
**ATIS/SIP Forum IP NNI Task Force
Virtual Meeting
June 14, 2019**

Contribution

TITLE: eCNAM review and clarifications
SOURCE: Hala Mowafy (Ericsson)
ISSUE NUMBER:

Abstract

This contribution provides clarifications on enhanced CNAM, reviewing key features in ATIS-1000067 including the delivery mechanism.

NOTICE

This contribution has been prepared to assist the ATIS PTSC. This document is offered to the Committee as a basis for discussion and is not a binding agreement on Ericsson or any other company. The requirements are subject to change in form and numerical value after more study. Ericsson specifically reserves the right to add to, or withdraw, the statements contained.

CONTACT: Hala Mowafy email: hala.mowafy@ericsson.com

Enhanced Calling Name (eCNAM) and Robocalling

Hala Mowafy

June 14, 2019



AGENDA

- I. Background on eCNAM
- II. eCNAM Standards
- III. What's in a "name"? - Terminology and Related Concepts and how they differ.
- IV. The Service vs. the Delivery mechanism
- V. How can the Delivery mechanism help?
- VI. Summary

Background: Why and how is it “enhanced”?

- Traditional CNAM was criticized for the limited 15 character length.
- More data is in demand, so we introduced “enhanced calling name” in ATIS-1000067 in 2015.

eCNAM =

longer NAME (35 ch.) + Additional Data about the caller

The Standards

What's been accomplished so far

North America:
ATIS-
1000067.2015

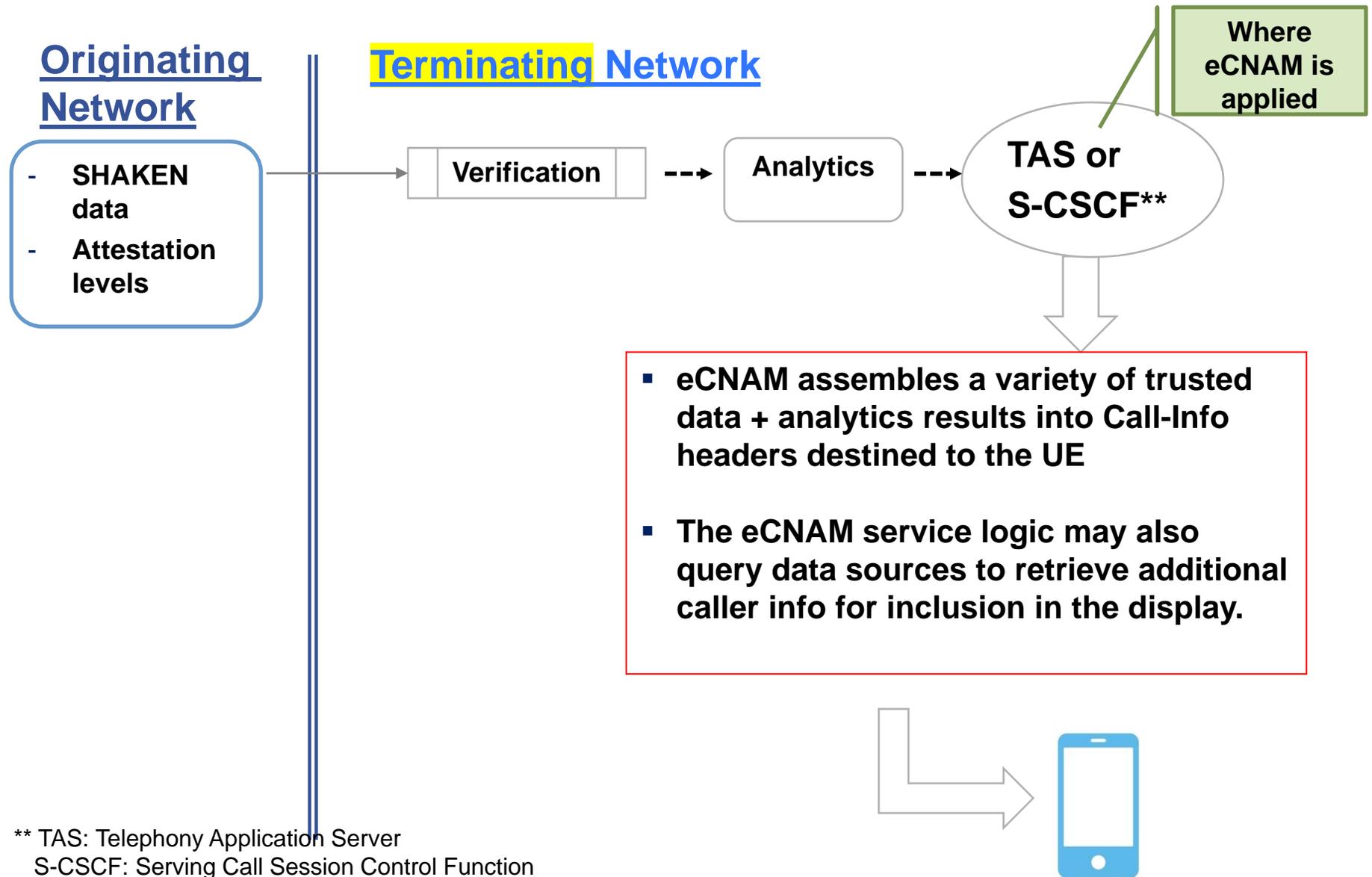
3GPP
Stage 1 Service
description in
TS 22.173

