



DATA SHEET



KEY BENEFITS

Generate Revenue

VeriSign enables service providers to deliver caller ID names for virtually all calls, facilitating the ability to drive subscriber revenue by providing a quality value-added service. In addition, storage of your subscriber records in the VeriSign database results in compensation each time your data is queried.

Improve Customer Satisfaction

VeriSign offers the largest database and most extensive coverage from market-wide reciprocal agreements, which means more names are available for delivery to Caller ID displays, reducing associated customer service issues for inbound or outbound calls that can result from unavailable data responses.

VeriSign® Calling Name Services

Since 1995, the experts at VeriSign have been offering consistent, reliable Calling Name Services to wireline and wireless service providers. The VeriSign® Calling Name Service suite includes: wireline and wireless Calling Name Delivery (CNAM Delivery and WCNAM Delivery) and wireline and wireless Calling Name Storage (CNAM Storage and WCNAM Storage).

CNAM and WCNAM Delivery enable service providers to extend to subscribers the value-added service of Enhanced Caller ID: delivery of name and number associated with incoming calls to a Caller ID device or handset. CNAM and WCNAM Storage allow service providers to store subscriber name data in the VeriSign Calling Name Database at no charge while earning compensation revenue each time their subscriber name data is accessed. Caller name data is accessed by the terminating service provider for delivery to the caller ID device of the subscriber who uses Caller ID service.

+ The VeriSign Advantage:

- **Unmatched Industry Positioning.** VeriSign is the only Calling Name Service provider who maintains reciprocal access agreements with all other major Calling Name Service providers, which enable service providers to maximize revenue and customer satisfaction.
- **Be Safe and Secure with VeriSign.** You can trust that your data is secure when you store with VeriSign, the leader in Managed Security Services. Our databases and network are securely monitored 24/7 to ensure reliability.
- **Speed to Market Using Proven Technology.** VeriSign's proprietary conversion device translates between wireline and wireless messaging protocols to enable WCNAM Delivery and is third-party certified and proven within a wireless environment.
- **Thought Leadership and Competency.** VeriSign industry expertise and leadership is evident through industry participation as chair of the National LIDB/CNAM Team.
- **Expertise and Infrastructure.** A pioneer in Intelligent Networks, VeriSign operates the largest independent Calling Name Database and the largest private Signaling System 7 (SS7) network in the world.



Where it all comes together.™



+ Calling Name Services Features

Record Updates

With anytime online access, you can make changes in real time, 24 hours a day, to individual records via a standard Web browser interface. Service providers will also receive monthly online reports to verify data accuracy. Maintain high service standards with current, accurate records for customers.

View and update records from a PC, or send batches of updates directly from a PC or mainframe to the VeriSign system. The VeriSign in-house software applications team allows for flexibility in data loading and reporting. Flexible data administration options fit service provider needs and take the burden of data management off their hands.

The VeriSign Calling Name Database consistently meets or exceeds industry standards for queries-per-second and data storage volumes.

Protocol Access Options

VeriSign's CNAM database can be accessed via SS7 protocol or SIP over IP, providing flexibility for your traditional and next generation network deployments.

+ Wireless Calling Name Services—Increase Revenue

WCNAM Delivery is a billable feature: According to a 2002 report from IDC on U.S. Residential Enhanced Calling Features, consumers pay an average of \$7.35 for this value-added service on their wireline phone.

Increase up-sell opportunity for early adoption of data services through bundling with WCNAM Delivery. Subscribers are familiar with Enhanced Caller ID; IDC also shows this feature has a nation-wide average wireline penetration rate of 40 percent. By bundling WCNAM Delivery with data services, you increase subscribers' comfort with their service plan because they know and use Enhanced Caller ID today—no learning curve, no customer education required.

WCNAM Delivery increases customer satisfaction by providing them with relief from the hassle of manually entering calling names into handset address books.

WCNAM Delivery is the last of the major wireline value-added features to be introduced to the wireless market. By deploying WCNAM Delivery, wireless service providers affirm for subscribers that they are dedicated to maximize the services and features extended to them.

+ Calling Name Transport Flow

1. When a switch receives a terminating call, the switch determines whether the terminating subscriber has activated Enhanced Caller ID, whether the call is marked as restricted, and/or whether the calling party number is available.
2. If all three criteria are satisfied, the switch launches a query to a VeriSign signal transfer point (STP), which performs a global title translation and determines the appropriate Calling Name Database service control point (SCP).
3. The query routes to the appropriate SCP, which accesses name information in its corresponding Calling Name Database.
4. The SCP provides a response, which includes the calling party's name, city/state information, and/or a privacy indicator.

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