

BCID™ Overview

2025



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Industry-led branded calling ID, BCID™

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Branded Calling Consumer Dynamics

Consumer trust in voice calling has eroded due to increase in spam and scam callers.

78%

**Consumers
said they
stopped
answering
unknown
telephone
numbers**

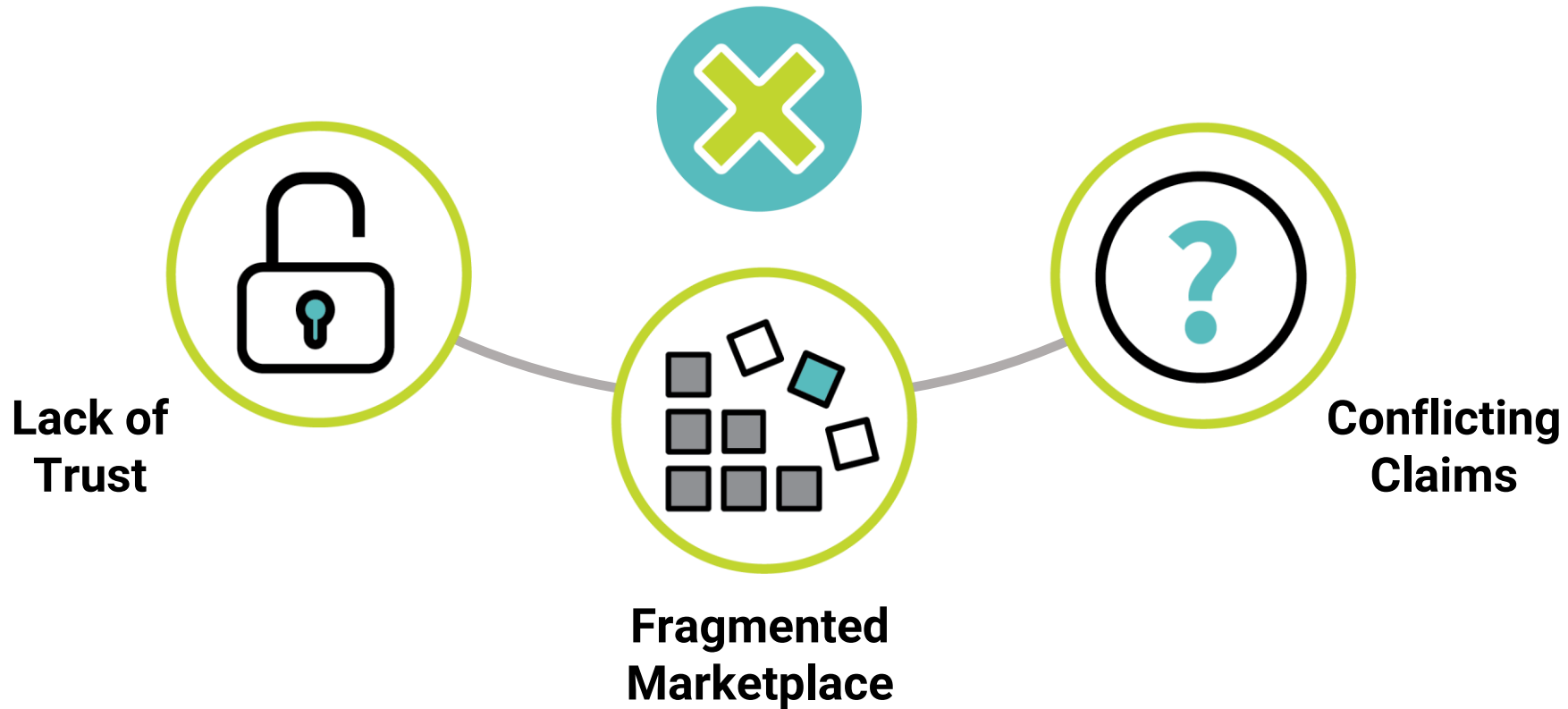
**Consumers
said they would
answer a call if
they received
indicators such
as **name, logo,
or call reason****

75%

Branded Calling Market Dynamics

There are 33M US businesses looking to improve customer contact rates.

