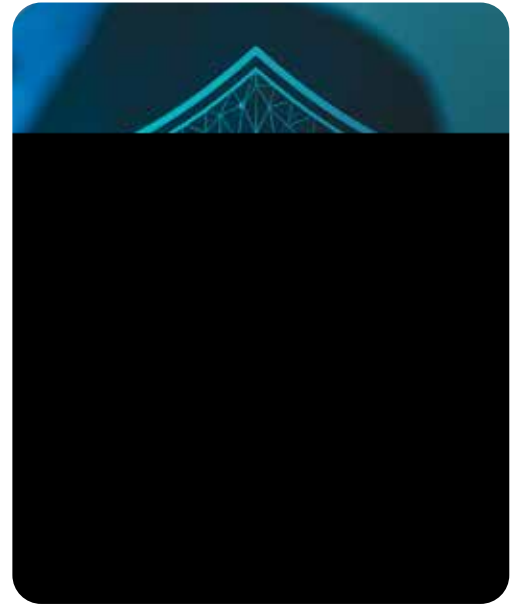# TNS Enterprise Authentication Services

Restore Trust and Help Protect Your Brand from Call Spoofing

TNS Enterprise Authentication leverages call verification APIs to ensure only legitimate, verified calls are delivered with branding to the end recipient.
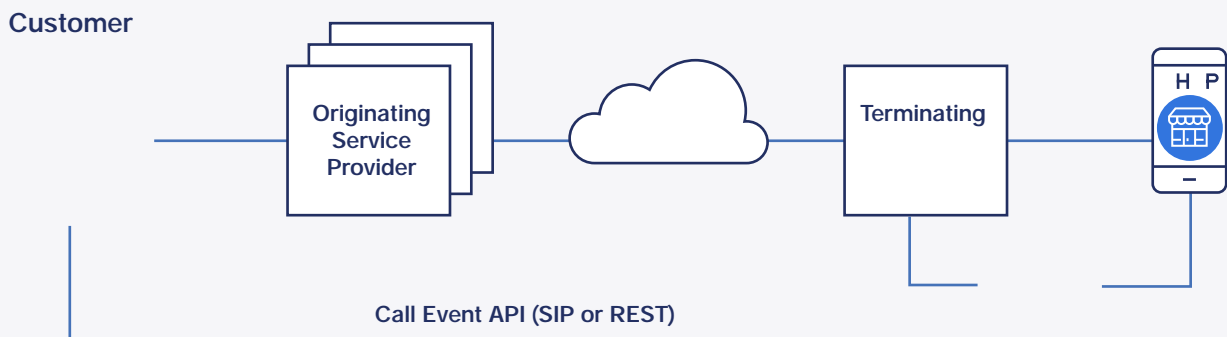
It's part of the award-winning Enterprise Product suite, providing enterprises and businesses the confidence that their branded calls will not be spoofed.

The Benefits of Enterprise Authentication

TNS Enterprise Branded Calling provides brand information on outgoing calls, such as company name, logo and reason for calling. When Enterprise Authentication is coupled with TNS Enterprise Branded Calling, businesses can have greater certainty that only their verified calls are branded, and spoofing of legitimate enterprise telephone numbers is prevented.

Call Verification - Call Event API

Customer

Originating Service Provider — Terminating — H P

Call Event API (SIP or REST)

Call Verification method:

Out-of-band Call Event API - the customer can use the TNS Call Event API to notify TNS that a call is "in progress" allowing the branded call to be verified.

Features and Benefits of Enterprise Authentication

Ensures only verified calls get the full enterprise branded call treatment by leveraging TNS' unique out-of-band Call Event API.

Marks unverified calls as potential spam to warn customers.

Restore trust in your calls by identifying bad actors attempting to spoof your calls.

Helps Improve answer rates as customers have greater confidence to engage with enterprises on the telephone.

Helps increase contact rates and enhance engagement, thereby boosting conversion rates and improving call durations.

Helps **D**e**crease** customer complaints and fraud claims related to spoofed calls.

Leverages the latest cutting-edge branding technology.

Protects your brand reputation by delivering only verified calls with your name and logo.

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