

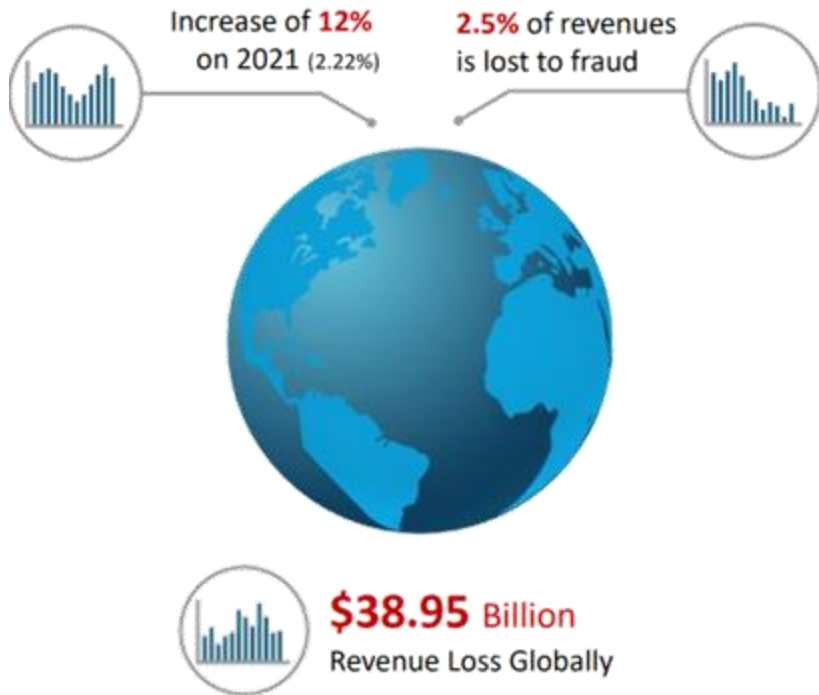
Mitigating Robocalling and Telecom Fraud for Service Providers and Enterprises

Tirthankar Pal

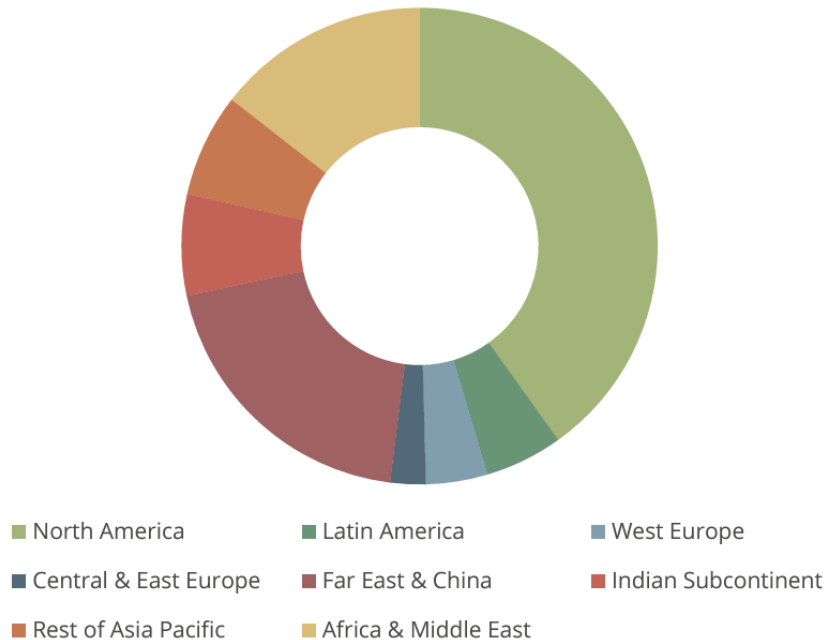
Principal Product Manager



Global Telephony Fraud Landscape: 2023 - 2024



Total Number of Fraudulent Robocalls Received by Subscribers in 2024: 18.1 Billion



Source: [CFCA Global Fraud Loss Survey 2023](#)

Source: [Juniper Research Robocall Mitigation Market 2024](#)