These businesses lack a secure, interoperable, cost-effective solution to improve consumer answer rates.



Branded Calling ID Vision

Restoring Trust In Voice Calls

INDUSTRY-LED | STANDARDS-BASED | ONE-STOP SOLUTION



BCID Overview – Live Since October 2024

The BCID ecosystem



Open, transparent, and trusted ecosystem

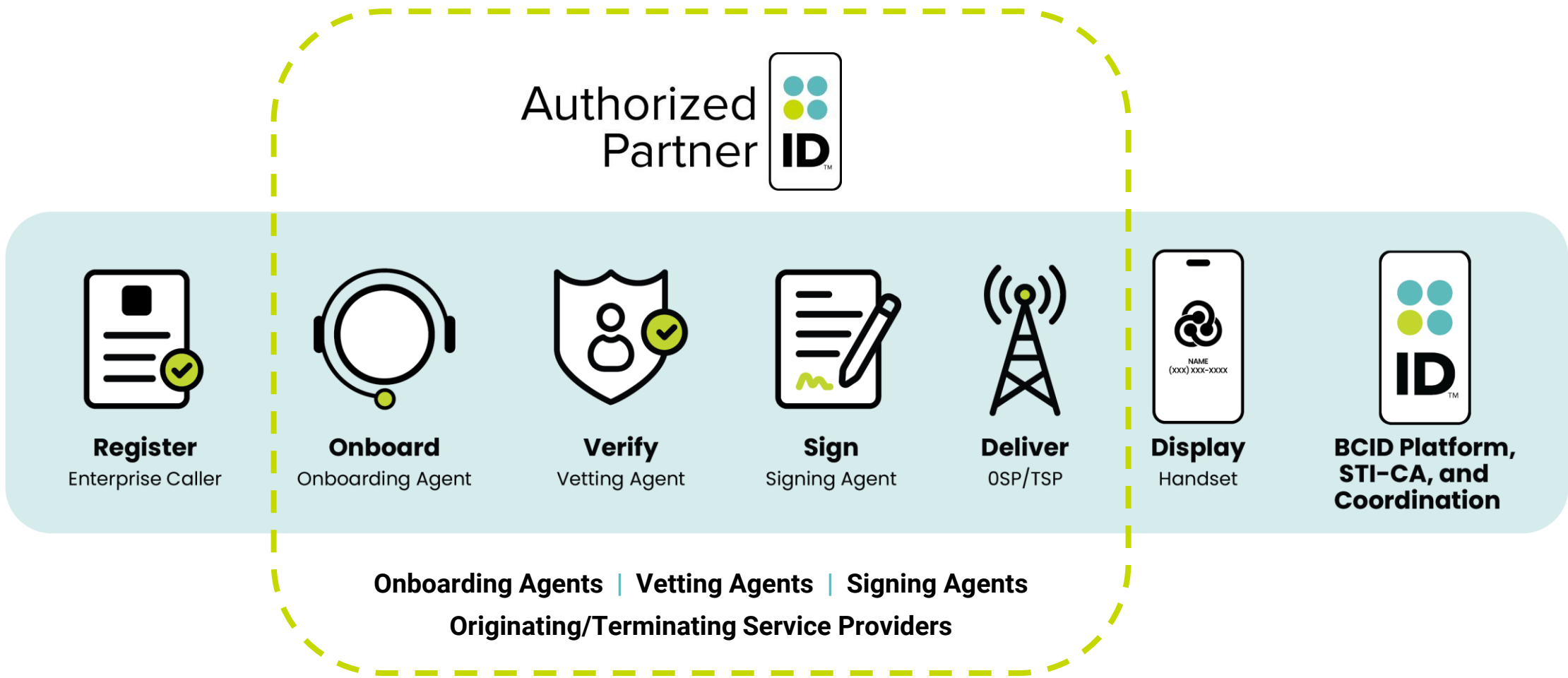
Standards-based Rich Call Data (RCD) solution that incorporates end-to-end security by design

