BCID™ Overview

Branded Calling ID™

Overview: What makes BCID different?
The BCID ecosystem

Open, transparent, and trusted ecosystem

Standards-based Rich Call Data (RCD) solution that incorporates end-to-end security by design

Detailed and rigorous vetting & validation of enterprise data

Multiple roles performed by participating BCID Authorized Partners

Common BCID terms & conditions and adherence to industry best practices that are subject to compliance reviews

Branded
Calling ID

BCID Promise

To be the most secure and trusted branded calling ID ecosystem for enterprises

Enterprises

BCID Authorized Partners provide a simple and transparent "on-ramp" to send cross-carrier branded calls to their customers through a trusted and secure industry ecosystem
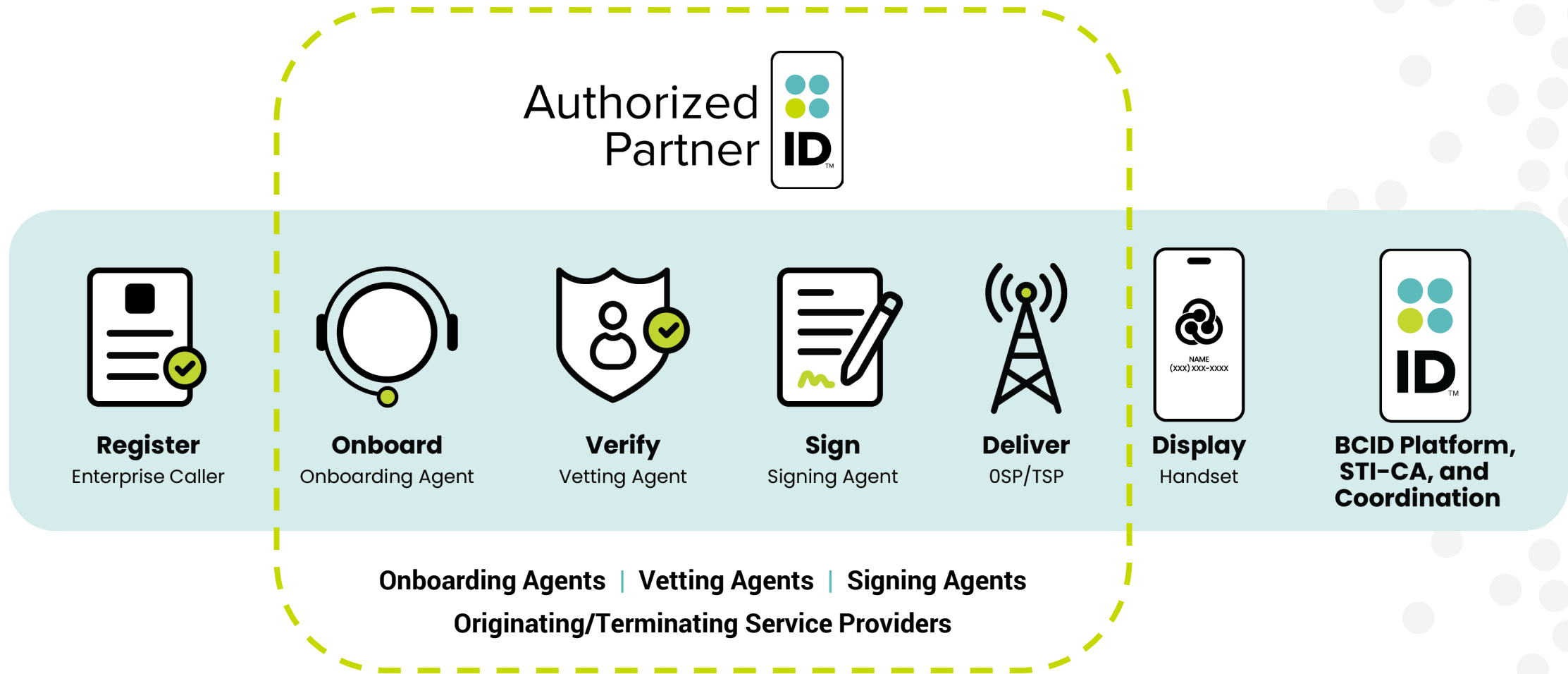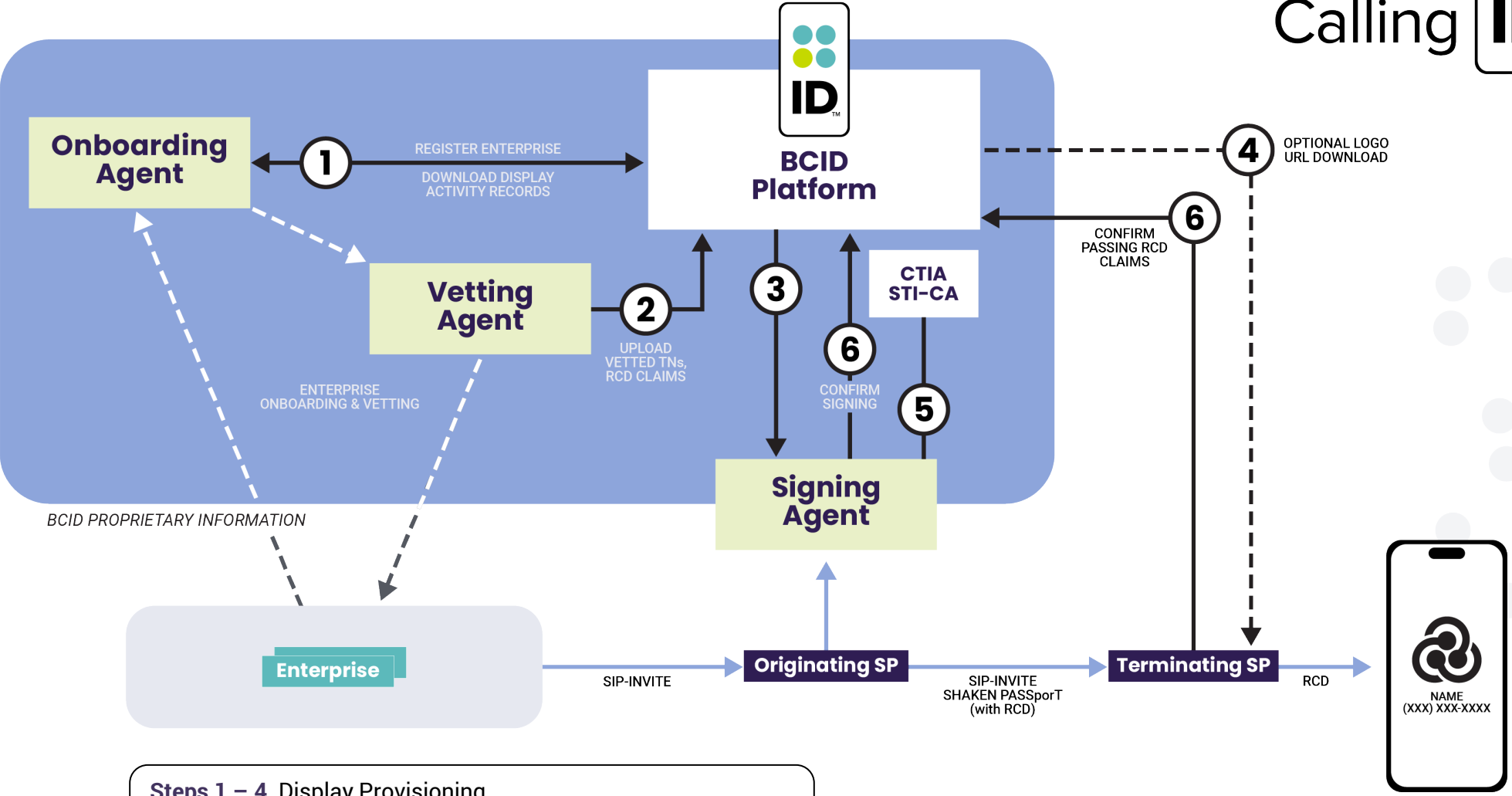
Carriers + Agents

