



**Are you proactively authenticating  
the identity of your customers?  
How are you mitigating TCPA  
violation risk and improving  
marketing effectiveness?**

## **Syniverse Mobile Identity**

Mobile is an integral part of our world. Consumers rely on mobile devices to interact with the brands they trust, make purchases on-the-go, and ultimately, demand a seamless, end-to-end experience. As a result, brands need to streamline their user verification processes to ensure that they're reaching the right user, and meeting overall consumer demands.

Why is user verification so critical for brands to prioritize? First, the true scale of fraud occurring on mobile devices is alarming. Javelin Research recently reported that fraudsters have stolen \$112 billion over the past six years, equal to \$35,600 stolen per minute. Additionally, there are laws such as the Telephone Consumer Protection Act (TCPA) in the U.S. that prohibit making pre-recorded calls or sending text messages without a customer's prior express, written consent. With fines ranging from \$500-\$1500 per unsolicited call or message, and consumer lawsuit filings growing at a rate of over 60% per year, this is not an issue that can be ignored.

**Syniverse®**

*We make mobile work*





## The Solution

**Syniverse Mobile Identity** enables you to proactively verify the customer contact information you have stored in your CRM databases, including customer phone numbers, names, and addresses, in real time.

Using trusted mobile carrier data, our solution helps you maintain a quality customer database, proactively identify and flag potential fraudulent activity, mitigate regulatory risks such as TCPA and increase the effectiveness of your mobile marketing campaigns.

The **Mobile Identity** solution suite includes the following products:

- **Syniverse Number Identity:** Proactively monitor phone number event changes within in your CRM database, such as a number deactivation or reassignment, to help mitigate TCPA compliance risk and improve message routing.
- **Syniverse User Identity:** Leverage secure, trusted mobile carrier data including user name and address, carrier account type, tenure and payment details, and device Information to reduce fraud.

## Use Cases

### TCPA Risk Mitigation

Proactively identify phone numbers that have an event change occur within your database.

### Account Takeover Prevention

Verify new customer data before updating customer records or sending a one-time passcode.

### Mobile Wallet Provisioning

Verify customer account information to greatly reduce mobile wallet card provisioning fraud.

### Account Origination Verification

Provides independent confirmation of user's identity during account sign-up.

### Mobile App Provisioning

Verify new customer data before updating customer records or sending a one-time passcode.

### Form-Fill

Pre-fills online forms with customer information, enabling quick and accurate form completion.





## Features:

- Single, standardized interface for data access via RESTful APIs
- Single and batch file phone number lookup options
- Managed consent process when personally identifiable information (PII) is requested
- Secure, high availability architecture (active-active environment, SOC 2 compliant)
- Proactive monitoring and alerting of phone number event changes in database

## Benefits:

- Mitigate TCPA liability risk exposure by validating the phone numbers within your database
- Reduce new and existing account fraud and simplify customer account processing
- Decrease mobile wallet provisioning fraud and call center traffic, resulting in significant cost savings
- Improve overall customer experience by reducing friction throughout their end-to-end journey with your brand

**Get Started  
Today!**

Syniverse is a global mobile solutions specialist that connects more than 1,500 mobile service providers and consumer companies in nearly 200 countries. We specialize in enabling the world's mobile users to connect with each other regardless of device, network or location. Our advanced cloud-based solutions deliver superior user experiences through always-on services and real-time engagement. For more than 25 years, we have been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere.

[Contact us](https://developer.syniverse.com) to learn more about this service, or visit us at <https://developer.syniverse.com>.

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