U.S. Telephony Fraud Landscape

TOTAL SCAM / TELEMARKETING CALLS IN BILLIONS (AVERAGE PER MONTH)



SOURCE: U.S. PIRG EDFUND ANALYSIS OF DATA FROM YOUMAIL

Key Fraud Types in 2024

61%



International Revenue Share Fraud



CLI Spoofing Fraud



Traffic Pumping Fraud



Bypass



Impersonation Fraud



Flash Calling Fraud



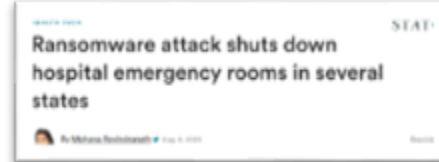
Deepfake AI Voice Cloning Fraud



2024



2023

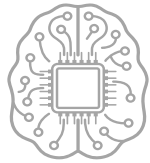


Scam callers are impersonating banks claiming your credit card is blocked

Fraud Management Model - Adapting to Threats



**Network
Signal**



**ML
Modeling**



**Predictions
(Inference)**

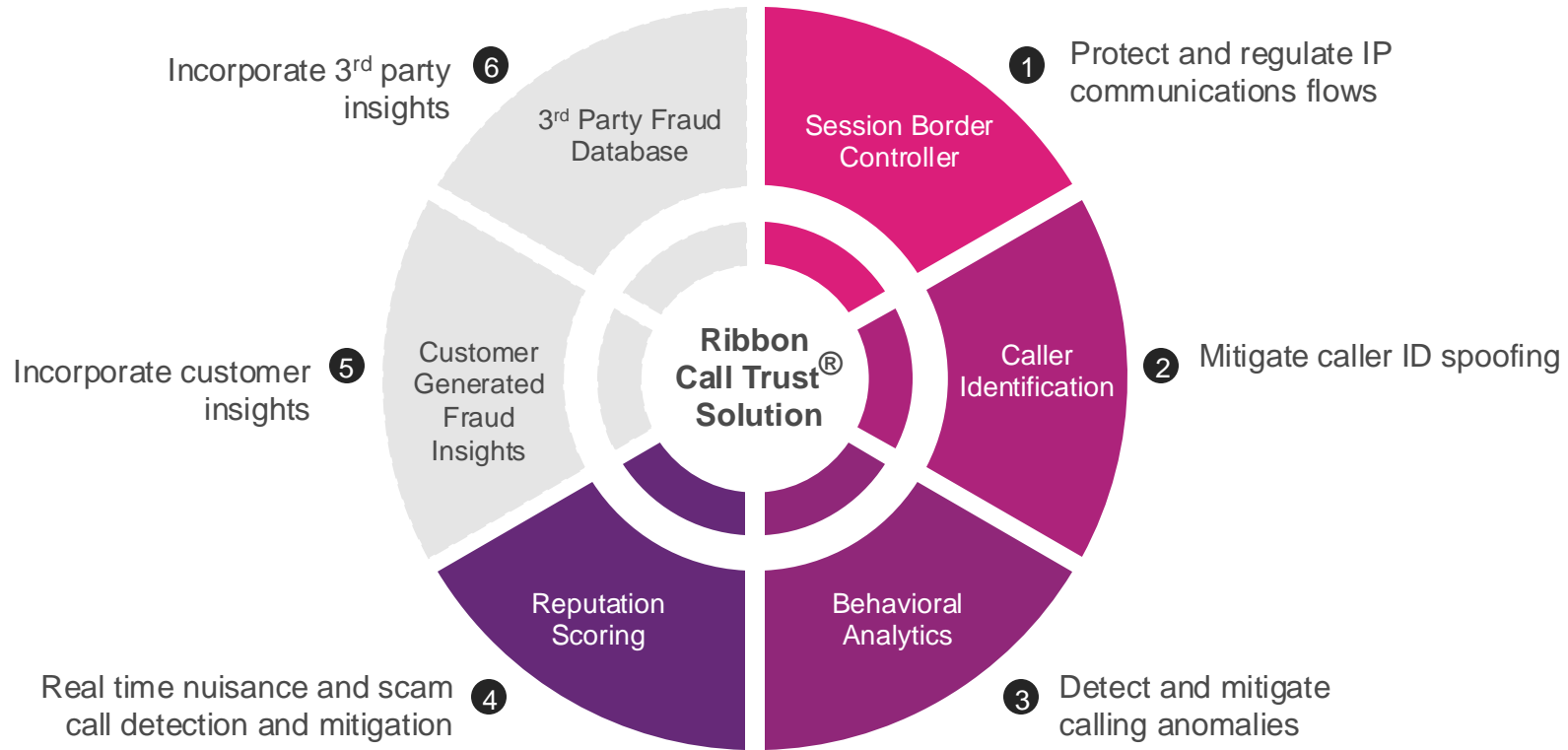


**Digital
Fingerprint**

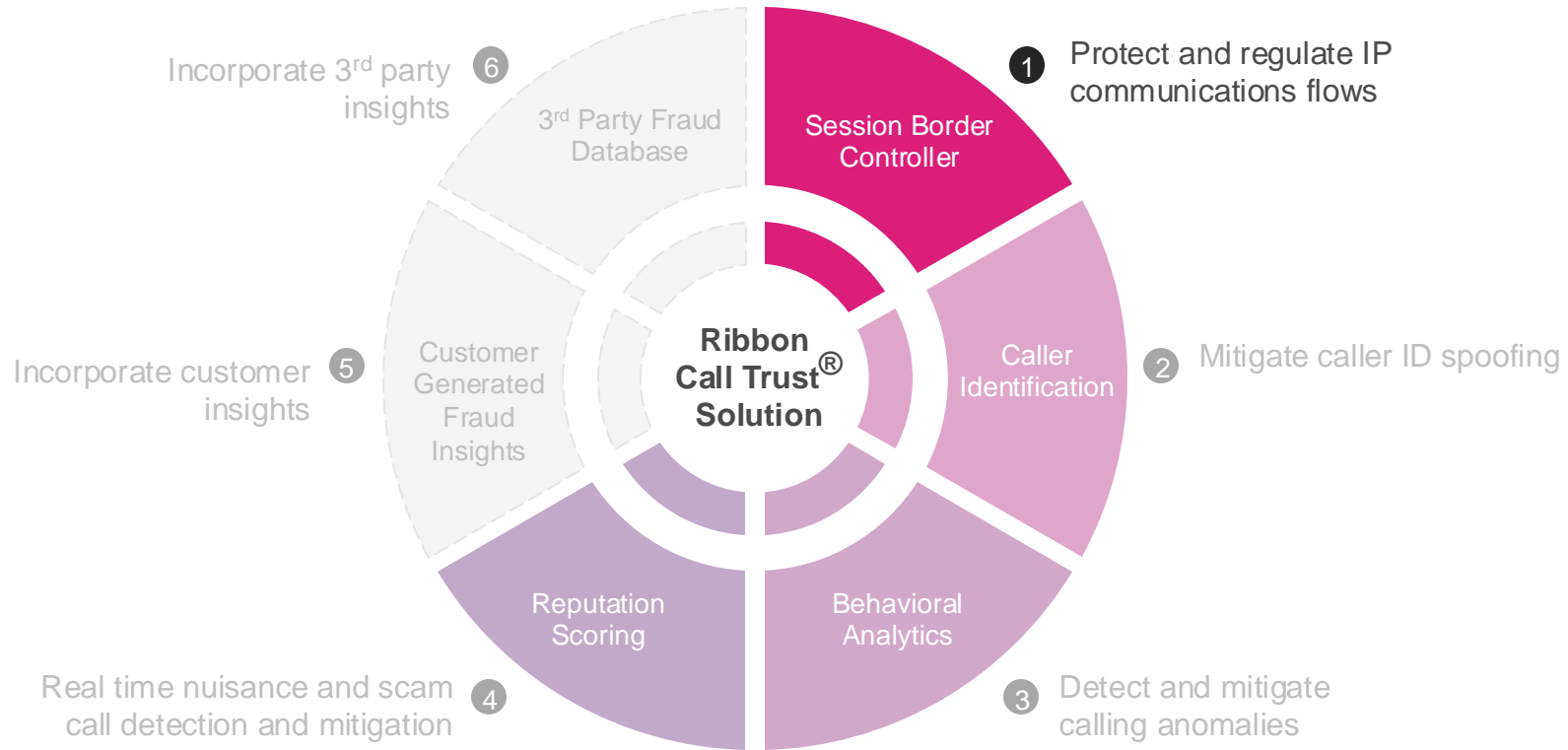


**Validation &
Treatment**

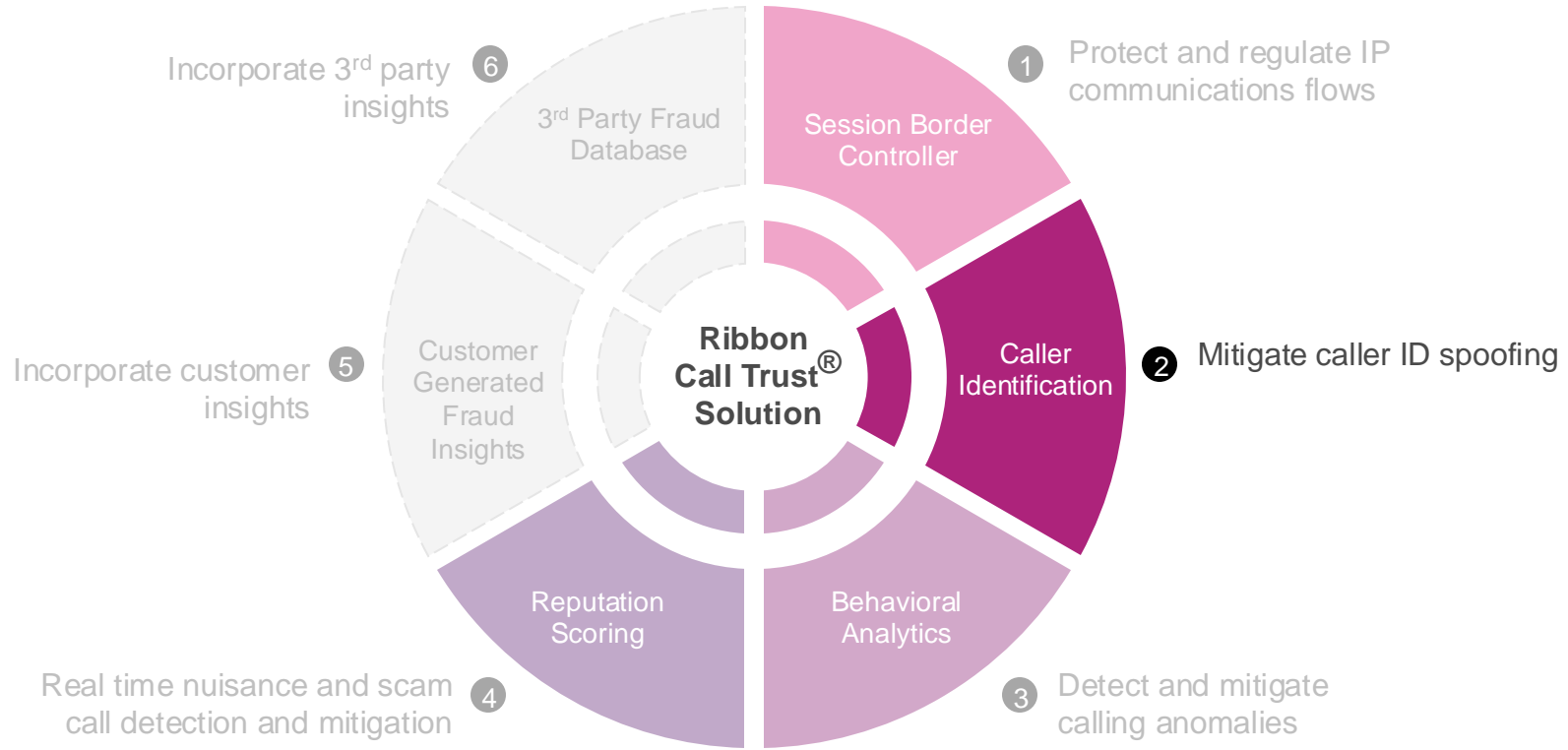
Ribbon Call Trust® - A Complete Identity Assurance Solution