Detailed and rigorous vetting & validation of enterprise data

Multiple roles performed by participating BCID Authorized Partners

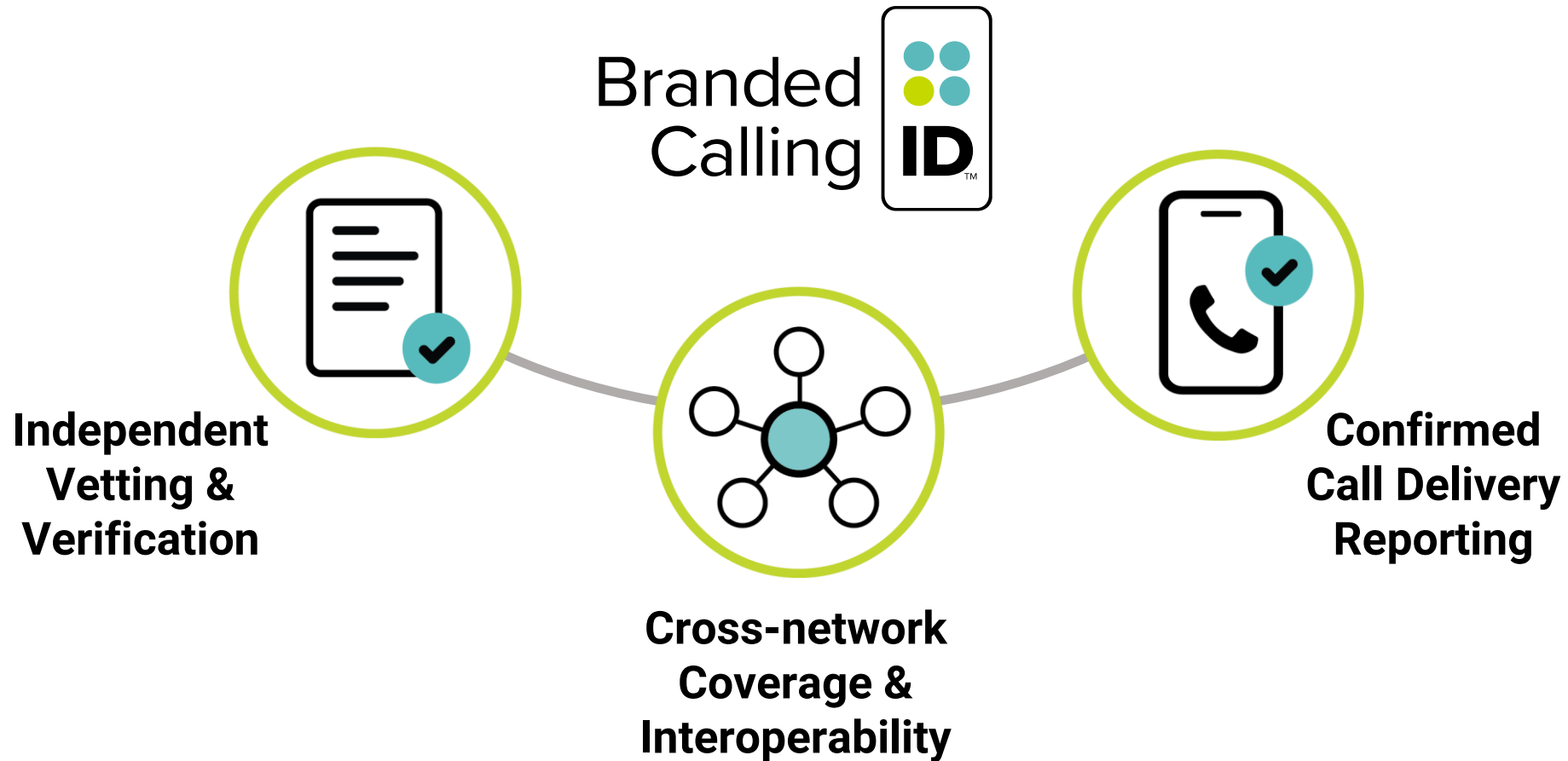
Common BCID terms & conditions and adherence to industry best practices that are subject to compliance reviews

