

TFN Identity FAQs

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1 Introduction

TFN Identity is a powerful online solution that provides Toll-Free Caller ID/CNAM information to end users. The solution is streamline and simple: Resp Orgs upload their Toll-Free Numbers and associated Caller ID information into a managed database, where it can be queried when a call is placed. Consumers in turn receive verified Toll-Free Caller ID info and can answer calls with confidence, while businesses can build brand trust and drive engagement. This document provides answers to Frequently Asked Questions (FAQs) regarding TFN Identity. TFN Identity can be accessed via fnidentity.somos.com. If you haven't already, please join our [TFN Identity Beta Program](#) today!

2 General Questions

1. What is TFN Identity?

TFN Identity provides Caller ID functionality to Toll-Free Numbers. This centralized storage database collects and stores Caller Name (CNAM) information for all Toll-Free Numbers and is used by terminating carriers to provide Toll-Free Number identification when required.

CNAM refers to the name of the person or business placing a phone call. CNAM data allows phones to display the caller's name, in addition to the caller's phone number.

2. How does Toll-Free CNAM delivery work?

Toll-Free CNAM delivery starts with the terminating carrier making a dip into TFN Identity to retrieve the associated Toll-Free CNAM that will be displayed on the end-user's device (fixed or mobile).

3. How quickly is the Toll-Free Number CNAM data updated for delivery when the record in TFN Identity is updated?

Once new or updated Toll-Free Number CNAM data is entered into TFN Identity, it will be immediately pushed to our delivery partner, Telo, and will be made available to be queried by the terminating carrier.

4. Is the TFN Identity database in sync with other existing CNAM databases?

No. TFN Identity is a standalone database provided by Somos, storing CNAM records specifically for Toll-Free Numbers that are sourced directly from the Resp Orgs. CNAM data is constantly updated and refreshed as new records become available or are updated. TFN identity validates Toll-Free Numbers against the SMS/800 TFN Registry.

5. What happens to a Toll-Free Number's CNAM data when a number is spared or ported to another customer?

TFN Identity is fully integrated with the SMS/800 TFN Registry. As the authoritative source for Toll-Free Numbers, when a Toll-Free Number is spared or ported, the SMS/800 TFN Registry notifies TFN Identity and removes any stored Resp Org and CNAM data on that specific Toll-Free Number.

6. If my carrier is sending my CNAM based on the account name, will this override that CNAM?

No. Our database will not override Caller ID information. We only populate TFN Identity with CNAM data provided by the end-user, which will be dipped by the terminating carrier.

7. Is there a way to make TFN Caller ID blank, in other words, hide the identity?

If the information of the Toll-Free Number end-user has not been populated in our storage database, we will not have the record. If the number in question is performing an outbound call and the terminating carrier dips into our database to get the end-user information, no record will be returned since we do not have the information, it will only show the 8YY-XXX-XXXX number.

8. How does TFN Identity verify that I am an authorized Responsible Organization (Resp Org)?

TFN Identity validates the Resp Org ID against the SMS/800 TFN Registry for valid account credentials in order to register an account in TFN Identity. We require SMS/800 TFN Registry credentials (Resp Org Login ID and password).

9. I don't have my SMS/800 TFN Registry credentials active, what can I do?

Please call, text or email our Help Desk at 844.HEY.SOMOS (844.439.7666), Option 1 or at help@somos.com and request for them to reset your current SMS/800 TFN Registry credentials.

10. Do I need to enter my mobile phone number during the TFN Identity registration process?

Yes. A mobile phone number and valid corporate email address are required to be associated with your user registration to allow for Two-Factor Authentication.

11. Does the username on the Somos Portal Website have to be name/email specific or can I create it based on my company distribution list?

The username for the portal has to be name/email specific since the system uses your corporate email for Two-Factor Authentication. A distribution list will not work for that purpose.

12. What are the options in TFN Identity to input the Toll-Free Number CNAM information?

You can upload your Toll-Free Number(s) by Manual Entry, CSV Upload (download a sample CSV file on the homepage) or by API integration.

13. If I want to use the CSV upload method, is there a file example that we can use?

Yes, there is a sample CSV file available after logging in successfully to TFN Identity. You can download the CSV template and enter the data in the same layout.

14. Is there a limit to the number of Toll-Free Number CNAM records I can upload into TFN Identity?

No, there is no limit to the number of Toll-Free Number CNAM records that can be added.

15. How is a Toll-Free Number considered a valid record in TFN Identity storage?

The Toll-Free Number in TFN Identity is considered a valid record once the required fields are entered. The two required fields are the *Toll-Free Number* and the *Caller Name*.

