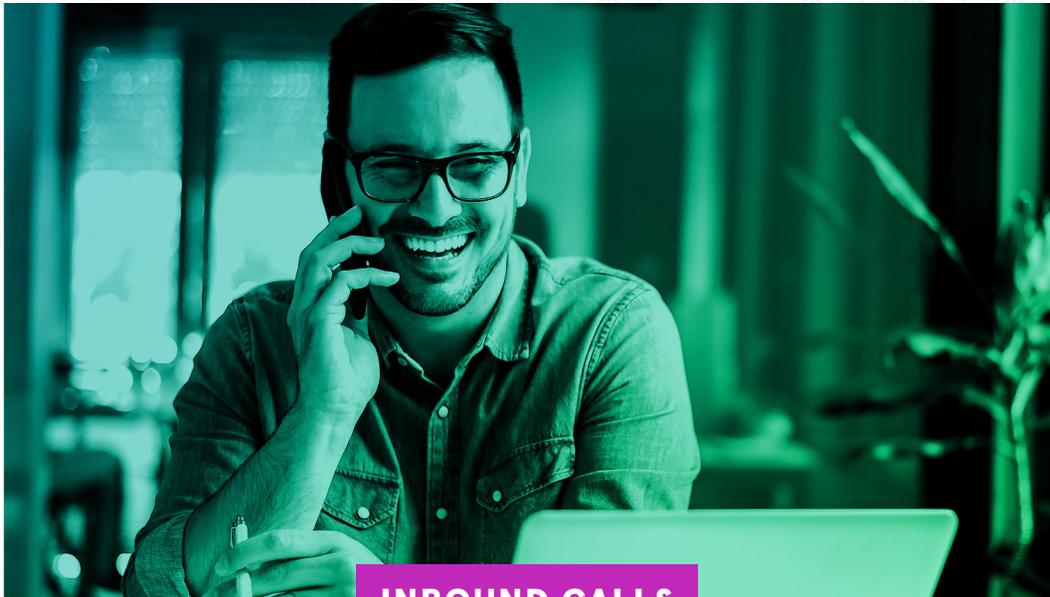
Use Policy Manager to Personalize Your Outbound and Inbound Call Experience



OUTBOUND CALLS

Easily set call policies that:

- Ensure subscriber call receive the proper attestation
- Secure end-to-end authentication
- Stop customer to customer spoofing



INBOUND CALLS

Personalize treatment for the calls you receive:

- Set hierarchical policies: Operator, Enterprise, Consumer
- Allow authorized users to personalize their call experience
- Ensure only legitimate calls get through

Why Do I Need Policy Manager?

While progress has certainly been made when it comes to mitigating robocalls and implementing STIR/SHAKEN call authentication across the telecom ecosystem, we still don't have full end-to-end call authentication that ensures the entity that says they are calling can really be trusted.

As you can see below, an enterprise call to the same consumer, using the same originating number, can have different results. Until now, enterprises have not been able to sign their own calls. Managing more complex enterprise environments requires more sophisticated tools.

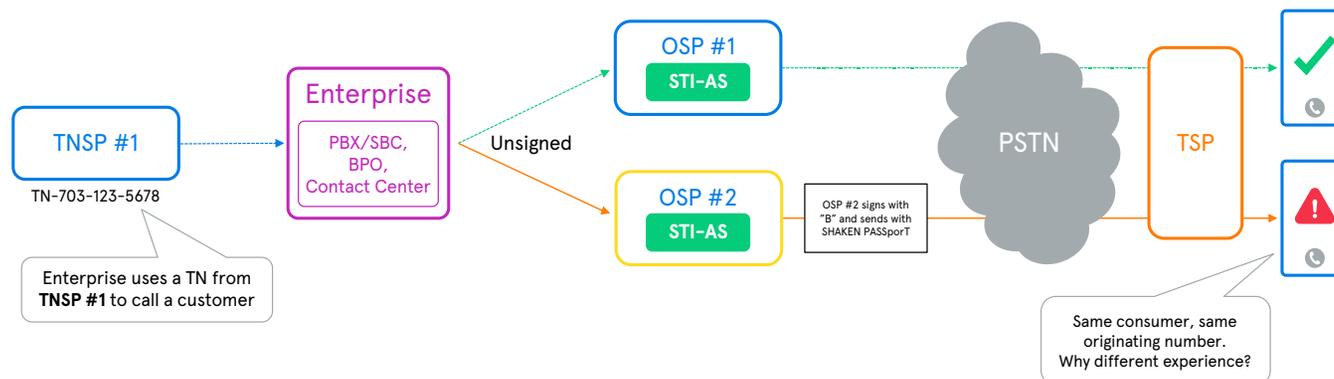
MULTIPLE OSPs - ATTESTATION ELEVATION



CHALLENGE:

- An enterprise call to the **same consumer**, using the **same originating number**, can have different results
- Enterprises want to **sign their own calls**, have not been able to

- WHY?** Attestation level is determined by combination of:
- Which carrier (TNSP) is the source of the phone number
 - Which carrier (OSP) originates the call



Today, enterprises have several options that enables them to sign their own calls, including: Delegate Certificates, STIR Certificate, and Telephone Number Database (TNDB).

