



i3Forum@PTC'25

navigating change through collaboration

PTC'25, Honolulu, HI
January 22nd, 2025



aloha ! welcome !

thank you for joining us today.

after a great conference focused on data and infrastructure,

it is time to discuss the future of Voice and Messaging,

and the fight against spams and scams.

huge mahalo to PTC for the opportunity and support

and to Bankai Group for their sponsorship

quick look at the agenda for today

Session #1 : the Future of Voice and Messaging

11:30am **The Future of Voice: Insights from TeleGeography**

Tim Stronge, VP Research, TeleGeography

11:40am **The Future of Voice and SMS: Challenges and Opportunities**

Dylan Brown, CEO, Symbio Connect (moderator)

Patrick George, Group CEO, iBasis

Andres Proano, EVP and CRO, BTS

Emmanuel Rochas, CEO, Orange Wholesale International

John Tolton, SVP Group Strategy and Sales, Telin

12:30pm **quick lunch & networking kindly sponsored by Bankai Group**

quick look at the agenda for today

Session #2 : Fighting Spams, Scams, and Fraud

1pm afternoon kick-off

1:05pm **The Restore Trust Initiative: One Consortium and GIRAF**

Philippe Millet, Founder and Chair, i3Forum

1:20pm **Fighting Spams, Scams, and Fraud: Industry & Regulators Working Together**

Aayush Barot, Chief BDO Asia ME Oceania, Bankai Group (moderator)

Hunter Deeley, Enforcement Bureau Chief of Staff (Acting) & Assistant Bureau Chief, FCC

Phillip Henderson, President, PITA, and CEO, Vodafone Cook Islands

Eli Katz, Founder and CEO, Xconnect

Tenanoia Simona, CEO Tuvalu Telecom

2:05pm **workshop** : fighting unwanted/fraudulent communications

2:35pm closing remarks



navigating **change** through **collaboration**

Philippe Millet
Founder and Chair, i3Forum

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i3Forum in a nutshell

not-for-profit, membership-driven, membership-funded organization of the international communications ecosystem – voice & messaging

- founded in 2008
- incorporated in Delaware as a US nonprofit – and truly global
- 35 members to date – vision & passion
- open to international carriers, aggregators, vendors...
- not a “club”: what we do is public and benefits entire industry – not just members
- cooperation with multiple industry organizations, including GSMA, GLF, GSC...



what we do

industry transformation through collaboration

members collaborate on challenges no one can address on their own, in a practical, actionable manner, to help the industry navigate change.



leadership

working Board of Directors (13 members) + Advisory Council + APAC Committee Marketing & Communication, Membership Committees...



Spearheading the **Restore Trust initiative** : a vision to fight unwanted/fraudulent communications (voice & messaging)

One Consortium for the industry + **GIRAF** the independent global regulatory forum



members-led workgroups

fight fraud, market data, technology, numbering plan community, cloud numbering and inbound calls



board-led industry-wide initiatives

harmonizing Spam/Scam definitions, Telco APIs, Int'l traceback, etc...



100+ volunteers collaborate actively, globally

industry collaboration in working groups

Fight Against Fraud *

Katia Gonzalez, BICS

combat and deal with voice and messaging fraud in the international wholesale industry. Actionable tools, reference documentation & industry de-facto standards (e.g. joint Code of Conduct with GLF). Collaboration with other industry bodies including GLF, GSC, GSMA. Operational cooperation among participants to fight fraud.

Market Data

Christian Michaud, i3Forum

international Voice market sizing & benchmarking : Insights tool based on actual, monthly carrier data. Open to all who qualify. New KPIs to reflect industry evolution

Technology

Filippo Cauci, Sparkle

navigate technology evolution. guidelines for CLI validation and roaming status check; harmonized framework to detect / manage spoofing. Future work : 5G roaming, 5G slicing, signalling security, AI/ML...

Numbering Plan Community *

Philippe Millet, i3Foum

improve Industry's knowledge & understanding of the Global Numbering Plan. Free participation for all Numbering Plan experts & business users. All contribute NP data & cooperate to build common interpretation. Aiming to engage with regulators.