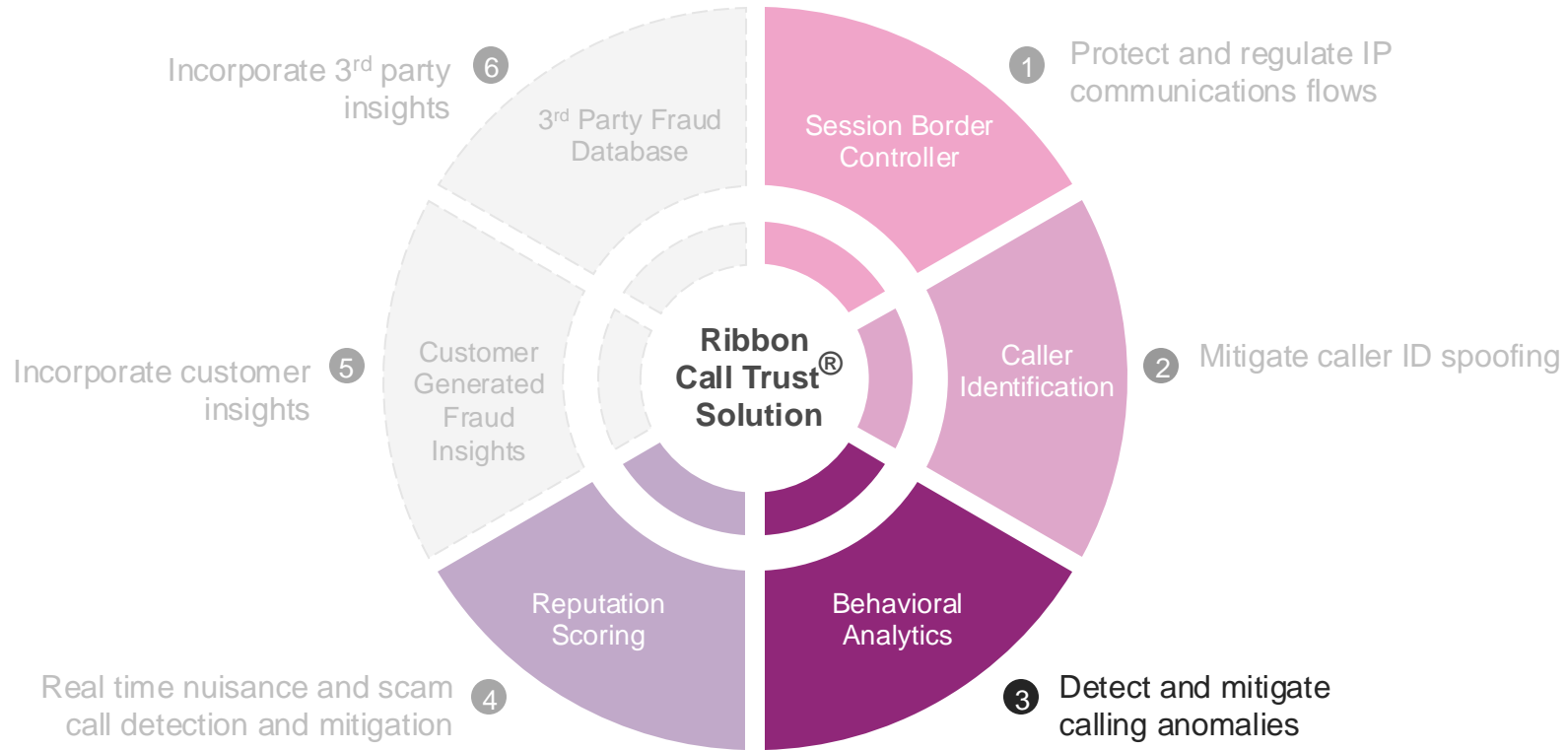
Ribbon Call Trust[®] - A Complete Identity Assurance Solution



