

Cloud Numbers Uncovered: Bringing Clarity to a Rapidly Evolving Communications Landscape

3^d December 2025

Evolving Communications Landscape

1 Customer Transformation & Market Trends

- Accelerated transformation driven by **digitalization** and **globalization**
- **eCommerce boom** and growth of **B2C–C2B–B2B relationships** through online channels.
- Increasing demand for **value-added voice services**.

2 Global Solution Requirements

- Customers seek **global solutions** to serve internationally operating companies.
- Services like **Cloud Numbers** are key to delivering **excellent customer experience** in a hyperconnected world.

3 New Interaction Models – additional new cases

- Rise of customers requiring **end-to-end automated services via APIs and portals**.
- Demand for **global coverage**, both geographically and across traditional service use cases.

Regulatory compliance

all of the above need to be conforming to global, regional and national regulations as applicable

PURPOSE

Analyze critical aspects of **cloud communication through voice services**:

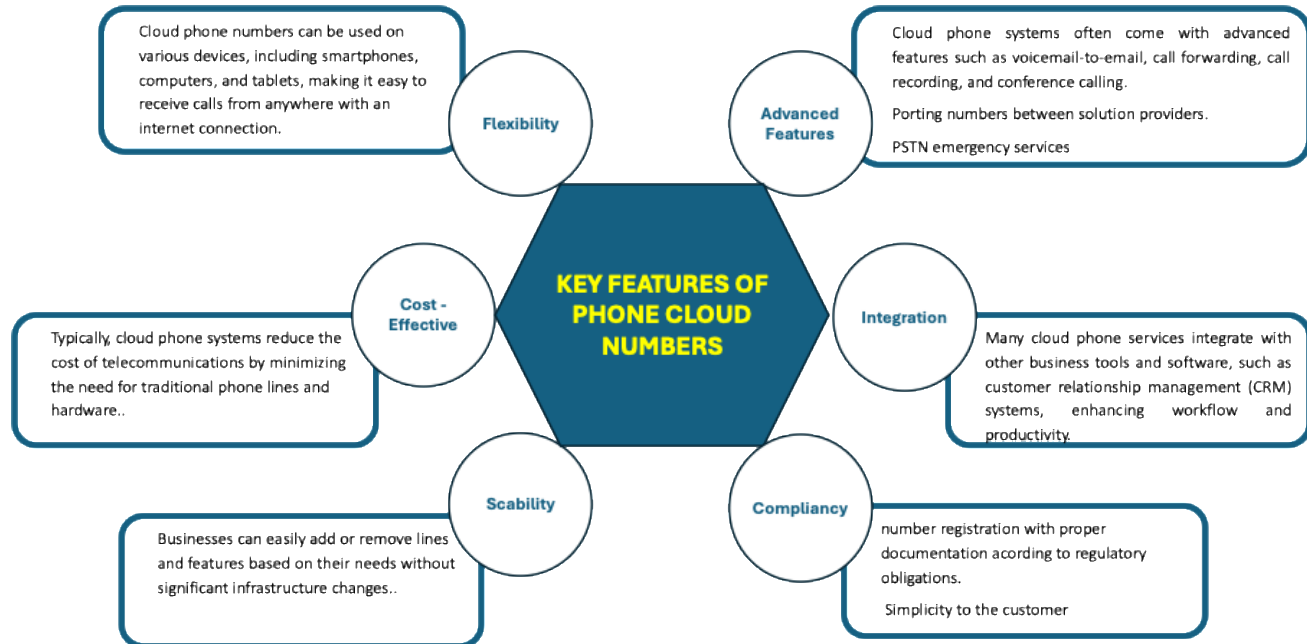
- **DIDs (Geo & Mobile)**
- **Shared Cost Numbers**
- **ITFS & UIFN Numbers**
- **PSTN full replacement**

...to address growing demand in a **digitized service ecosystem**.

What is considered Cloud numbers?

