callsign®

Callsign Overview

An overview of our key capabilities
and propositions

![callsign logo]

Build Digital Trust.
Get on with digital life.

Callsign makes digital identity seamless and secure, helping organizations **build digital trust** and accountability into every online transaction.

Callsign delivers end-to-end services across every digital interaction from account creation to payment, letting people **get on** with digital life.

callsign | VERIFY   callsign | PROTECT   callsign | PAY

Callsign's philosophy

1 Is this user a **human or a machine**?

2 If the user is a human, are they **an authorised human**?

3 If the user is an authorised human, **are they being tricked**?
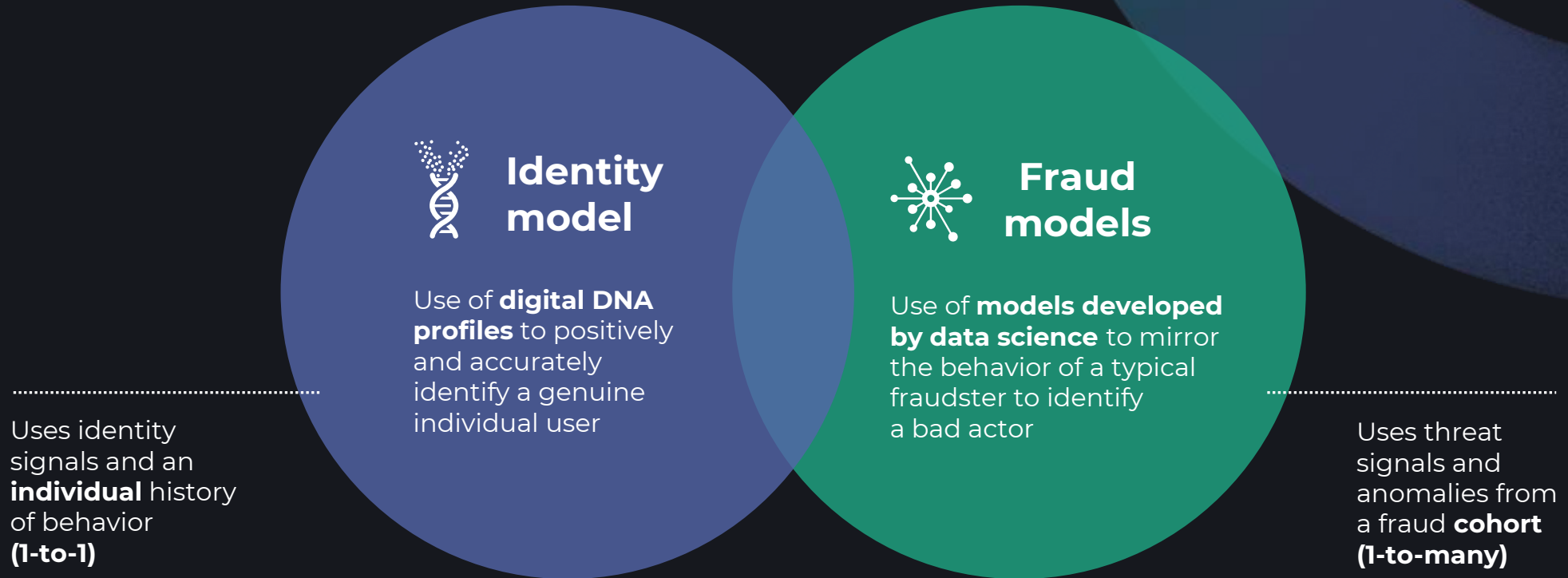
Callsign has a Solution

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Dual Synergy Model Approach

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Identity model

Use of **digital DNA profiles** to positively and accurately identify a genuine individual user

Uses identity signals and an **individual** history of behavior **(1-to-1)**

Fraud models

Use of **models developed by data science** to mirror the behavior of a typical fraudster to identify a bad actor

Uses threat signals and anomalies from a fraud **cohort (1-to-many)**

Core propositions

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1 ATO protection

ATO protection for web / mobile channels and payment cards. We use a unique dual-synergy approach to reduce false positives and minimize friction for genuine users.

2 APP (scam) protection

APP protection using a unique D.I.P. approach to **detect** behavioral anomalies, **intervene** with contextual fraud warnings and **protect** with non-repudiation (a digital audit trail). We provide 3-in-1 holistic protection that goes beyond detection.

3 Out-of-band authentication

We generate / deliver SMS OTP as well as provide SIM swap and call divert detection. These capabilities combine to create integrated fraud protection.

4 New account opening protection

NAO protection for web and mobile channels. We use non-cookie based device intelligence to detect potential fraudulent activity and step up to an eIDV process if required.

5 Mobile authentication

Mobile authentication includes a range of intelligence-driven authenticators including unique 3FA authenticators (behavioral path, PIN), digital transaction signing, soft tokens (TOTP, HOTP and OCRA) and third-party integration.

6 No-code orchestration

A single place to streamline and manage decisioning across user segments, fraud vectors and third-party vendors. Clients can flexibly pivot in line with continually changing market dynamics.

Thank You

Go the Azure portal to sign up to your Callsign solution now, or go to https://www.callsign.com/contact and request a private offer with custom pricing.