Along with being able to sign their own calls, enterprises want to be able to control all of the call authentication policies and preferences that must be applied to their calls. Policy Manager simplifies this process for all stakeholders involved in the call completion process.



POLICY MANAGER

Customizable and Scalable = a Long-Term Solution

Policy Manager can easily be scaled to support market, regulatory and business requirements as industry and customer needs evolve so you can:

- Create and manage for policies solutions including STIR/SHAKEN and robocall mitigation across the ecosystem - even at the network, enterprise, and subscriber levels.
- Quickly set or change rules for call treatments for specific audiences with customizable dashboard and drop-down menus.
- Reduce the need for costly IT resources with easy-to-use GUI and standards-based APIs.

Policy Manager Puts the User in Control of Their Call Experience

The benefits to CSPs are immediate and obvious. On the following pages, we outline how **Enterprises**, **Contact Centers** and **Consumers** can leverage Policy Manager to reap many rewards.



POLICY MANAGER FOR ENTERPRISE

Screen Suspicious Calls, Reduce Robocalls, and Fraud and Get Calls Answered

CHALLENGES FOR HEALTHCARE

Outbound

- Bad actors use robocalls to impersonate healthcare organizations to defraud consumers

Inbound

- Healthcare providers are inundated with robocalls that distract key personnel from critical tasks

SOLUTIONS FOR HEALTHCARE

Outbound

- Ensure enterprise calls are authenticated and receive the proper attestation so they get through

Inbound

- Set tailored policies to screen highly suspicious calls to remove distraction of robocalls



POLICY MANAGER FOR CONTACT CENTERS

Improve the Efficiency of Your Contact Center by Ensuring Legitimate Calls Get Through

CHALLENGES FOR CONTACT CENTERS

Outbound

- Contact center calls are often not receiving highest attestation or end to end authentication

Inbound

- Contact centers are inundated with robocalls that destroy efficiency

SOLUTIONS FOR CONTACT CENTERS

Outbound

- Sign enterprise calls to ensure highest attestation
- Validate calls end to end

Inbound

- Route suspected robocalls to voicemail or CAPTCHA
- Premier customers sent directly to an agent



POLICY MANAGER FOR CONSUMERS

Stop the Spam Madness and Ensure You Get the Calls You Want

CHALLENGES FOR CONSUMERS

- Overwhelmed with robocalls so they do not know when to answer
- Miss important calls

SOLUTIONS FOR CONSUMERS

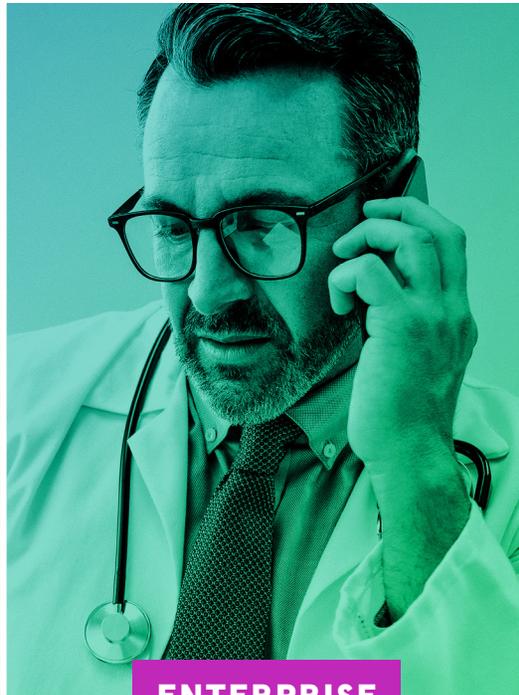
- Block all suspected robocalls except from kid's school
- Assign policies to landline phone via web portal

Here's What Else You Can Do with Policy Manager



CSP

- Block unsigned calls
- Label suspected robocalls



ENTERPRISE

- Block deterministic robocalls
- Mitigate impersonation



CONTACT CENTER

- Send suspected robocalls to voicemail or CAPTCHA
- Route premier customers to agent



CONSUMER

- Block all suspected robocalls except from kid's school
- Set landline policies

Learn More

Neustar, a TransUnion company, is an information services and technology company and a leader in identity resolution providing the data and technology that enables trusted connections between companies and people at the moments that matter most. Learn how your company can benefit from the power of trusted connections.

Learn more about Policy Manager [here](#), and [watch the video](#).

Part of the Trusted Call Solution Suite

Policy Manager is just one component of the Neustar Trusted Call Solutions suite.

Visit our [Trusted Call Center](#) to learn more about resources and solutions that can help you optimize outbound call operations, increase contact rates, improve the customer experience and protect your brand reputation.