16. How does TFN Identity verify that the Toll-Free Number is valid and an active number?

The Toll-Free Number entered into TFN Identity is validated against the SMS/800 TFN Registry to ensure the number is an active number for your Resp Org entity. This also ensures that the number is trusted and provides a level of security against scam, spam and fraudulent activity.

17. How does TFN Identity ensure the latest Caller Name information?

Any changes or updates to Caller Name information via the TFN Identity interface will be automatically updated to ensure the latest information is queried by the terminating carrier.

18. What is an Authorized Caller?

You can include specific authorized caller numbers that will be associated with the Toll-Free Number. It will provide an additional security layer as well as the capability of engaging your customers with consistency via a single Toll-Free Number and Caller Name. You can also include your authorized callers via a CSV file upload or manual entry.

Example Scenario: A package delivery service (ACME Company) has several drivers that may occasionally make outbound calls to inform package recipients that their package is being delivered. ACME Company also has a Toll-Free Number that is recognized as an outbound number, so with the help of their Resp Org they create a CNAM record in TFN Identity.

With all their driver's local cell phone numbers added as an Authorized Caller, now outbound calls from each driver to package recipients will show the ACME Company name and branded Toll-Free Number, instead of an unknown number.

19. With respect to the Authorized Callers, how would the call be indicated to use the Toll-Free Number instead of the caller's number?

TFN Identity completes the relationship between Plain Old Telephone Service (POTS) and Toll-Free Number once the data has been entered. As TFN Identity passes the information to its delivery partner that mapping will occur at the time of the dip by the terminating carrier.

20. Is there a limit to the number of Login IDs my Responsible Organization (Resp Orgs) can have in TFN Identity?

No, there is no limit in the number of Login IDs for a Responsible Organization. However, the first user to register in TFN Identity will automatically assume the role of the Company Administrator.

21. Will I be able to register different Resp Org entities under the same account?

Yes, TFN Identity supports Cross-Entity permissions based off of the same cross-entity permissions established in your Somos Login ID. Your permissions can be viewed on the Somos Portal Website (portal.somos.com) and updated by your Resp Org's Primary Contact and/or Company Administrator(s). Resp Orgs can create, edit and view all Toll-Free CNAM numbers that are managed by your Login ID that has established cross-entity permissions through the SMS/800 TFN Registry's User Interface (UI), Application Programming Interface (API) or bulk upload options.

3 Costs and Resp Org Compensation Questions

1. Are there fees associated with using TFN Identity?

No, there are no associated fees for accessing TFN Identity to store Toll-Free Caller Name information.

2. How are Resp Orgs compensated for Toll-Free CNAM queries?

Resp Orgs will be compensated based on the number of queries performed by the terminating carrier once our service goes live in Q2/Q3 2020 timeframe.

3. Who will be paying for the Caller ID information?

The terminating carrier querying for CNAM information will pay for the CNAM display value on a per dip basis. There are no associated fees/costs for storing data. Resp Orgs will be compensated once we launch TFN Identity based on the number of queries by the terminating carrier of their CNAM data multiplied by a value per query which will be aligned with industry standards. The compensation will be defined when we launch the service.

4 Security Questions

1. What makes TFN Identity the trusted source for Toll-Free CNAM Caller ID information?

TFN Identity provides a secure, trusted database for all Toll-Free Numbers. It is the only CNAM database for Toll-Free Numbers that will validate the Toll-Free Number to the authorized Resp Org ID in the SMS/800 TFN Registry. This will confirm that the Resp Org that provides the CNAM data is the owner of the Toll-Free Number.

2. Who has access to my CNAM data in TFN Identity?

Only the registered Resp Org account can see its own Toll-Free CNAM data. No other Resp Org can or will have access to another's CNAM information in TFN Identity.

3. Is TFN Identity secured?

Yes, TFN Identity is a secured database that requires two-factor authentication for access. At initial account creation, it is also required to obtain the authentication of the Resp Org by providing SMS/800 TFN Registry credentials. Once the account is created, at each log in the user is required to authenticate via a mobile device and a TFN Identity authentication code will be sent via text (SMS).

Somos performs routine penetration testing and any security measures deemed necessary to provide the highest level of trust for TFN Identity's database.

4. When the Toll-Free CNAM information is provided to the delivery partner for dipping, what are the security measures of the data on the delivery side?

Our partner Telo maintains strict operational policies to ensure information security, including third-party audits, penetration testing, encryption of data in transit and at-rest, internal security training, and a least-privileged access management strategy. Telo ensures data protection for itself, its customers, and their end-users.