

Spoof Proof Your Outbound Numbers

When a scammer spoofs your outbound calling numbers, it puts your customers at risk and may tarnish your brand and reputation. SENTRY allows you to proactively block fraudulent spoofing of your business numbers so only legitimate calls go through to your customers.

- Reduce costs from decreased inbound calls due to blocked spoofed calls
- Protect customers from fraud
- Increase customer satisfaction
- Increase agent satisfaction and productivity
- Easily integrate via API



The Most Secure Spoof-Protection Solution on the Market

SENTRY is designed to meet all compliance requirements and employs advanced, continual business-vetting processes, ensuring your legitimate business calls are delivered, and only spoofed calls are blocked.



Protect Your Business and Customers from Fraud

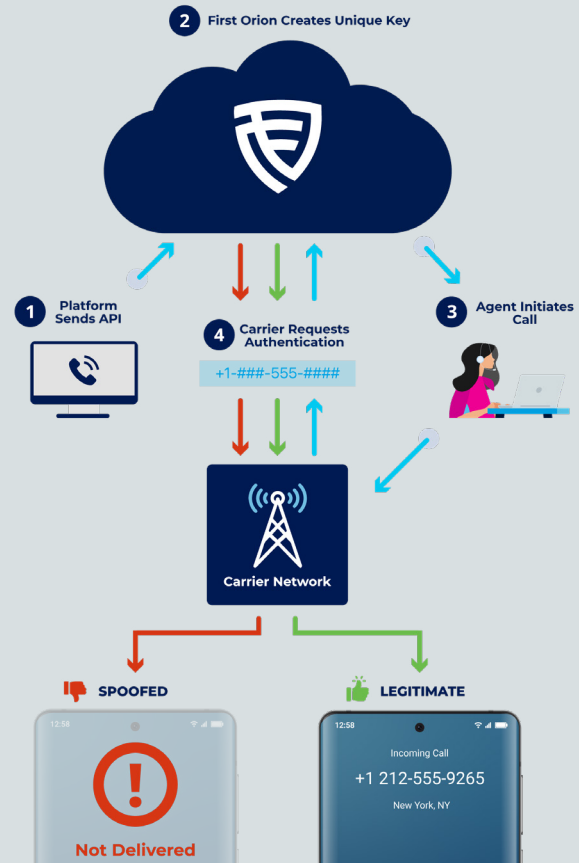
Scammers commonly use spoofing to exploit customers to obtain their personal information. This makes enterprises that handle sensitive personal information obvious targets for impersonation. SENTRY is a vital tool for:

- Financial services organizations
- Healthcare organizations
- CPaaS, UCaaS, and contact centers

How SENTRY® Works

SENTRY ensures that calls from one originating number to destination numbers can only be delivered during a finite window of time. All legitimate calls are delivered, while all spoofed calls are blocked and never reach the end user's device.

1. Before calls are initiated, callers send their information to First Orion through our API.
2. Unique keys are assigned to both the caller and the person being called. The API tells the broker the calls' TTL (time-to-live), which indicates how long the unique keys are valid.
3. When an agent initiates a call, the carrier network of the person receiving the call requests authentication through First Orion via an API.
4. First Orion checks the call. If it is authenticated and valid, the call is delivered. If it's not authenticated, the call is blocked and never reaches the end user's device.



The Perfect Complement to INFORM®

There are two big reasons people don't answer their phones: (1) scammers have scared people from picking up, and (2) an unknown number makes a business look illegitimate. 87% of people admit they don't answer calls from unknown numbers.



The solution? Together, INFORM Branded Text Display and SENTRY allow businesses to create unique branding experiences and protect their customers from spoofing attacks.

- Pick and choose which calling programs receive INFORM and/or SENTRY treatment
- Increase brand awareness and reputation