Restoring Public Trust in International Communications

An Industry Call to Action

The Loss of Public Trust

'The bad guys aren't just sitting still': Robocall scammers getting more sophisticated

KDKA NEWS

JUNE 6, 2022 / 5:57 PM / CBS PITTSBURGH
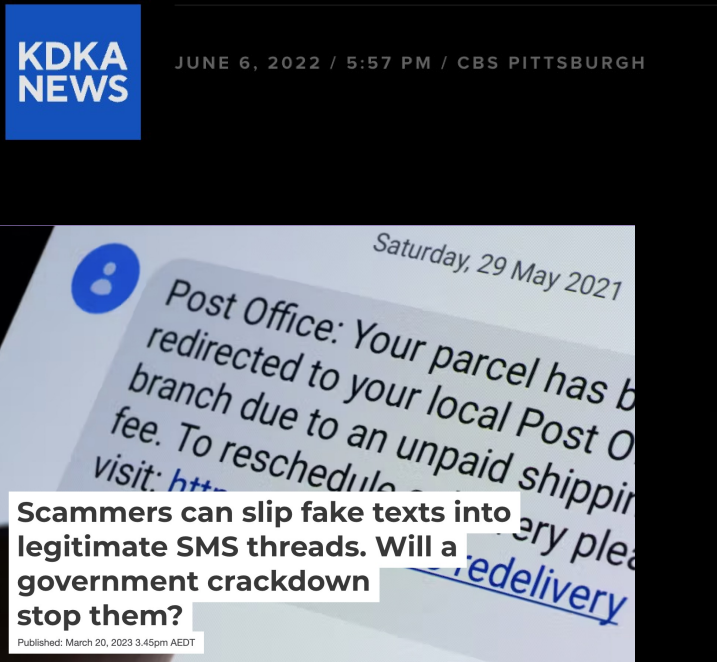
TECH

Consumers Don't Trust Phone Calls From Businesses. Here's How To Restore Their Faith.

Saturday, 29 May 2021

Post Office: Your parcel has b redirected to your local Post O branch due to an unpaid shippin fee. To reschedule very plea visit: htt redelivery

Scammers can slip fake texts into legitimate SMS threads. Will a government crackdown stop them?
Published: March 20, 2023 3.45pm AEDT

PRIVACY

The Robocalls Problem Is So Bad That the FCC Actually Did Something

A cybersecurity expert explains how we might learn to trust our phones again

Phone scams are 'exploding' and costing vulnerable Australians millions, new data shows

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Spamming, spoofing, robocalling...

Unwanted and Illegal communications triggering global crisis

Facing the Challenge of our Time

- Consumers and businesses are affected

- National Regulatory Authorities (NRAs) step in to protect the public

- Multiple, uncoordinated regulations imposed on International Carriers

- Chaos and confusion : costly to implement, not always efficient : slow adoption, questionable efficiency

A Paradigm Shift is required

This is not
"Yet another Code of Conduct"
to fight fraud

This is not a problem the Industry can fix on its own – and this is NEW

NRAs are calling the shots, can't fix the problem on their own

New level of collaboration not only within the Industry, but also with and amongst NRAs

A Global, Inclusive, Coordinated Response

Objectives

Initially focused on International Voice

1. Reduce spoofing, spamming, and all forms of unwanted, illegal communications

2. Restore Trust in Voice Services and CLI

3. Enable trusted calls with trust identifiers and rich calling data (new service enablement)

4. Enable a voice and messaging convergence (for both national and international traffic)

**And,
if we don't
do this…**

Everyone is on their own, with complexity, cost, and compliance burden

NRAs use domestic approaches to address a global problem, limiting efficiency and carrier adoption

Enterprise and general public are directly impacted

Revenue opportunities will continue to be lost

Key Goals and Solution Tracks

1 Addressing current Industry stakeholders' and NRAs' concerns

  ○ CLI Validation

  ○ International Traffic Using National CLI (Roaming, Int. DID, Int. Call Center Outsource)

  ○ Trusted Trunks, Trusted Traffic

2 International Call Traceback

3 Trusted Calls with Branded Calling (Green Tick)

4 Convergence of Voice and Messaging

Co-developing Policy and Governance Models

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1

Unified Guidance & Solutions

Cleaning up the mess

- Standardized global guidance with industry viable solutions
- Start with international calls and messages with National CLI inbound to country

