



SOLUTION SHEET

TruContact Global Trust Lab

Trusted connections begin with tested solutions.

The pace and costly impact of robocalls, caller fraud, and call spoofing is rising relentlessly. The industry continues to respond with robocall and fraud mitigation technology and processes to stem the tide and deter the bad actors from completely destroying trust in the voice channel.

Call authentication standards like STIR/SHAKEN are making a dent. We're leading the way by helping stakeholders examine and test these and other standards through our Trust Lab.

Trust Lab = Emerging Standards to Help Reduce Robocalls, Nuisance Calls and Fraud

TruContact™ Global Trust Lab serves as the industry's virtual testbed to remotely test call authentication standards like STIR/SHAKEN, and to try out our Communications and Contact Center Solutions. Communications service providers (CSPs), equipment manufacturers, software suppliers, regulators, and industry standards bodies around the globe count on the Trust Lab to support emerging standards for carriers around the world and expand global interoperability frameworks.

Collaborate with industry leaders

Define and test call authentication standards to address robocalls, nuisance calls and fraud internationally.

We currently have testbeds in:

- Brazil
- Canada
- United States

We're currently working to expand the Global Trust Lab to additional countries. If you'd like to learn more, email PDLGlobalTrustLab@transunion.com.

Who can join?

CSPs, equipment manufacturers, software suppliers and enterprises have the ability to remotely test solutions to validate the effectiveness of caller authentication standards developed by the Internet Engineering Task Force (IETF), ATIS and other international standards bodies.

The Trust Lab provides participants with technical support for connectivity information, network configuration(s), SHAKEN software functionality, and supported test scenarios among participants.

83% percent of active phone numbers in the U.S. represented in the testbed.

Collaborate with industry leaders

Join the Trust Lab to collaborate with other leaders at the very cutting edge of new prototyping and delivery of authentication processes and technologies. Play an active role in our efforts to restore trust in the voice channel and:

- Help shape industry standards and regulations.
- Test and verify implementation of industry standards.
- Participate in a fast-paced test environment.
- Enhance product and service offerings.

The Trust Lab members are important partners in our war on illegal robocalls and call fraud. Our mission is to help CSPs meet regulatory requirements and enable enterprises to leverage them to improve communications.

[Register](#) here to test standards and solutions in the Global Trust Lab.

Email PDGlobalTrustLab@transunion.com for more information.

EXTEND REACH, RESTORE TRUST WITH OUR FULL SUITE OF PRODUCTS

The Global Trust Lab is part of the TransUnion TruContact suite of Communications Solutions. Those solutions for carriers and enterprises, span four key areas.

Branded Communications

Manage accuracy and consistency of enterprise brand identity and business information displayed to consumers.

Customer Contact Intelligence

Improve effectiveness of communications, orchestrate how and when customers will most likely respond.

Order Management

Orchestrate network orders to deploy more efficiently, expand and deliver communications and connectivity services.

Numbering Services

Manage authoritative telecom phone and subscriber information for a more trusted and secure experience.

Help accelerate call authentication standards through the TruContact Global Trust Lab.

Learn more about the Trust Lab [here](#).

transunion.com/trucontact