BCID Ecosystem



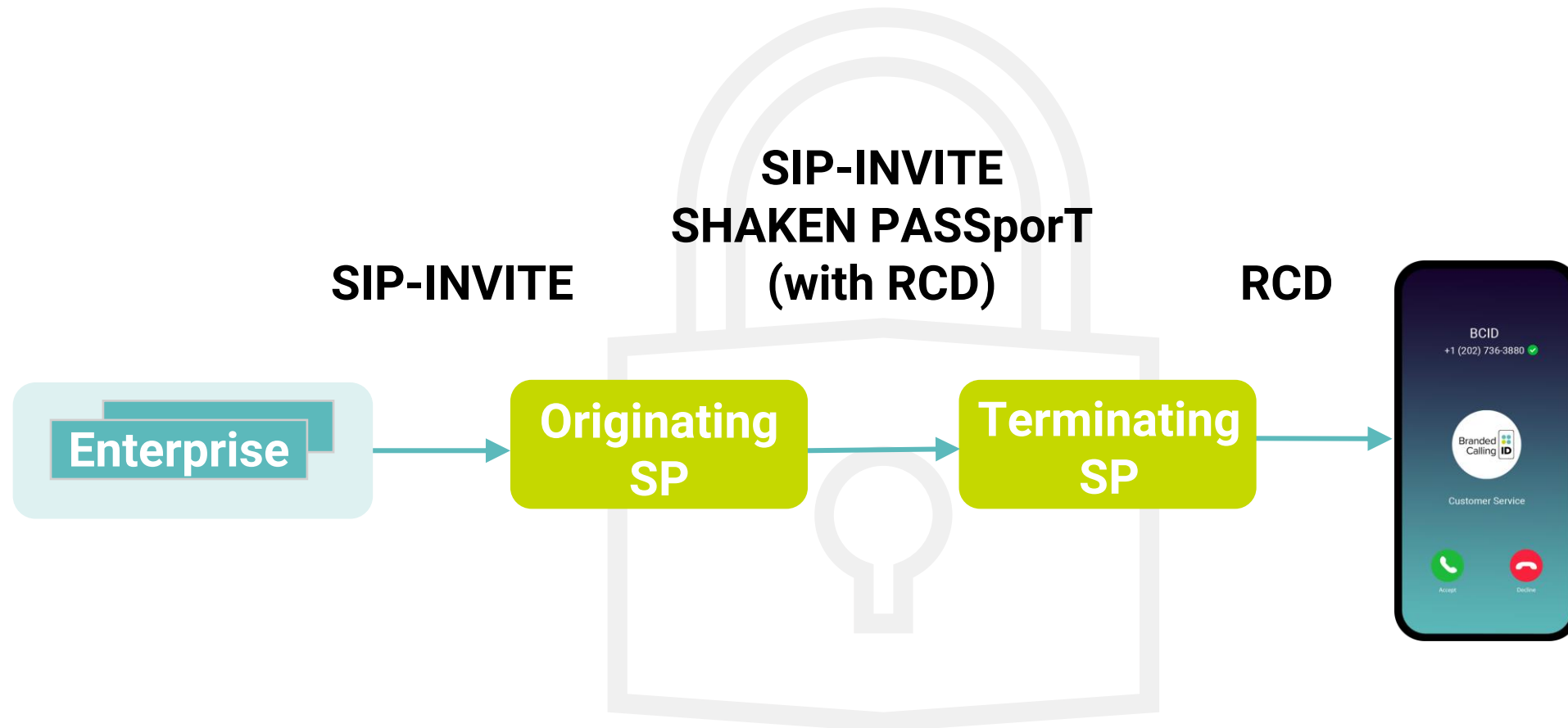
What makes BCID different?

BCID is the most secure, scalable, and interoperable solution to help enterprises engage their customers confidently and securely, saving time and money, while increasing consumer trust and engagement.