A virtual number that utilizes cloud-based technology to facilitate communication. Unlike traditional phone numbers tied to physical phone lines, cloud numbers are part of a Voice over Internet Protocol (VoIP) system, allowing users to make and receive calls over the internet.

Key features for the customer:



Cloud Communications Evolution (K)

Traditional Use-cases

- Contact center
- Corporate telephony
- Call center
- Conferencing platform
- Call forwarding

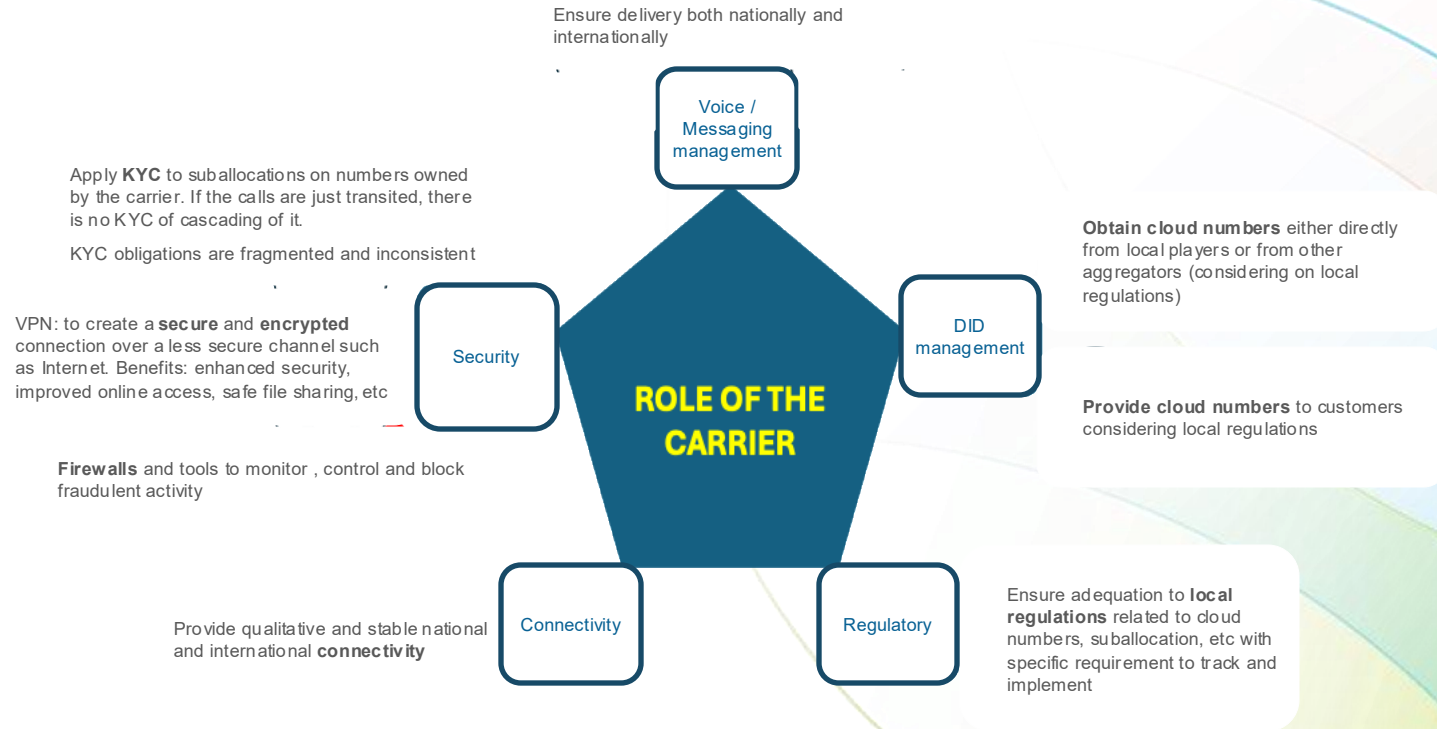
Platform Innovation

- Privacy Enhancement
- DIDs for remote device
- Click to call
- MO identification
- Calling app - OTT