2

Self-Regulation Framework

- Common guidance and self-regulation package
- Level of compliance monitoring and enforcement
- May apply to entire traffic of approved carrier or approval on designated "trusted trunk(s)"
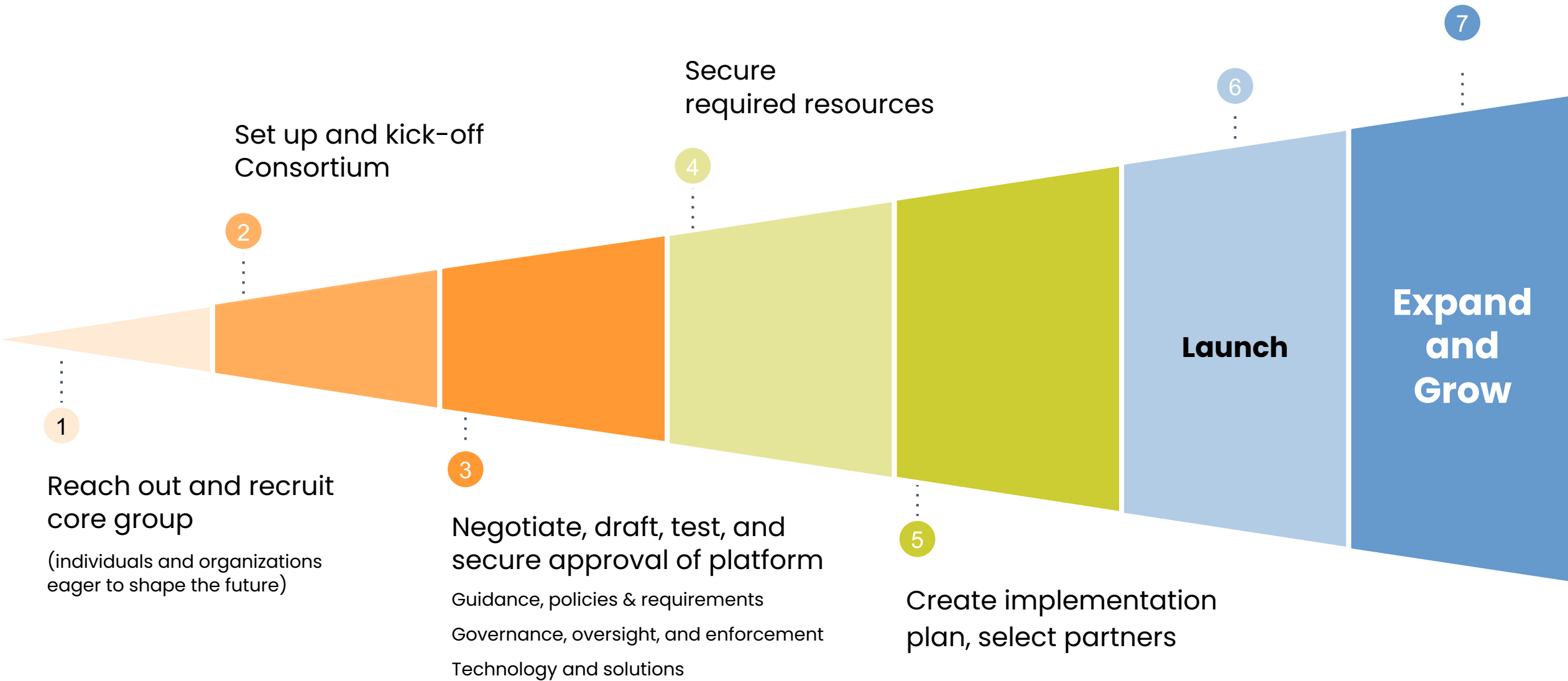
3

Joint Governance

- Joint activity between i3forum, NRAs, and industry stakeholders
- Option for compliance such as a "TSA Pre-Check." Calls and messages will have less checks and obligations

Cooperating to Enable Trusted Communications Across the Entire Ecosystem

Participating International Communications Service Providers	• Compliance grants "Trusted Partner" status, preferential treatment • Limit complexity vs. multiple solutions	**Participating NRAs**	• Secure unified, efficient and widely adopted solution • Simplified interactions and collaboration • Retain full authority
Industry Bodies	• Jointly manage self-regulation, enabler and watchdog	**Everyone** (Industry, consumers, businesses, and NRAs)	• Eradicate unwanted and illegal behavior • Enable Trusted Communications and its business potential ('Green Ticking')

What's Next?

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7 Expand and Grow

6 Launch

Secure required resources **4**

Set up and kick-off Consortium **2**

1
Reach out and recruit core group
(individuals and organizations eager to shape the future)

3
Negotiate, draft, test, and secure approval of platform
Guidance, policies & requirements
Governance, oversight, and enforcement
Technology and solutions

5
Create implementation plan, select partners

Join the program.
Invite your peers.

Philippe Millet
Founder & Chairman
i3forum
philippe.millet@i3forum.org

Christian Michaud
Executive Director
i3forum
christian.michaud@i3forum.org

i3forum.org

LinkedIn   i3forum

i3forum.org