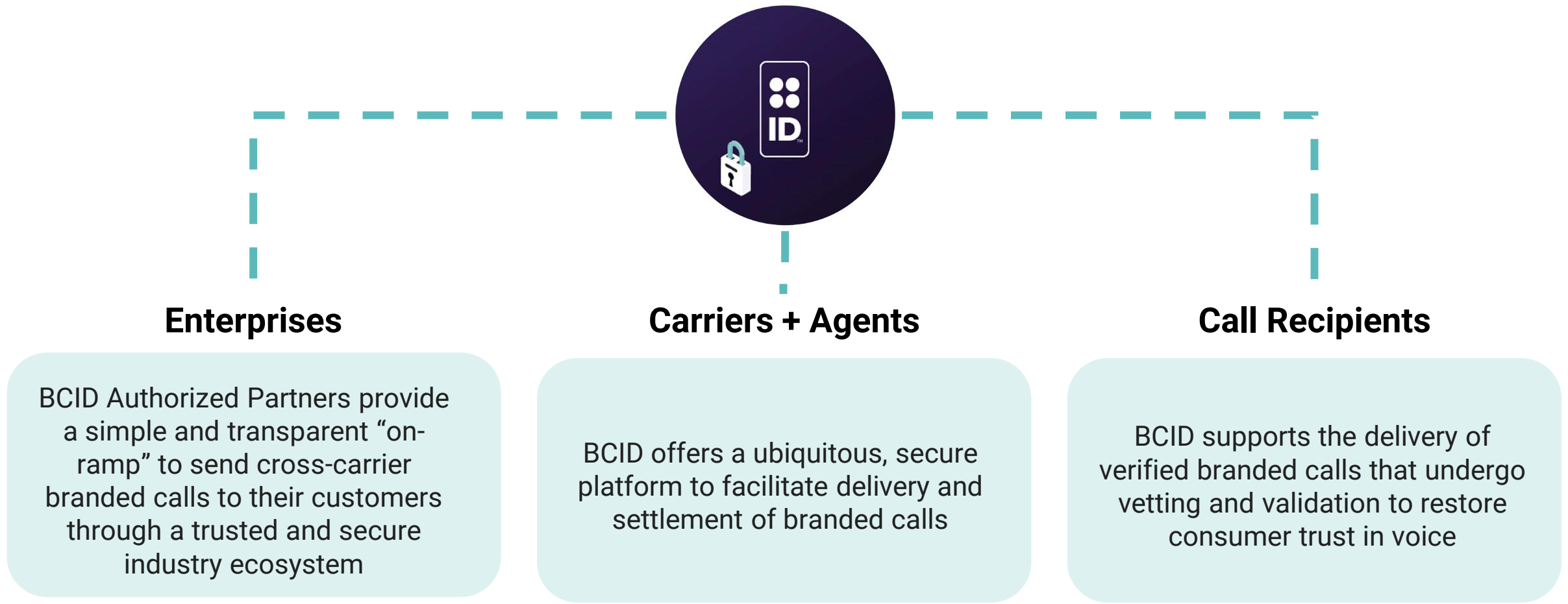
BCID is Secure by Design

- Separating display from the call creates the opportunity for spoofing
- **In-Band conveyance of RCD PASSporT eliminates risk of spoofing**