Overview: Use-Cases from the customer perspective (end-user / business)



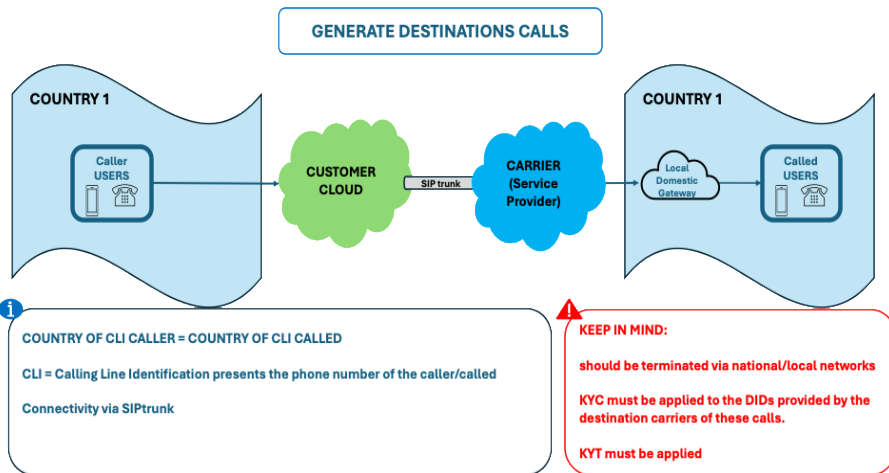
Role of the Carrier



Cloud Numbers – Communication Flow Diagram

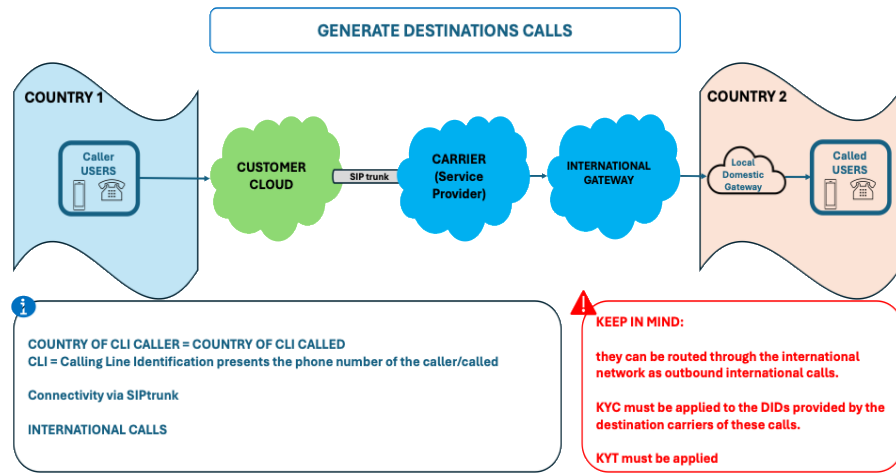
From/to National/local numbers

(CLI country nA= CLI country nB)= =>received from national/local networks.



From/to International numbers

- (CLI country nA different from CLI country nB), received from the local provider through the SIPTRUNK Interconexion.

