

# Voice & Messaging Communications Landscape

## Protection Complexities Matrix

The technical worlds of voice and messaging operate quite differently and require different forms of registration and protection, even if you are dialing and messaging on the same phone number(s).

VOICE	DESTINATION DEVICE	DELIVERY BARRIERS	SOLUTIONS TO REMOVE DELIVERY BARRIERS	
	Landline	<ul style="list-style-type: none"> <li>Carrier Call Blocking</li> </ul>	<ul style="list-style-type: none"> <li>Non-mobile carriers currently block only on strong belief of fraud and do not currently label calls.</li> <li>To avoid inadvertent blocking for fraud, do not make outbound calls showing phone numbers in caller ID that are invalid, not assigned to any carrier for use, or that you have placed on a "do not originate" list.</li> <li>CNAM is the only option, controlled by the terminating carrier.</li> </ul>	
	Mobile	<ul style="list-style-type: none"> <li>Call Blocking</li> <li>Improper Labeling as Spam, Scam, Fraud, etc.</li> </ul>	<b>REPUTATION MANAGEMENT</b> <ul style="list-style-type: none"> <li>See above re: call blocking.</li> <li>Reputation Management focuses on removing improper Fraud/Spam labels from outbound calls and sets the "Call Intent" where applicable with terminating carriers.</li> <li>Numeracle offers ongoing reputation monitoring and automatically requesting the remediation of any improperly labeled numbers.</li> </ul>	<b>BRANDED CALLING</b> <ul style="list-style-type: none"> <li>Voice Call Branding (Enterprise controls the display of the name).</li> <li>Call Branding focuses on giving the enterprise control over which outbound number presents a specified name to mobile users on participating carriers (AT&amp;T, T-Mobile, Verizon).</li> </ul>

MESSAGING	MESSAGING TYPE	REGISTRATION REQUIREMENTS
	10DLC (Local)	<ul style="list-style-type: none"> <li>Your messaging service provider must register your brand and messaging campaigns via The Campaign Registry and allow you to associate phone numbers with registered campaigns. This is a nominal fee as part of the service.</li> <li><a href="https://www.campaignregistry.com/">https://www.campaignregistry.com/</a></li> </ul>
	Shortcode	<ul style="list-style-type: none"> <li>Your messaging service provider must help you submit a short code application for approval by mobile carriers.</li> </ul>
	Toll-Free (8xx)	<ul style="list-style-type: none"> <li>Your messaging service provider must submit your toll-free messaging numbers for verification with Twilio, the toll-free messaging aggregator.</li> </ul>