CONTRIBUTION

TITLE: eCNAM clarifications
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Abstract
Open discussion and further clarifications on enhanced CNAM.

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Enhanced Calling Name (eCNAM)

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Goal of any solution is to protect and empower consumers.

Solution must provide:
- accurate and useful information
- “more” data about the call / caller

How does eCNAM match the above criteria?
On eCNAM

- eCNAM draws data from "authoritative" data sources.
  - Data is vetted to ensure accuracy
  - Data is provisioned from the source
  - Data is updated in real time

- eCNAM user receives:
  - Correct, unabbreviated NAME
  - More data elements like type of business or location
  - Analytics risk assessment results

Result:
- eCNAM restores consumer trust in its telecom service
- eCNAM additional data empowers consumers
- eCNAM authoritative data protects consumers against fraud
On eCNAM

- eCNAM is a “terminating” service.
  - Data delivered to the consumer is **not** inserted by the originator or any entity along the path of the call.
  - Selection of the quality of the data sources is controlled by the terminating SP.
  - The final content delivered to the consumer (after gaining the benefit of analytics) is determined by the terminating SP.

Result:
- eCNAM user receives reliable, complete data about the call
- Unreliable data sources soon exit the solutions market
The term “Rich Call Data” means delivering more call information to the end user, similar to enhanced CNAM.

However, Rich Call Data (rcd) is

- Sent by possibly untrusted entities as another SHAKEN PASSporT claim.
Take-aways

✓ Accuracy of the data is key in fighting robocalls
  ✓ Inaccurate call data is not just a nuisance.

✓ Signing does not guarantee accuracy; it is only one indicator.

✓ eCNAM data helps empower and protect consumers.