

BATTLE CARD



COMPREHENSIVE

Unified, full-security-spectrum approach to call security & trust

- Industry's only integrated, full call threat protection and automated authentication solution for the enterprise.
- Unique series of call security and identity verification filters inspect all inbound calls.
- Automated risk scoring verification of inbound calls.
- Outbound call branding with spoofing protection and number reputation management

EXPERTISE

Deep voice security services expertise

- 15+ years delivering industry's first managed security service for voice / calls.
- ProServ team with 400+ years of collective experience.
- No team secures more enterprise voice networks, phone lines and calls.

SECURITY

Mature, industry-leading call security technology

- 20+ years in the market as industry's first commercial grade call security firewall technology.
- 9th generation, highly-refined solutions securing hundreds of enterprise voice networks and billions of calls per month.
- Protects against full range of attacks /schemes: TDoS, robocalls, spoofed calls, fraud, call pumping, voice spam, impersonation scams, phishing, malicious callers, etc.

AUTHENTICATION

Powerful orchestration adds call verification filtering

- After security filtering, SecureLogix uniquely scores the trust level of each inbound call and detects spoofing.
- Dynamic orchestration of multiple zero-cost and low-cost metadata services authenticates each call at lowest price.
- Efficient and affordable enough to scale authentication across contact centers and throughout the enterprise.

BRANDING

Call branding, spoofing protection & reputation mgmt.

- Increased call answer rates through full call branding display capabilities.
- Unified branding call coverage, campaign management & reporting across all major Service Providers
- Outbound call spoofing protection with call blocking / treatment covering all major SPs.
- Consolidated phone # reputation monitoring & management

RED LIST™

Dynamic call threat and malicious callers metadata

- Customer protection enhanced by an extensive database of attack signatures and malicious / fraudulent callers.
- Proprietary Red List informed by billions of real calls on customer voice lines providing a customer shared-learning defense network.
- Built over 15+ years and constantly updated with real-time attack information and call activity.

ENABLEMENT

Flexible deployment options:

- Combination of cloud service and CPE tech enables seamless TDM and SIP support and call treatment.
- Solutions and services completely vendor agnostic – integrate with all telecom equipment vendors.
- Call security protection not rooted inside underlying telecom SBCs / infrastructure – network equipment can be updated / changed without disrupting call security services.

VOX LAB™

Strategic R&D and partnerships

- Collaborative research partnership with Department of Homeland Security (\$10+ million in DHS R&D funding).
- Key technology partnerships with major vendors and SPs.
- Call security and trust is sole focus – 14 voice security and authentication patents.

SecureLogix vs Neustar: Summary

- SecureLogix offers full call branding, voice security and inbound call authentication solutions.
- Neustar offers inbound authentication through their purchase of an outside solution, but lacks voice firewall and other call attack security solutions for the enterprise.
- Both offer Call Branding. The SecureLogix Call Branding solution is supported with strong spoofing protection and is executed through direct API relationships with major wireless carriers, providing broad wireless subscriber coverage, primary access to spam / fraud call labeling, and a single, more efficient contracting relationship with the SPs.
- Neustar's branding solution contains a higher-friction / more fragile approach to spoofing protection that relies on STIR / SHAKEN, does not have primary access to spam / fraud labeling across AT&T wireless subscribers, and lacks API branding coverage across large portions of the SP wireless subscriber base including Verizon customers.

Corporate & Technology - Enterprise / CC

SecureLogix*

Neustar

Outbound Trust / Call Branding		
Full outbound call branding display not limited by CNAM	●	○
Unified branding coverage across AT&T, T-Mobile, Verizon	●	●
STIR / SHAKEN independent call spoofing protection w/ blocking	●	○
Phone number reputation restoration & management services	●	●
Comprehensive API relationships w/ SP analytics vendors	●	○
Primary access to analytics vendors' spam / fraud labelling	●	○
Unified full ROI reporting w/ pre-branding answer rates	●	○
Contracting ease & efficiency across AT&T, T-Mobile, Verizon	●	○
Inbound Authentication		
Orchestration - call authentication hub	●	○
Inbound call risk scoring engine	●	●
Spoofed calling number detection	●	●
Attacks & malicious callers database	●	
Voice Security		
Full, unified call security & trust filtering	●	○
Call firewall technology	●	
Call blacklisting services	●	
Call pattern / IPS technology	●	

● very good ○ fair ○ poor / NA

Corporate		
Professional, voice security managed services		
Product / solutions maturity		
Deployment flexibility		
Voice security experience - years in market		
R&D focus and key partnerships w/ AT&T, T-Mobile, Verizon		
Voice security and trust patents		
Corporate focus dedicated to security & trust		

Use Cases - Enterprise / CC

Outbound Trust / Call Branding		
Increased call answer rates		
Outbound call spoofing protection		
Deployment flexibility		
Phone number reputation restoration & management		
Inbound Authentication		
Financial fraud / social engineering / identity theft		
Verification / authentication of CC calls		
Authentication cost reduction (orchestration)		
Voice Security		
Full TDoS mitigation		
-- Basic TDoS detection		
-- Complex TDoS detection		
-- TDoS mitigation pro services		
Robocall detection		
Impersonation / spoofed call detection		
Malicious, harassing, spam call blocking		
Call pumping prevention		
Toll fraud and service abuse prevention		

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