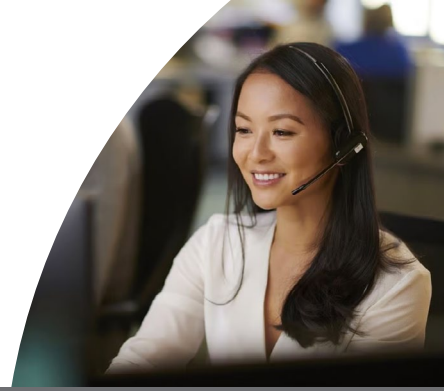




Case Study: Ribbon Call Trust and Analytics

Global Financial Services Company Combats Malicious Voice Attacks



Vertical: Financial Services

Region: Global

Solution: Ribbon Call Trust, Analytics, and Ribbon Application Management Platform (RAMP)

Problem

The contact center at a global financial and retirement planning company was facing serious issues from Telephony Denial of Service (TDoS) attacks and nuisance/robocalls. These attacks disrupted their business operations and posed a potential threat to the security of their customer's data. Nuisance calls tie up resources and reduce a contact center's capacity, meaning that customers are kept waiting, instead of reaching an account manager. Customers don't like to wait so it's no surprise that the organization was concerned that these attacks could ultimately damage the company's brand and reputation.

The situation was further aggravated by the fact that these attacks were constantly evolving, making it difficult for the company to keep up with the evolving threats. With global operations, the company desired a scalable cloud-based solution that could easily be deployed across all its locations and constantly updated.

Solution

As the customer's preferred communications solution provider, Ribbon stepped in to address the financial services company's nuisance call issues. Ribbon already works with some of the largest financial institutions in the world, so the Ribbon team was familiar with the challenge. Ribbon's heritage delivering communications security solutions to service providers made it ideally suited to deal with financial services companies that needs 99.999% uptime across global deployments.

Problem: TDoS attacks and nuisance calls tying up their Contact Center

Solution: Ribbon Call Trust, Analytics, Identity Hub, and RAMP

Resolution: Reduced malicious attacks to Contact Center, improving business operations

Ribbon already had its Session Border Controllers (SBCs) and centralized routing server (PSX) deployed. It layered its Call Trust solution on top to monitor traffic coming in and out of the organization. Ribbon's Analytics platform is part of that Call Trust solution, it spots patterns like the same phone number calling over and over.

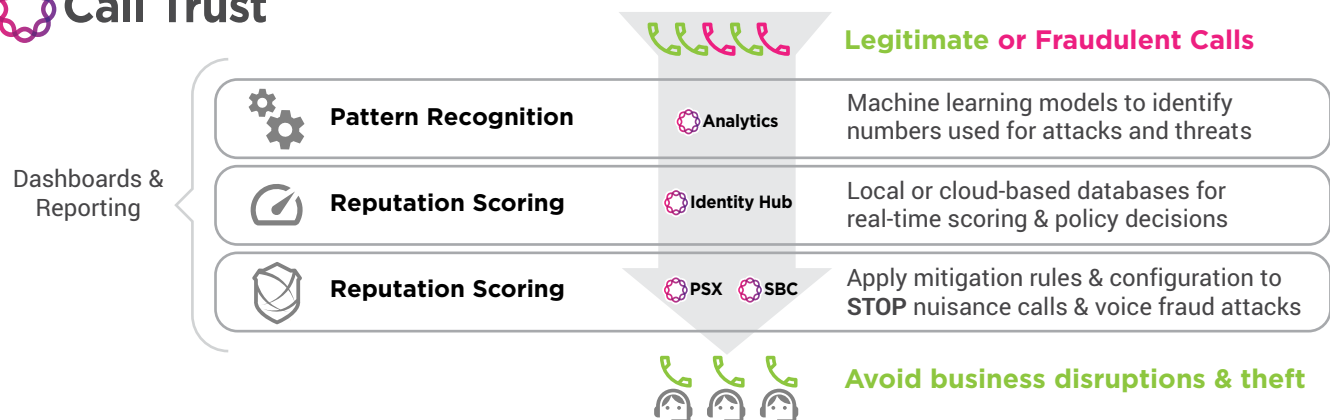
As part of the Call Trust solution, Ribbon also deployed its cloud-based reputation scoring services, Ribbon Identity Hub. The Identity Hub services provide real-time feedback on the legitimacy of the phone number.

With Ribbon's Call Trust technology, the customer can effectively mitigate TDoS attacks, nuisance calls, and other malicious activities aimed at disrupting their business operations. Ribbon's cloud-based solution enabled easy deployment across the customer's global operations while ensuring regular updates to keep up with the latest threats.

Ribbon's collaboration with this financial service company has safeguarded business processes, enhanced customer trust, and – ultimately boosted overall productivity.

Don't let voice threats hold your business back. Choose Ribbon for reliable, cutting-edge security solutions that protect your customers and your reputation.

Call Trust



Call Trust

Ribbon Call Trust is a powerful solution that effectively harnesses the power of multiple elements of a Ribbon solutions to address the threat of nuisance calls, Denial of Service attacks, and fraud. It can accurately determine the identity, intent, and reputation of incoming callers in real-time.

Call Trust allows businesses to distinguish between malicious and legitimate sources so that employees and Contact Center Agents are spending their time with customers not crooks.

Identity Hub

Ribbon Identity Hub is the cloud-native Software as a Service (SaaS) piece of Call Trust that delivers real time reputation scoring for each phone call. It's not just one static database, it uses multiple sources to look at the risk profile of every call.

Identity Hub is designed as an open ecosystem with open APIs and data integration, making it highly adaptable to future threats. It supports both configured and dynamic machine learning (ML) models for identity assertion and reputation scoring, based on multi-source data integration.

Ribbon Analytics

Ribbon Analytics can operate as a stand-alone solution in organizations to monitor key performance indicators (KPIs) and key trends to secure and troubleshoot the calling environment. It also serves as key piece of the overall Call Trust solution. It combines with Identity Hub, Ribbon SBCs and PSX to give organizations end-to-end network visibility.

Ribbon Analytics delivers dashboards and alerts for security threats and quality of experience issues. It offers alerts for common signs of nuisance calls such as short duration calls and high-volume call attempts from one phone number. It also aids in rapidly identifying the root cause of issues and potential resolutions. Speed is often critical in resolving security threats as bad actors commonly try to create confusion to cover their tracks and continue to operate with impunity.

Ribbon Analytics is easy to deploy in cloud or on-premises environments.

Benefits of Call Trust

- Call Trust can determine in real-time caller identity, intent and reputation.
- Call Trust helps keep valuable Contact Center agent time focused on real customer calls.
- Call Trust uses multiple elements of a Ribbon solution to eliminate nuisance calls, robocalls and fraud across an organization's global network.
- Call Trust is designed as an open ecosystem with open APIs and data integration making it highly adaptable.

Contact Us

Contact us to learn more about Ribbon solutions.