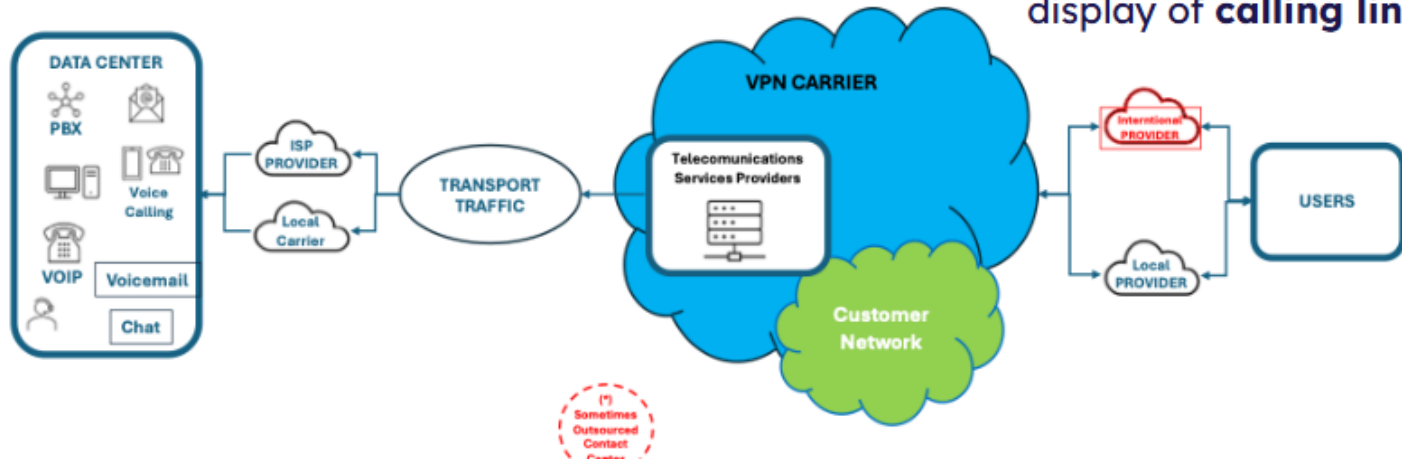


In all cases, KYC/KYT must be applied, if DiDs have been provided by the carrier.
Working point is what should the KYC contain for these cases.

Cloud Contact Center

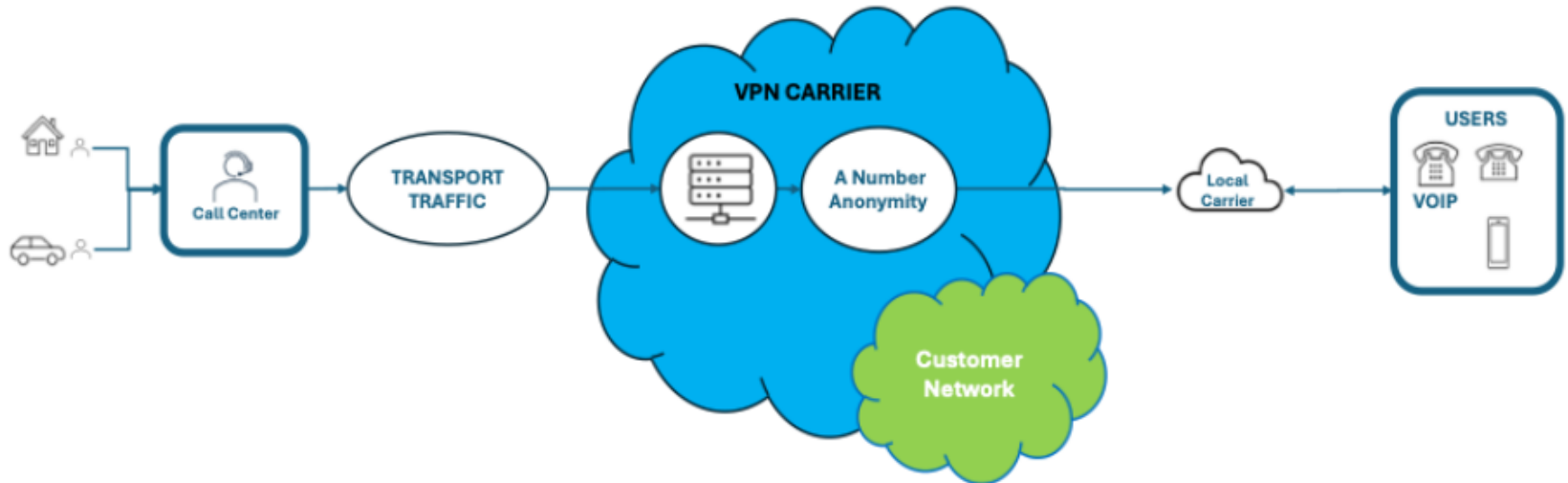
- A Contact Center in the cloud is a **system** that is accessed through the Internet and from which all the **company's communication channels** with customers (Omnichannel - voice, chat, email) are **managed**.

