

# Telecommunications

## CNAM, LIDB & Verification Hosting JUST WHEN YOU THOUGHT YOU WERE OUT OF OPTIONS: **IDICIA**

Your subscriber CNAM, LIDB and Verification data is a valuable asset both in terms of day-to-day servicing of your subscriber's needs, but also as a means of generating revenue. IDICIA offers enhanced revenue with the same services and security you need in an outsourced data services hosting provider, but with a focus on what makes us a great partner in our other industries: **customer service, innovation, agility, privacy and data stewardship.**

IDICIA is a wholly owned division of PacificEast supporting companies with real-time, high-speed, robust and secure data transaction services. What you get from us a company that believes first in the value of a good reputation and a highly motivated team, and whose core competencies are technical excellence, security and customer service. **We truly believe that the way to succeed is to be the kind of business with which others want to do business.**

When you host your data with IDICIA we use it only as you wish and we give you complete visibility into how your critical data assets are managed and the revenue they generate for you. This is our pledge of transparency.

IDICIA has primarily supported e-Commerce, Healthcare and Financial Service companies by working with wireless and wireline carriers as consumer identity verification providers. However, we saw and heard how much our carrier partners needed a new option for hosting services and have developed our offering based on carrier feedback.

Our Data Hosting solution can provide you:

- The security and robustness of one of the largest authoritative, carrier-grade service-order driven hosting platforms in the country.
- Administrative systems made easier to use, faster and with more features that adapt more easily to your current processes.
- A single point of interface for
  - ✓ Traditional CNAM
  - ✓ Traditional LIDB (validation)
  - ✓ Subscriber Verification
  - ✓ Account Verification
- Better revenue shares and additional revenue stream options for you.
- Sophisticated activity monitoring and detailed reporting
- State of the art security
- You know all your options and control all uses of your data.

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“... [we are] the *kind of business* with which others *want to do business.*”

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### CONTACT INFORMATION

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## CNAM, LIDB & Verification Hosting (continued)

Avoid having to manage your own legacy telecom processes for CNAM and LIDB administration. Let IDICIA handle that for you while bringing new and improved revenue streams in addition to a higher revenue share for your legacy Caller-ID and LIDB hosting.

### No New Development To Switch

If you are already feeding your CNAM, LIDB or Verification files to another hosting service provider, we will reuse whatever data transmission format you currently have in place. Because data transformation is one of our core competencies, we don't require you to code to our data formats. Instead, we will implement the data translations we need for our systems to interact with yours. This makes your transition from your current hosting provider to IDICIA simple and straightforward. Our experienced team will guide you through the process step by step. Storing with IDICIA will enhance and simplify your entire hosted business, reducing staffing and maintenance requirements and opening up new and broadened avenues to revenue.

### New Revenue Streams

The Banking, e-Commerce and Healthcare industries see the relationship you have with your subscribers as a stable and authoritative source of identity verification for them. New systems like IDICIA's Telified™ (our brand of telco-centric verification) support telco and portability implications and facilitate consumer consent collection and tracking. This allows carriers of all sizes to bring in new revenue from outside traditional telecom-only channels and incrementally enhance your ARPU. IDICIA's Hosting Platform offers you storage of verification data as well as a new option for your legacy CNAM or LIDB storage for call processing.

Your participation in consumer identity verification services like Telified not only produce new revenue for you, they provide an additional level of identity protection to your subscribers. These services are not limited to the Telecom industry but bring in revenue for you from an entirely new industry and set of business use cases.

Although our offering is new, we are not novices to the CNAM and LIDB Hosting business. Our service and support staff have decades of experience working within the data hosting businesses in a Tier 1 environment.

*We know what you expect. We know how to deliver it.*

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