Cloud Numbers & Inbound Calls

Eva Jimenez, Telefonica

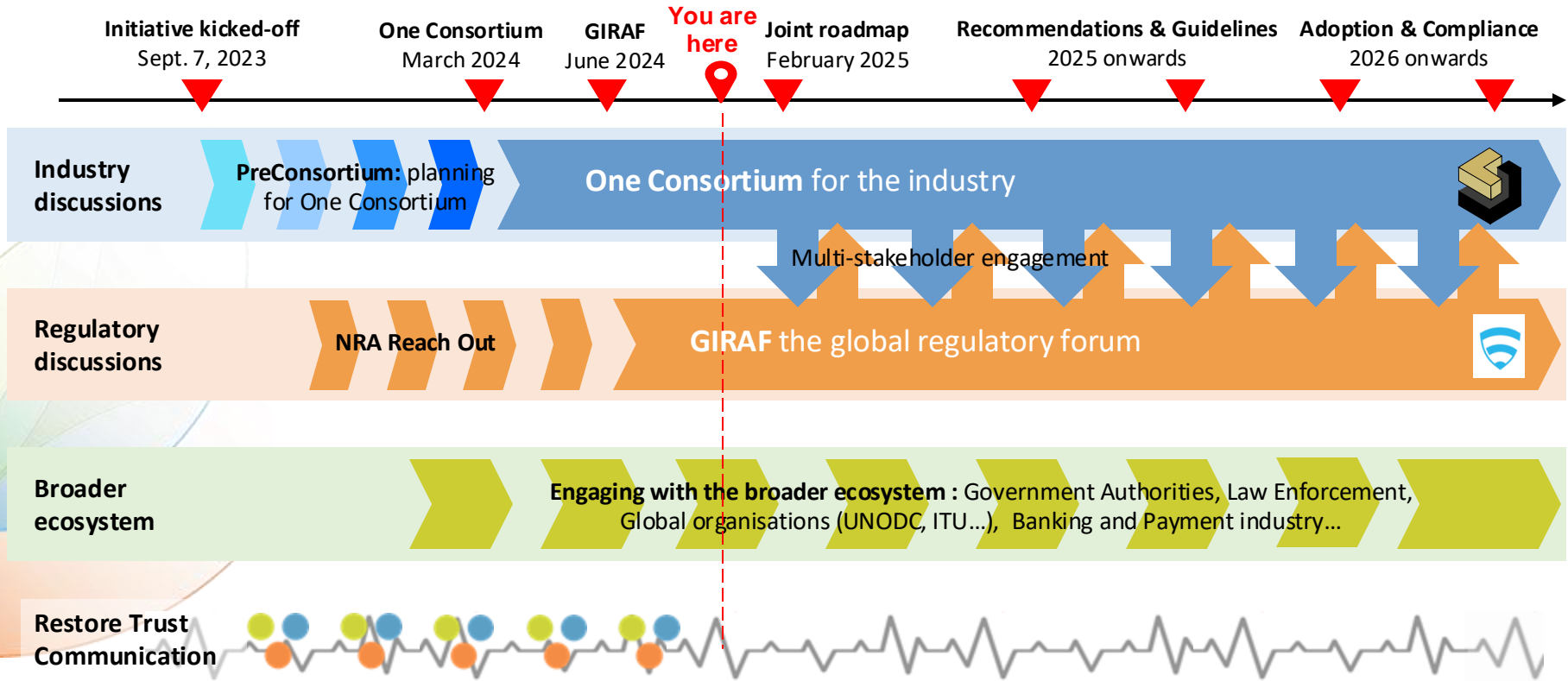
Nishant Arya, Tata Communication

meet growing demand for new cloud communications through voice services : map and harmonize critical technical, regulatory and business aspects of DID's Geo & Mobile, Shared Cost, ITFS and UIFN numbers etc in a new world of digital services.

new topics – coming up in 2025

- **harmonize** across the industry the **definitions for Spam/Scam call**,
 - better protect our customers, in a consistent manner
 - close loopholes for fraudsters
 - engage with Regulators (via One Consortium)
- clarify the landscape and pave the way for Carriers to **leverage Telco APIs**
 - opportunities for **new services**, addressing **new players**
 - opportunities to improve industry **efficiency**
- **new regulation** regarding international voice and messaging : cooperation to harmonize industry's understanding & **interpretation**, drive consistent **implementation**

Restore Trust initiative : a vision to drive action – stay tuned!



mahalo !

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