

product brochure

## TruReach Intel

restore trust in communications



### the wild west of telecom

Americans were inundated with more than 58 billion robocalls in 2019,<sup>1</sup> plus 4.5 billion spam text messages.<sup>2</sup> No wonder consumers let 76 percent of calls from unfamiliar/unidentified numbers drop into voice mail,<sup>3</sup> or that the FTC received over 93,000 complaints about SMS phishing and other unwanted text messages.<sup>4</sup>

SMS spam and illegal robocalls create big, expensive problems for service providers and their enterprise customers. The FCC says service providers spend over \$10 fielding each customer complaint about illegal robocalls.<sup>5</sup> At schools, doctor's offices and other legitimate businesses, employees waste hours of productivity playing phone and message tag with people wary of unfamiliar numbers.

### protect consumers and your bottom line

To help service providers and their enterprise customers overcome these challenges, iconectiv® developed TruReach™ Intel. Part of its robust TruReach Platform, this software-as-a-service (SaaS) solution provides legitimate brands and the service providers that support them with a streamlined, straightforward way to register business phone numbers,



SMS short codes and RCS chatbots, get them independently validated and then have that information distributed to service providers. Consumers benefit because they can trust the information displayed, so they no longer fall victim to fraud or waste time responding to unsolicited calls and messages.

Instead of having to work directly with dozens of service providers, businesses simply register once with iconectiv TruReach Intel. It gives service providers a single, centralized resource for verified information, backed by iconectiv, a brand they've trusted for decades. That saves time and money for everyone by eliminating duplicate processes.

<sup>1</sup> <https://www.usatoday.com/story/tech/2020/01/15/robocalls-americans-got-58-5-billion-2019/4476018002>

<sup>2</sup> <https://www.robokiller.com/blog/spam-text>

<sup>3</sup> <https://bgr.com/2019/01/29/smartphone-usage-statistics-new-data>

<sup>4</sup> <https://www.consumerreports.org/scams-fraud/smishing-silly-word-serious-fraud>

<sup>5</sup> <https://www.fcc.gov/news-events/blog/2019/06/05/beatng-back-unwanted-robocalls>

# TruReach Intel

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## TruReach Intel gives enterprises, aggregators, content providers and application developers a streamlined process to:

- Register short codes, toll-free numbers, 10-digit numbers and chatbots in a centralized, omni-channel database
- Have their business information independently validated using an industry-leading enterprise data verification service
- Distribute their verified information to dozens of service providers serving millions of consumers
- Help ensure that service providers' call-blocking and analytic engines do not inadvertently block their voice and messaging traffic
- Enable verified information to be presented so that consumers can make informed decisions about whether to answer

## TruReach Intel gives service providers a convenient, one-stop resource to:

- Verify the identity of the business sending the calls, text messages or operating the chatbots
- Verify traffic from legitimate businesses, even when it originates from multiple domestic service providers
- Streamline back-end processes for anti-fraud initiatives
- Further optimize performance by blocking illegal robocalls, SMS spam and other network-congesting traffic
- Enhance their proactive response to fraud and spam for increased protection to their brand, their customers and their bottom line



## trusted information from a trusted partner

TruReach Intel also is available on a white-label basis for those that want a single registration point for voice, text or data channels, all backed by iconectiv's expertise and global reputation.

TruReach Intel is part of the TruReach platform, a suite of four solutions that verifies information for voice calls, SMS and RCS. The TruReach platform gives service providers and legitimate businesses a convenient, streamlined and intelligent set of resources to manage all of the components necessary to ensure trust in communications. This comprehensive design makes the TruReach platform ideal for helping business customers maximize the reach and response of their omni-channel initiatives.

### about iconectiv

Your business and your customers need to confidently access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services, digital identity and numbering intelligence helps you do just that. In fact, more than 5K customers rely on our data exchange platforms each day to keep their networks, devices and applications connected and 2B consumers and businesses protected. Our cloud-based information as a service network and operations management and numbering solutions span trusted communications, digital identity management and fraud prevention. For more information, visit [www.iconectiv.com](http://www.iconectiv.com). Follow us on X and LinkedIn.

### make the connection.

You can trust the numbering experts at iconectiv to deliver authoritative data direct to your desktop. Let us help improve the efficiency of your business and help you make better business decisions. Ask how TruNumber Finder can help support your business:

Contact +1 732.699.6800 or mail [sales@iconectiv.com](mailto:sales@iconectiv.com)