BCID offers a ubiquitous, secure platform to facilitate delivery and settlement of branded calls

Call Recipients

BCID supports the delivery of verified branded calls that undergo vetting and validation to restore consumer trust in voice

Branded Calling ID

BCID Ecosystem

Authorized Partner ID™

Register	Onboard	Verify	Sign	Deliver	Display	BCID Platform, STI-CA, and Coordination
Enterprise Caller	Onboarding Agent	Vetting Agent	Signing Agent	OSP/TSP	Handset	

Onboarding Agents | Vetting Agents | Signing Agents
Originating/Terminating Service Providers

Branded Calling ID

Branded Calling ID™

Onboarding Agent

① REGISTER ENTERPRISE
DOWNLOAD DISPLAY
ACTIVITY RECORDS

BCID Platform

④ OPTIONAL LOGO
URL DOWNLOAD

⑥ CONFIRM
PASSING RCD
CLAIMS

Vetting Agent

② UPLOAD
VETTED TNs,
RCD CLAIMS

③

CTIA STI-CA

⑥ CONFIRM
SIGNING

⑤

ENTERPRISE
ONBOARDING & VETTING

Signing Agent

BCID PROPRIETARY INFORMATION

Enterprise

SIP-INVITE → **Originating SP** → SIP-INVITE
SHAKEN PASSporT
(with RCD) → **Terminating SP** → RCD

NAME
(XXX) XXX-XXXX

Steps 1 – 4 Display Provisioning
Step 5 Certificate Creation
Step 6 Confirm Signing (OSP) and Passing (TSP) RCD Claims

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Branded Calling ID

Getting Started
For enterprises ready to deliver the most secure Branded Calling ID

CTIA
+1 (202) 736-3880 ✅

ctia

Returning Your Call

Accept   Decline

Brands

Trusted Ecosystem

Onboarding Agents

Vetting Agents

Signing Agents

Network Operators

LEARN MORE

OPTIONS

- Contact a BCID Authorized Partner

- Consult with your current telecom or call center team to identify your BCID Authorized Partner

- Reach out to your network service provider(s)

- Contact BCID customer support info@BrandedCallingID.com

- Visit BrandedCallingID.com

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BrandedCallingID.com