



# Mobile Identity Summit: Restoring Trust in Every Interaction



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# Trust Is Our Business

Built on credibility, delivered at the moment of engagement.



Serving customers in **30+** global markets



Powering **over 90%** of carrier caller ID in the US



Strengthening both **protection and engagement** in every interaction



Built on **authoritative identity intelligence** that powers trusted communications



Just announced **acquisition** of the mobile division of RealNetworks



# Global Trust in Communications is Eroding

**\$80B**

**Fraudulent robocalls cost consumers over \$80 billion USD globally in 2025 (Juniper Research)**

**AI**

**AI-Powered Scams: average loss per case for financial firms approximately US\$600,000**

**!**

**Less than 5% of phone scam losses are ever recovered**

**Nearly half of global consumers experience a scam attempt at least once a week.**

# Important Conversations are Being Missed

Many ignored calls are legitimate — and urgent.

DOCTOR



SCHOOL NURSE



REAL ESTATE AGENT



MECHANIC



BANKER



VETERINARIAN

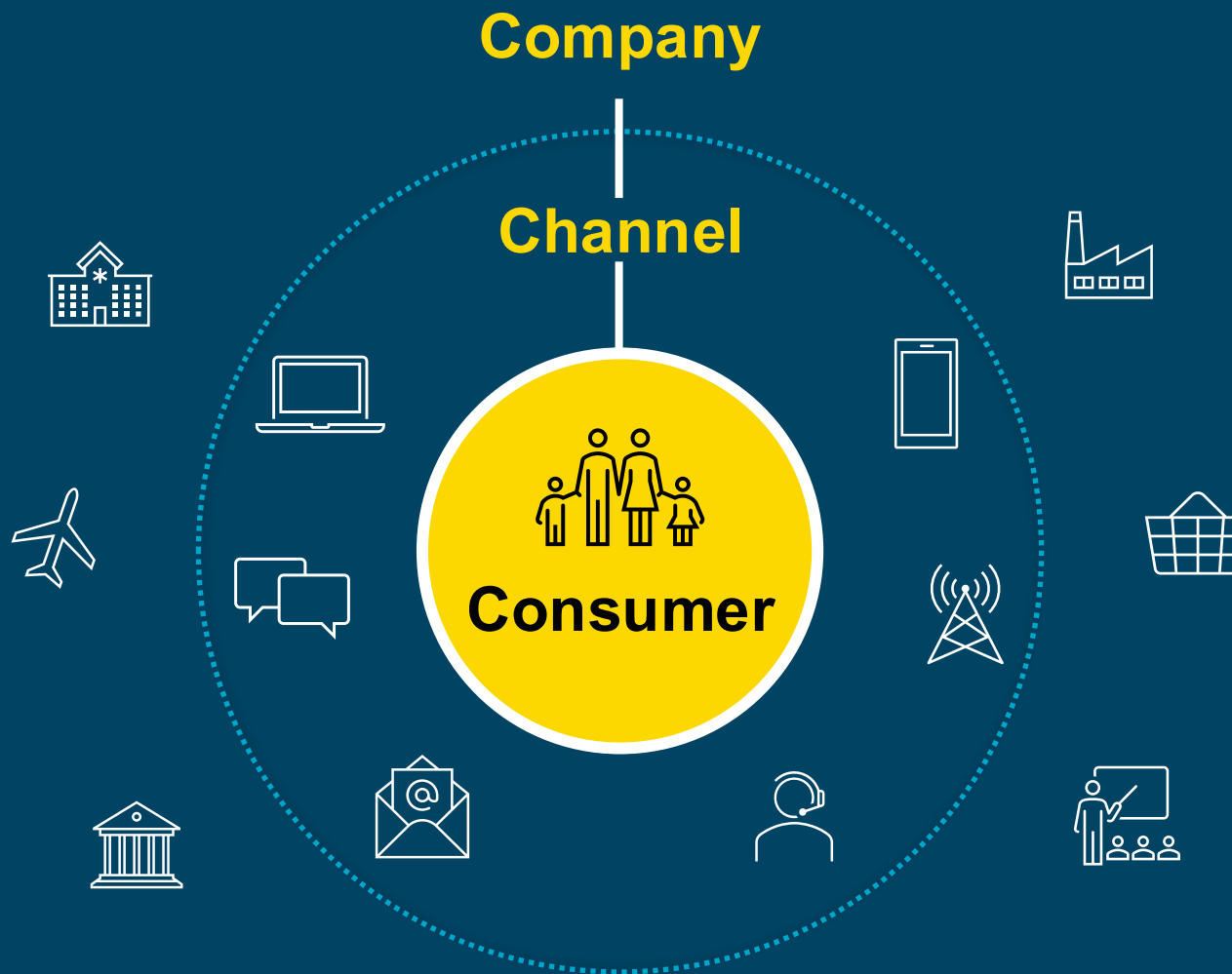




If you don't get  
**identity** right

...everything you do  
with it will be wrong.

# Trust is Built When Identity is Known End to End





# Verify Identity With Meaningful Context

**When identity and  
intent are clear, people  
engage - not ignore.**



# Beyond the Call: One Trusted Conversation

Consumers experience  
one conversation, not channels



Trust must persist before,  
during, and after an interaction

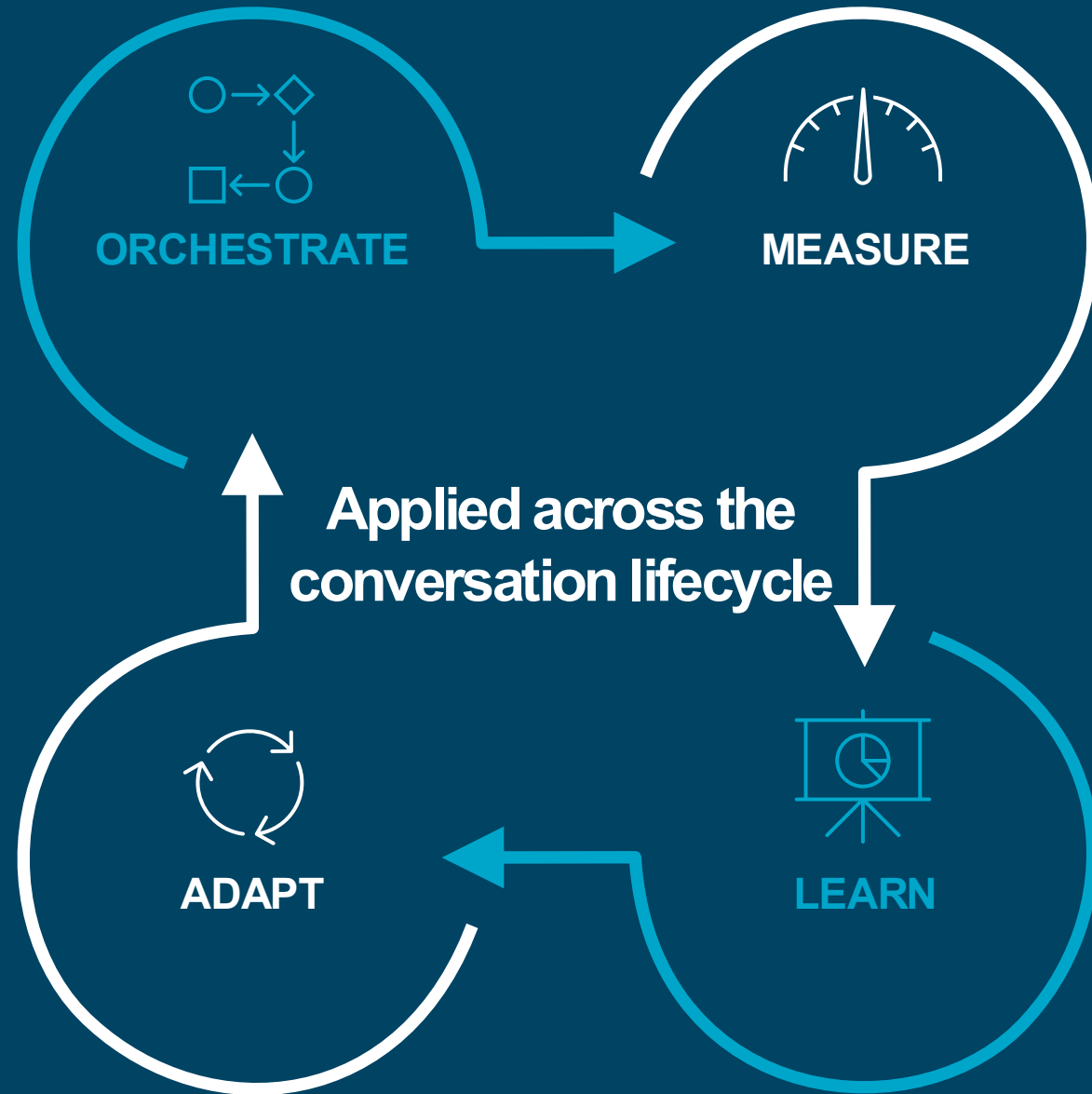
The next frontier is continuity + context: not more noise

