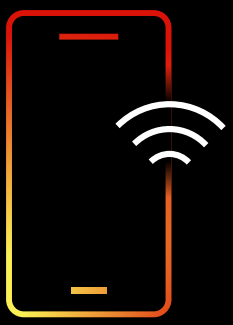
Arelion

Flash Call Monetization



Recognize and block flash calls to maximize revenue and customer engagement

Arelion helps Mobile Network Operators (MNOs) to take better control of their business, with a profitable flash call detection solution.

What is a Flash call?
Flash calling is a way of authenticating users' accounts via a quick phone call. This enables companies to recognize users based on their phone numbers very smoothly without any manual steps. Unlike SMS authentication, flash call authentication is based on "missed calls". The method utilizes a Mobile Network Operator's (MNO) network to initiate a call to the device with a business application. When the call is received, the application ends it without answering, while silently authenticating the user in the background.

How can MNOs benefit from this?
Most MNOs have so far been unable to monetize this feature - and they miss out on untapped Application to Person (A2P) revenue as a result. On top of that, the prevalence of call-based authentication in consumer apps makes users less wary of answering calls from unfamiliar numbers, increasing vulnerability to fraud.

Lack of MNO control over flash calls, in combination with a multitude of low-cost flash call service providers provides greater scope for fraudulent activities towards end-users.

Market trends
According to Juniper Research reported by the GSMA in 2022, the volume of flash call (A2P voice) is projected to surge 25 times from 2022 to 2026. By 2026, the market is expected to reach 128 billion calls, reflecting a dramatic 128% compound annual growth rate (CAGR).

Arelion's flash call detection
Arelion provides MNOs with a reliable method of detection that ensures end-to-end visibility and minimal false-positive rates.
As a global Tier-1 voice carrier connected to both flash call service providers and MNOs, Arelion is strategically placed in the service flow to seamlessly identify flash calls directly at the source.

Benefits in brief

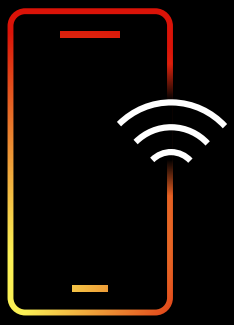
Call detection
MNOs can take control by:
- Monetizing flash calls through a dedicated trunk for termination with billing per call session/attempt
- Blocking incoming flash calls and redirecting authentication through alternative channels such as SMS, to increase A2P traffic

End-to-end visibility and transparency
As a Tier-1 global voice carrier, Arelion is already connected to major flash call service providers and MNOs, and well positioned in the service flow to seamlessly identify flash calls directly at the source.

A win-win solution for both MNOs and their customers
Telecom operators can recover lost revenue and improve enterprise engagement by controlling flash calls to end-users and securing A2P revenue streams at the same time. In addition, blocking spam and suspicious calls enhances end-user protection.

Arelion

Flash Call Monetization



Technical highlights

Features

- Real-time traffic monitoring mode with alerts and full control
- Automatic blocking of individual calls and number range blacklisting
- A fully configurable multi-user interface
- 24/7 dedicated support from the Arelion support team
- Daily/weekly/monthly reports
- Multi-protocol support to integrate multiple nodes within one network: CAMEL, Radius, Diameter, HTTP, SIP, ISUP, SS7, SMPP

Flash Call Detection recognizes and block:

- Zero-duration flash calls
- Flash call fraud
  (artificially generated OTP SMS converted by a fraud carrier to flash calls)
- Pin-to-Speech (P2S) / text-to-speech

Use cases

Different deployment options
The Arelion solution provides versatile deployment options for both on-premises or cloud-based scenarios. Seamless integration is possible across diverse network types, from legacy TDM-based networks to Next-Generation Networks (NGN). It caters to a wide range of fixed and mobile systems, including 2G/3G/4G networks, IMS networks, various IP/SIP-based networks, and NGN networks.

Integrated or standalone solution
You can choose between an integrated or standalone solution. Integration is possible through various network elements, including STP, MSC, Signaling Firewall, SBC, SCP (or real-time billing), CSCF, SMSC, and SMS firewall. Additionally, the solution can function independently as a standalone SIP proxy or SIP B2BUA.