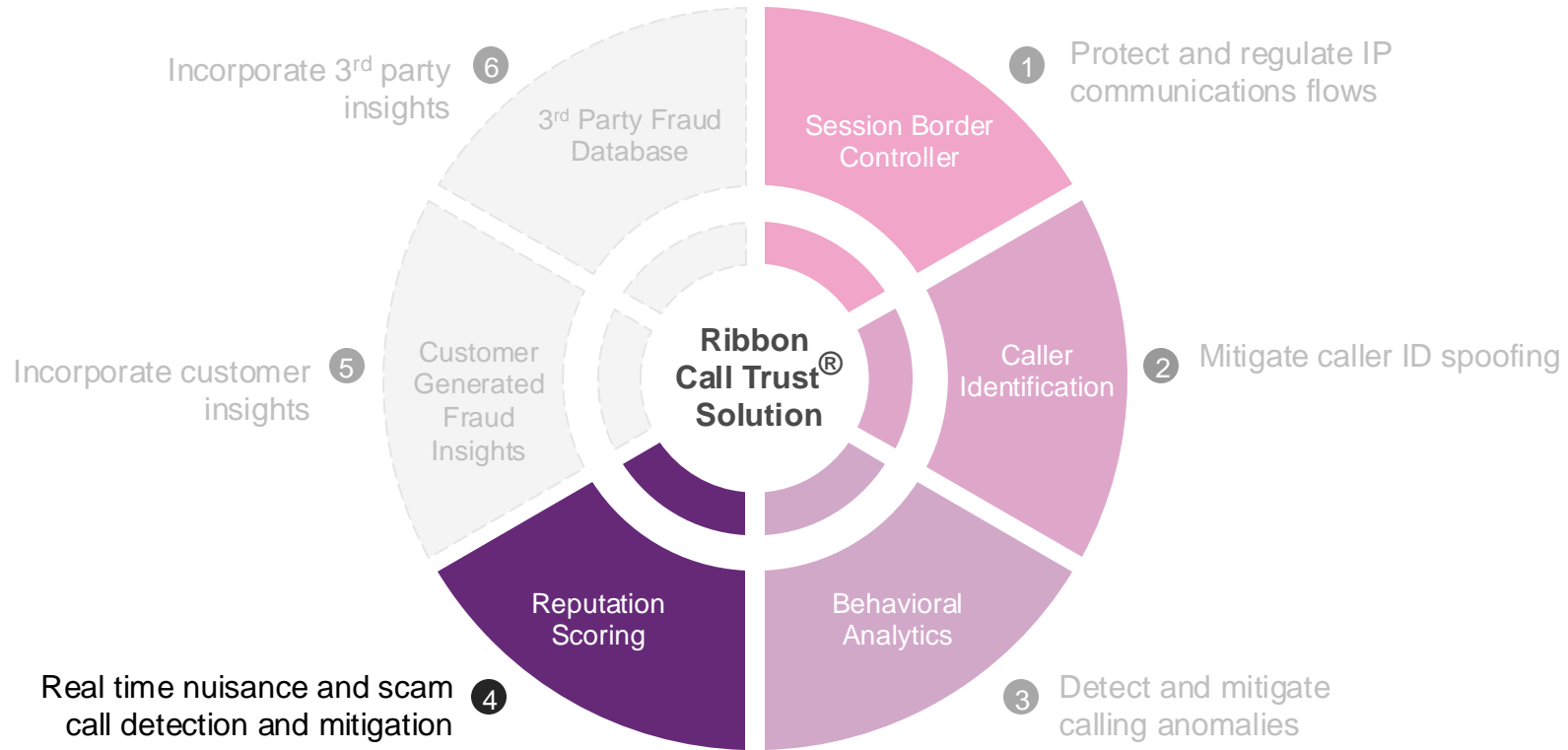
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