3GPP Protocol
Requirements
TS 24.196

Other Concepts and Terminology

1. Rich Call Data (rcd) – IETF Internet Draft PASSporT Extension for Rich Call Data-rcd-03
 - Information other than the calling number (e.g., name, address) is sent by the originating provider/user.
 - Sent as another SHAKEN **PASSporT claim** (similar to ‘origid’ or ‘attest’)
2. Rich Call Data services offered by the terminating provider
 - The term “Rich Call Data” means delivering **more call information** to the end user
 - Typically includes Number+Name+Additional information
 - *Similar to eCNAM in concept*

How does eCNAM differ?



How can the ATIS-1000067 Delivery Mechanism help?

- Analytics can adapt to inform consumers of new scams quickly.
- The ATIS-1000067 eCNAM mechanism is best suited to relay the “metadata” including analytics results to the UE.
 - ➔ Acts as an “envelope” for the text and icons
 - ➔ One interface that supports different content for different carriers.
 - ➔ Even as attestation levels expand, the change in content occurs between analytics and the AS, which
 - ★ minimizes impact on UE,
 - ★ Creates fewer / no updates to standards.

eCNAM vs. rcd

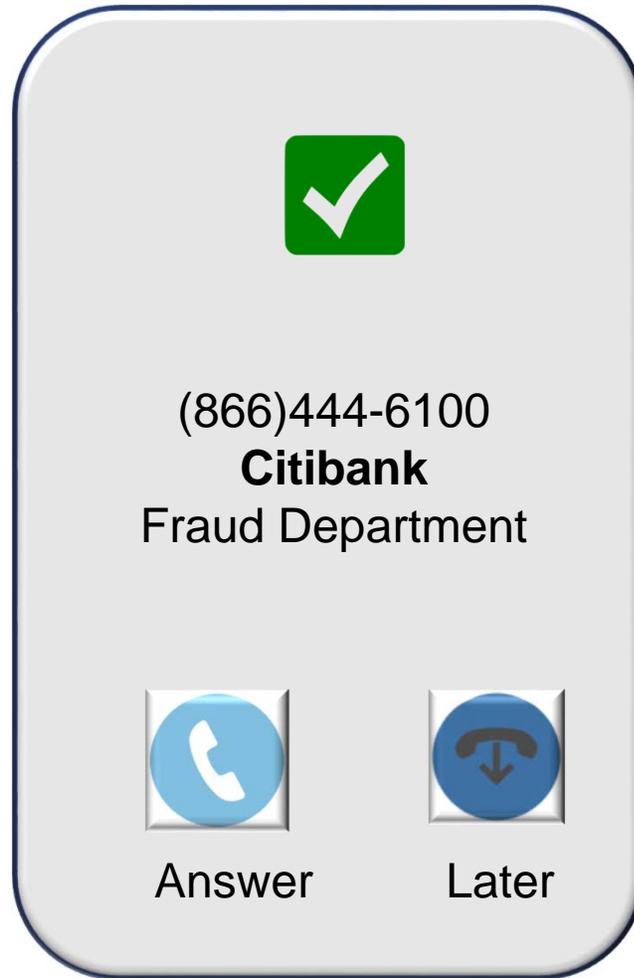
rcd	ATIS-1000067 eCNAM
Data delivered from originating SP or originating user.	Metadata is obtained from sources trusted by terminating SP.
No analytics	Incorporates the benefits of analytics at the terminating end.
Format and content is determined by originating side	The final content and format to be displayed is up to terminating SP local policy.
	Can adjust to meet consumer needs.