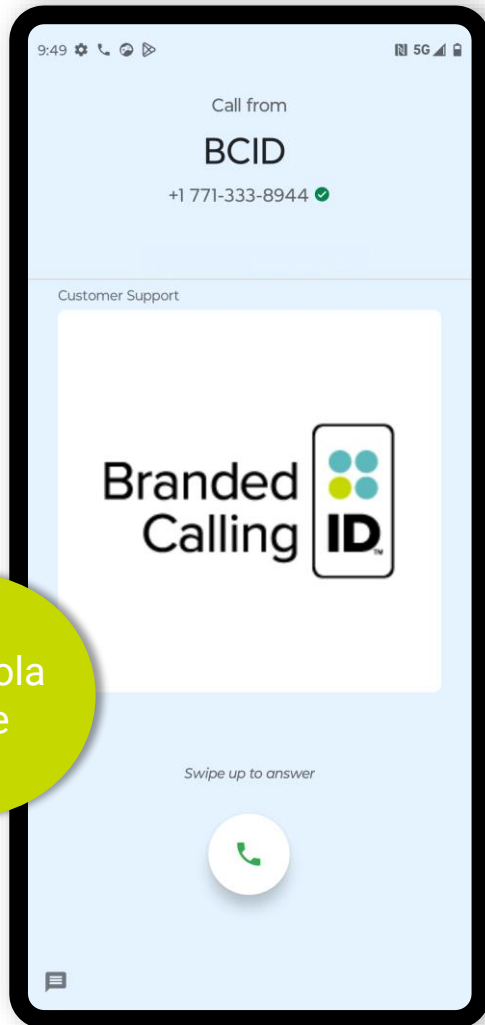


BCID Promise

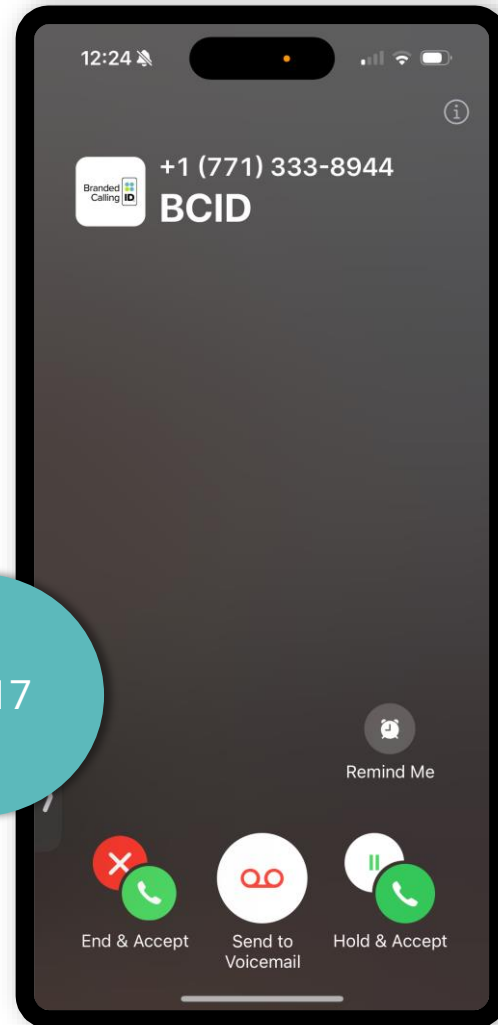
To be the most secure and trusted Branded Calling ID ecosystem for enterprises