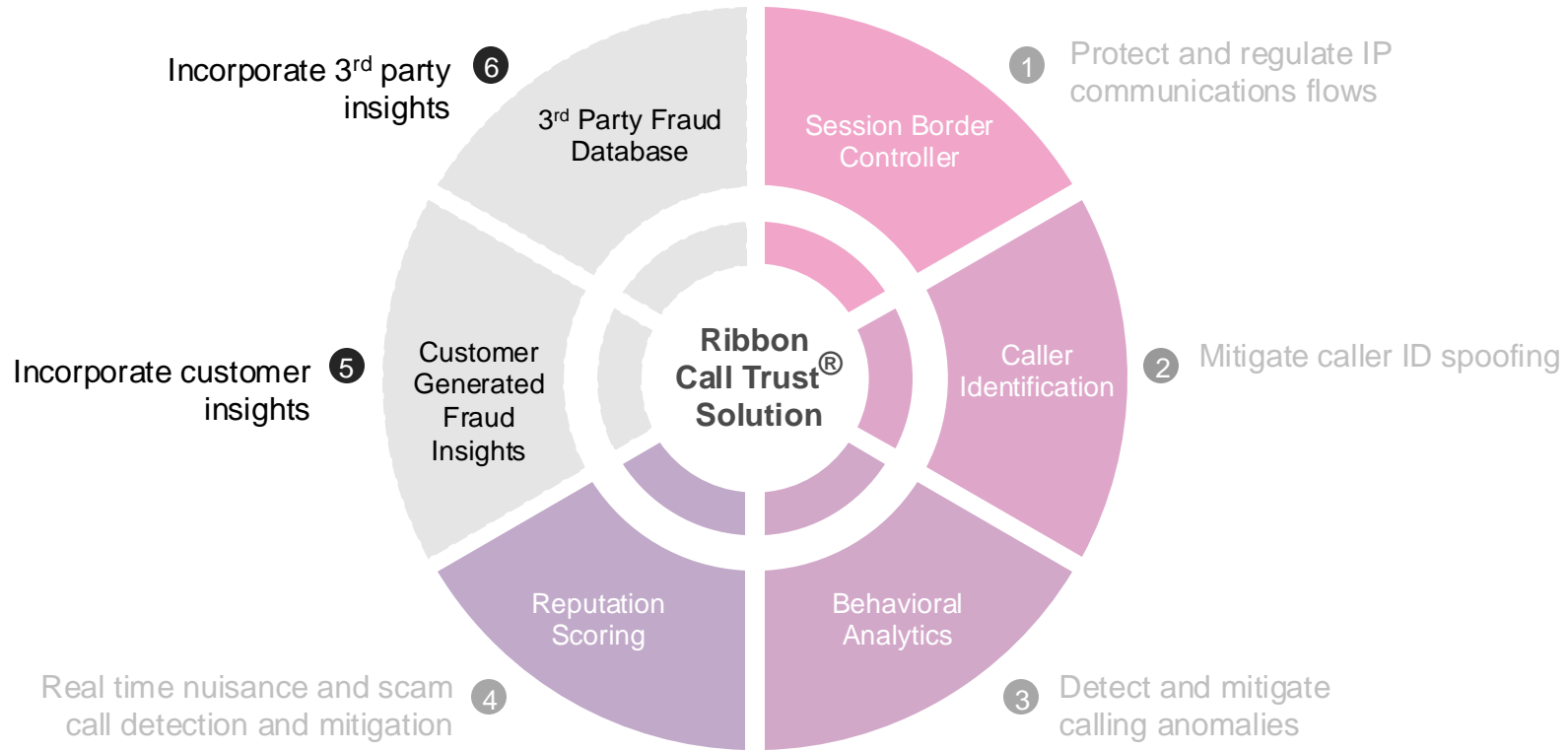
Ribbon Call Trust[®] - A Complete Identity Assurance Solution