- Some of these contact centers may be **outsourced**, being operated by third-party providers and may not even be located in the same country as the company they represent.
- Using local numbers from the customer's region, **PAI (P-Asserted-Identity)** and from headers in **SIP signaling** will differ to maintain compliance and ensure proper display of **calling line identification**.



Privacy Enhancement

- Service requiring a pool of numbers to **mask** caller identification and preserve end-user privacy
- Identity mask is **widely used by platforms** that facilitate communication between users (e.g., users and service providers) without exposing their personal phone numbers. The service acts as an **intermediary**, ensuring that both parties can communicate while their real phone numbers remain hidden.



TAKE AWAYS

Cloud Communications enable the ever-growing global **digital services** market, benefiting all stakeholders, including end-users

Providing Cloud Numbers to allow for Cloud Communications requires, amongst other things, thorough **compliance** with local regulations.

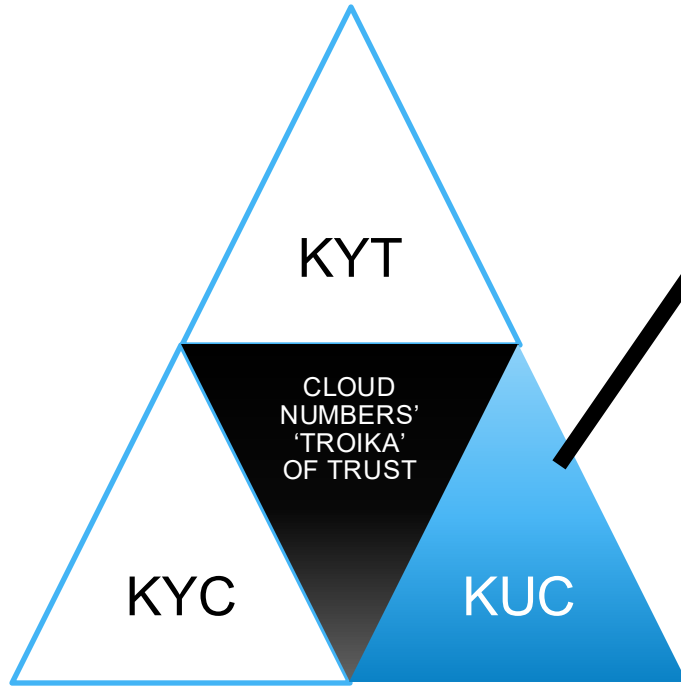
When using Cloud Numbers where

- country number A = to country number B (**national** call), the calls are terminated via local networks, which are **trusted routes**
- country number A *different* to country number B (**international** call), the calls are terminated via international networks where **trust mechanisms** need to be deployed (KYC, due diligence, monitoring, etc)

KYT and KYC are an integral part of Cloud numbers usage:

- Contribute to creating **transparency** and clarifying **accountability** on the usage of Cloud Numbers and the use-cases enabled by these
- Allow for a **preventive mitigation of potential risks** linked to the enterprises using the Numbers or the use-cases themselves