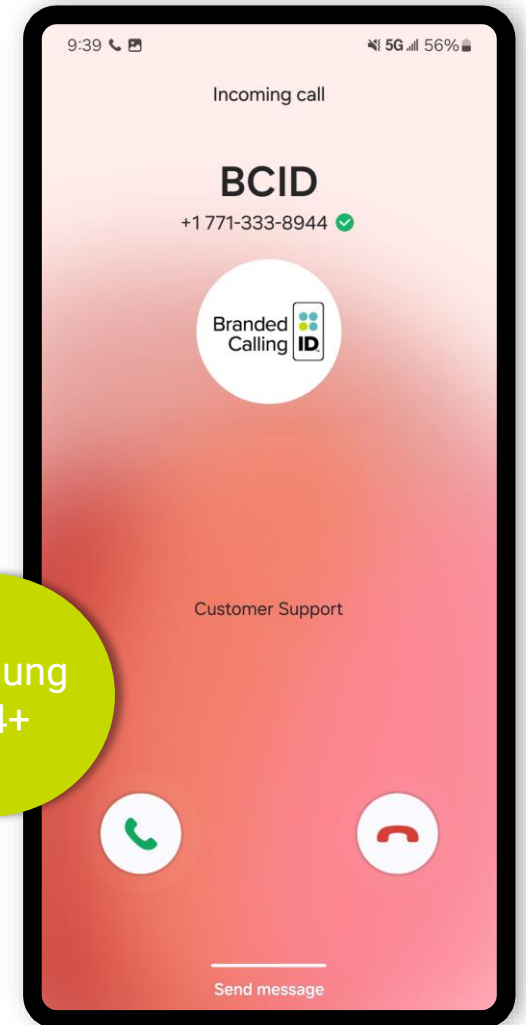
Display Examples



Motorola
Edge

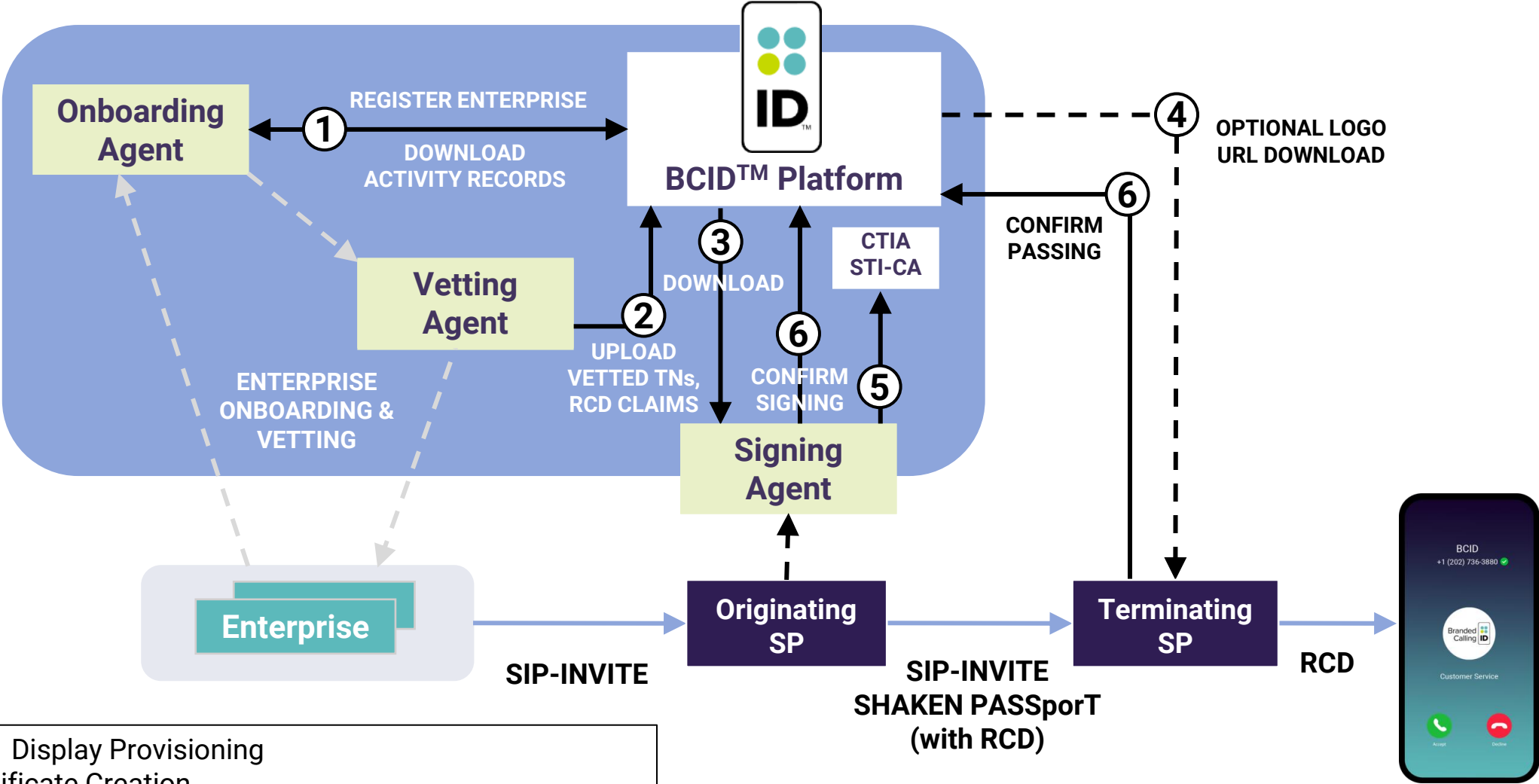


iOS 17



Samsung
S24+

BCID Architecture Diagram

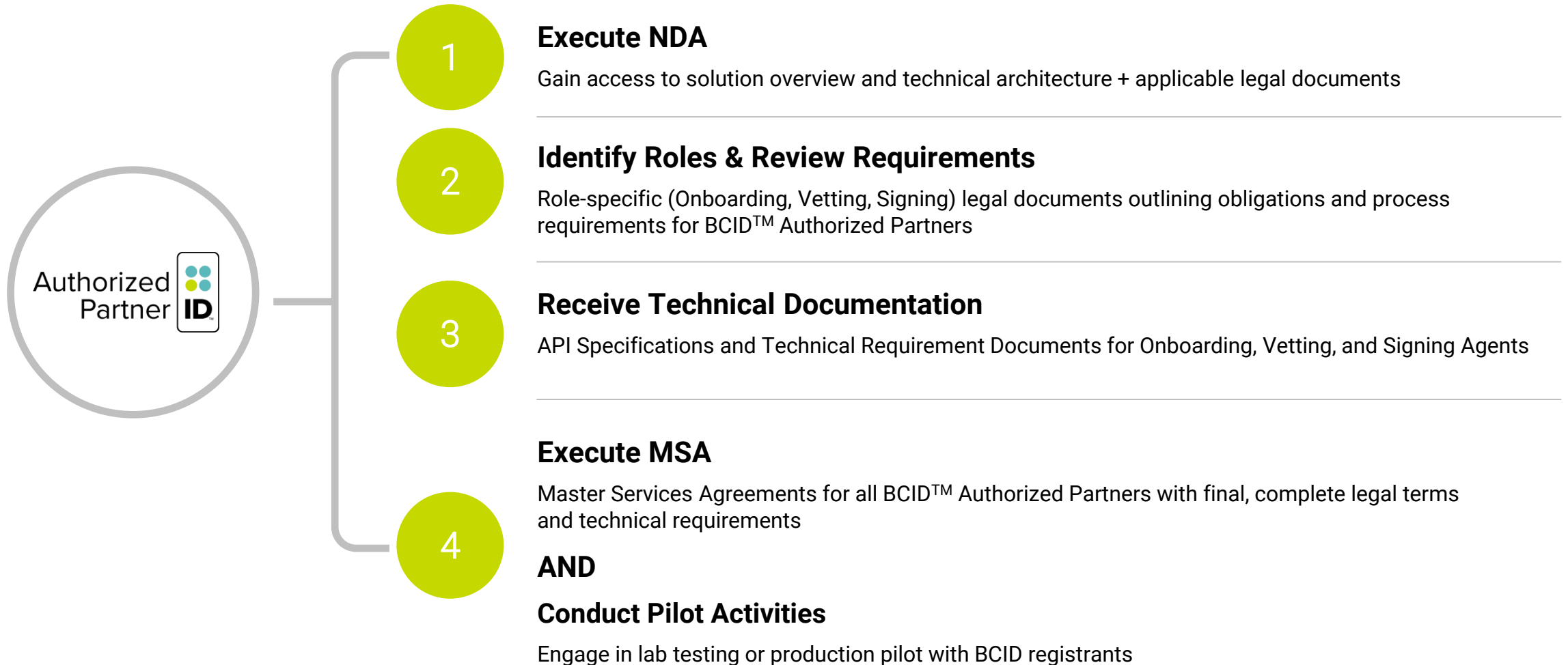


- Steps 1 – 4** Display Provisioning

Step 5 Certificate Creation

Step 6 Confirm Signing (OSP) and Passing (TSP) RCD Claims

BCID Ecosystem Participation Checklist



Getting Started

Contact an Authorized Partner or reach out to BCID directly through one of the below channels to begin the BCID onboarding process today.

Submit an inquiry

<https://brandedcallingid.com/contact-us/>

Send e-mail

Info@BrandedCallingID.com