Advantages of eCNAM Delivery Mechanism

- ✓ More trusted because its metadata is not user-provided from the originating network.
- ✓ Allows each carrier the flexibility of applying their own rules
 - ✓ The criteria each carrier wishes to apply in analytics
 - ✓ The selection of text and iconography
 - ✓ Customization for different types of end users

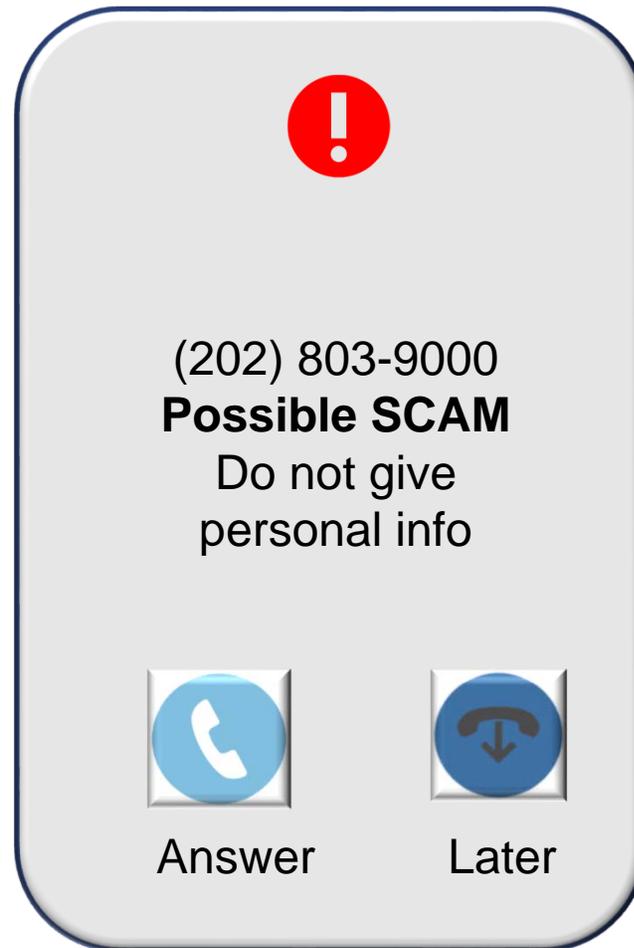
“Potential” Display Example

eCNAM can deliver the additional info after the TN has undergone “vetting” for verified and registered callers, and more.



A Strong Warning Example

eCNAM may deliver additional text when the risk level assessed by analytics is very high; e.g, the infamous IRS scams. May send “do not give personal info” or a message that triggers the UE to play an audio of that phrase to the user.



Summary

- eCNAM is not just about delivering a name.
- ATIS-1000067 / 3GPP TS 24.196 delivery mechanism is a versatile call information delivery vehicle.
- Flexibility translates into more opportunities for carriers and analytics providers to serve consumers.
 - Anti-robocalling services may be the first example/application for this mechanism.

THANK YOU ...