Know thy
Use Case

i3Forum Cloud numbers and Inbound Work Group

Create harmonized understanding about
USE CASE

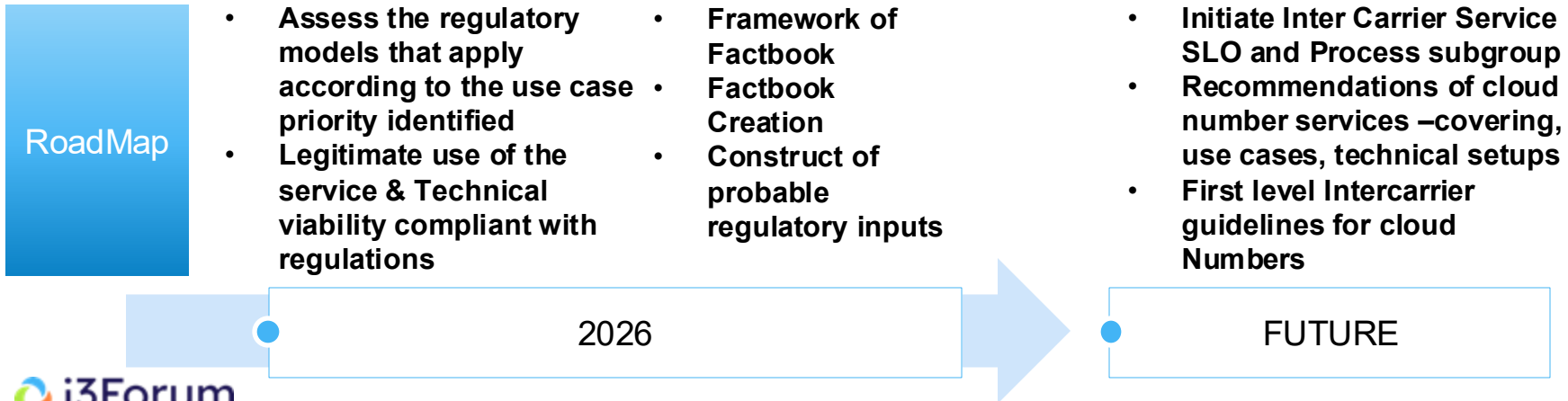
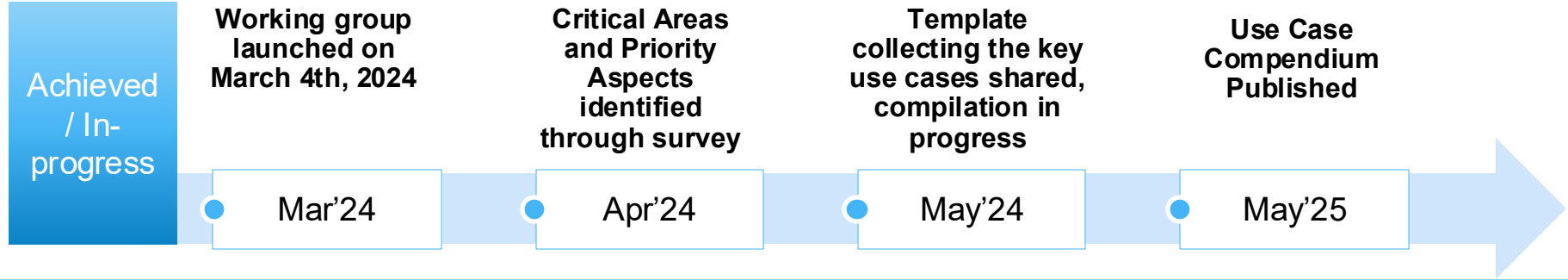
To Do

1. Market trends, Risks / opportunities, Evolution of the demand
2. Regulatory issues per geography/country to take into consideration.
3. Technical aspects and standards
4. Process evolution including porting processes
5. Feed other Workgroups and other Industry forums

To deliver

1. Evolved and harmonized understanding of various use cases and traffic flows – generally acceptable principles of use.
2. Factbook Inventory related to Cloud numbers and Inbound calls worldwide.
3. Recommendations for ensuring genuine use of cloud numbers

Thus far and beyond





Thank You