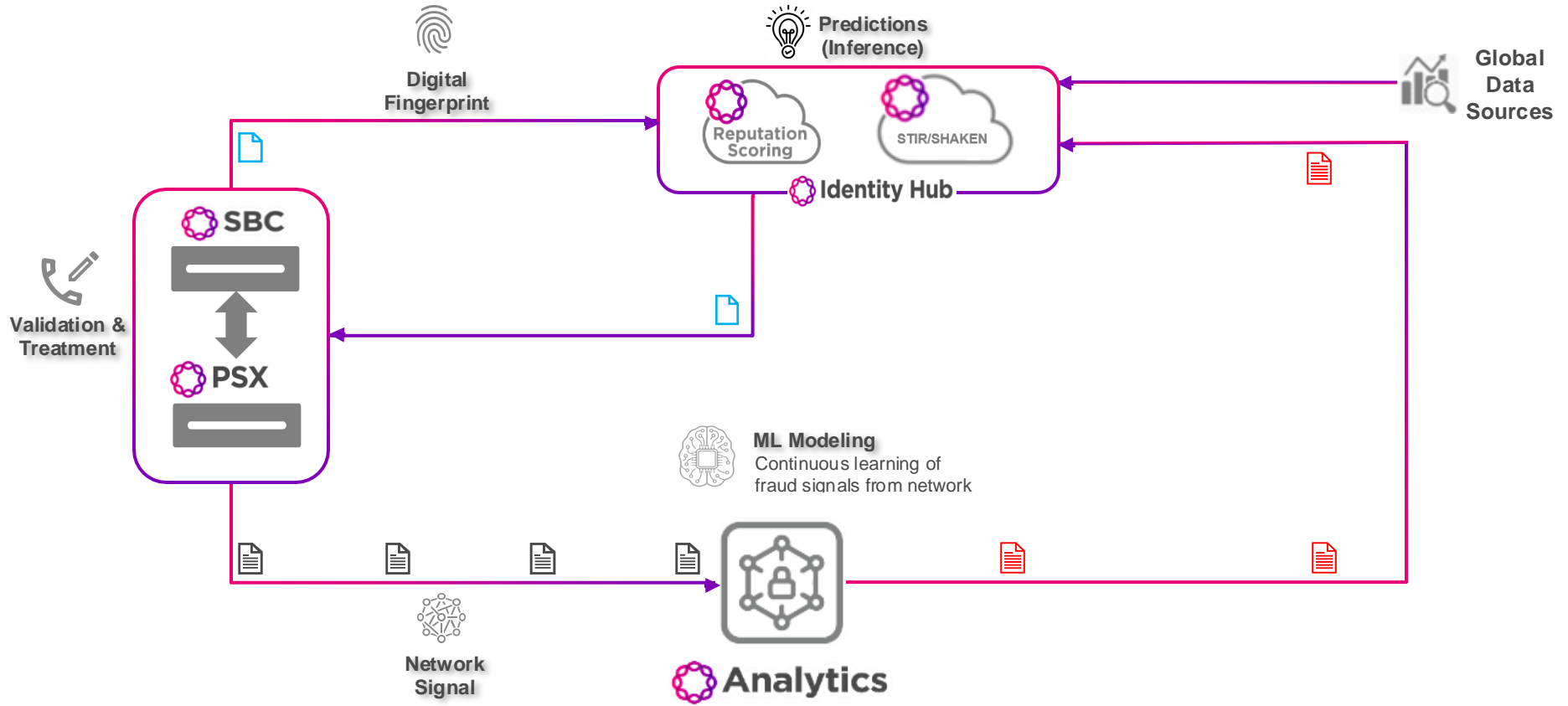
Ribbon Call Trust[®] - A Complete Identity Assurance Solution



Ribbon Call Trust[®] - A Complete Identity Assurance Solution



Ribbon Call Trust[®] in Action



And Here Are The Results

We Relentlessly Protect Networks

- 1 Spoofing
- 2 Robocalls
- 3 TDoS
- 4 Malicious or Nuisance Calls
- 5 Roaming Fraud

100+

Customers Trust
Ribbon Call Trust[®]
Solutions

Trusted by the world's best
networks for fraud mitigation

1B

Fraud Calls Stopped
per Month

Reduced exposure with fraud
detection and blocking

>2.5%

Revenue Saved
Per Year for
Telecom Providers

Average revenue savings
from global fraud loss

Thank You

ribbon
INSIGHTS