# Making Conversations Smarter Over Time

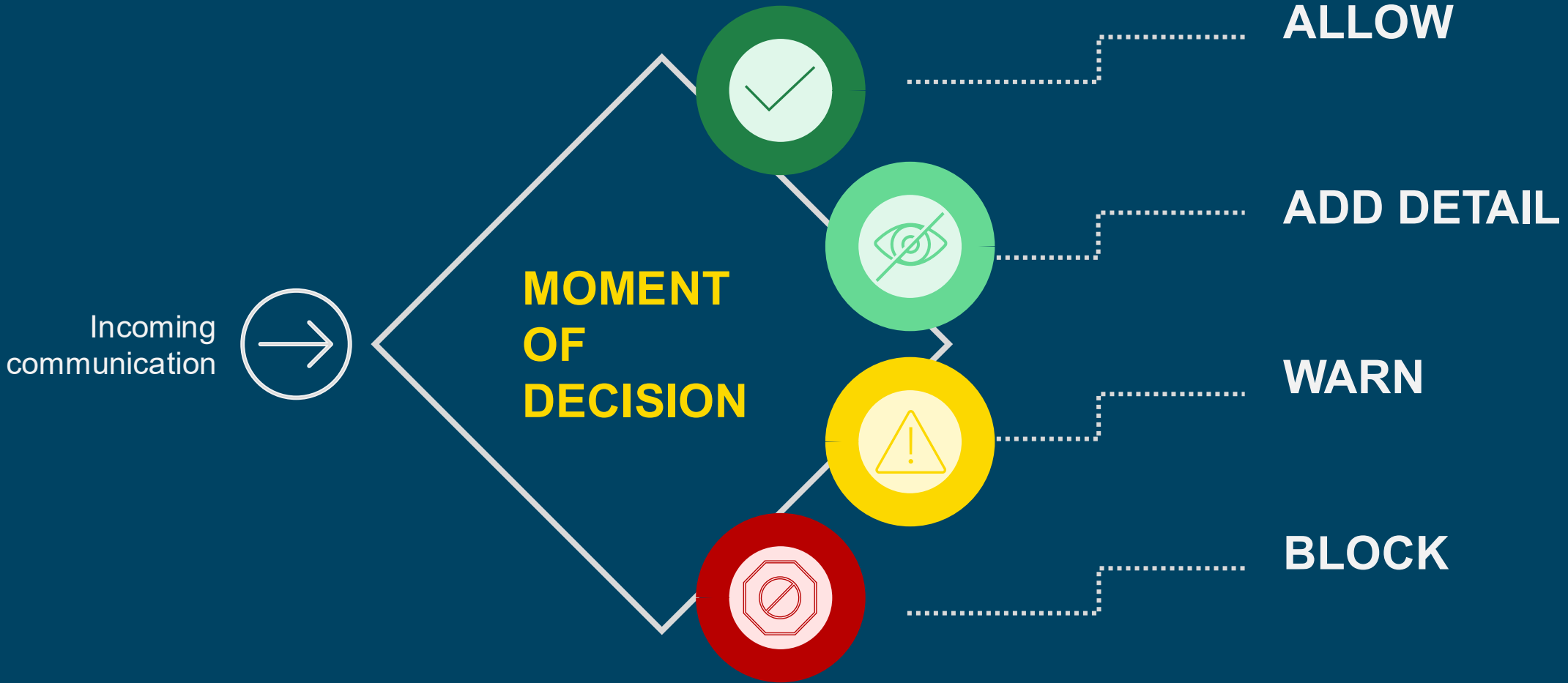
It's about guiding moments, not blasting channels

Learning from what happens helps conversations get better over time

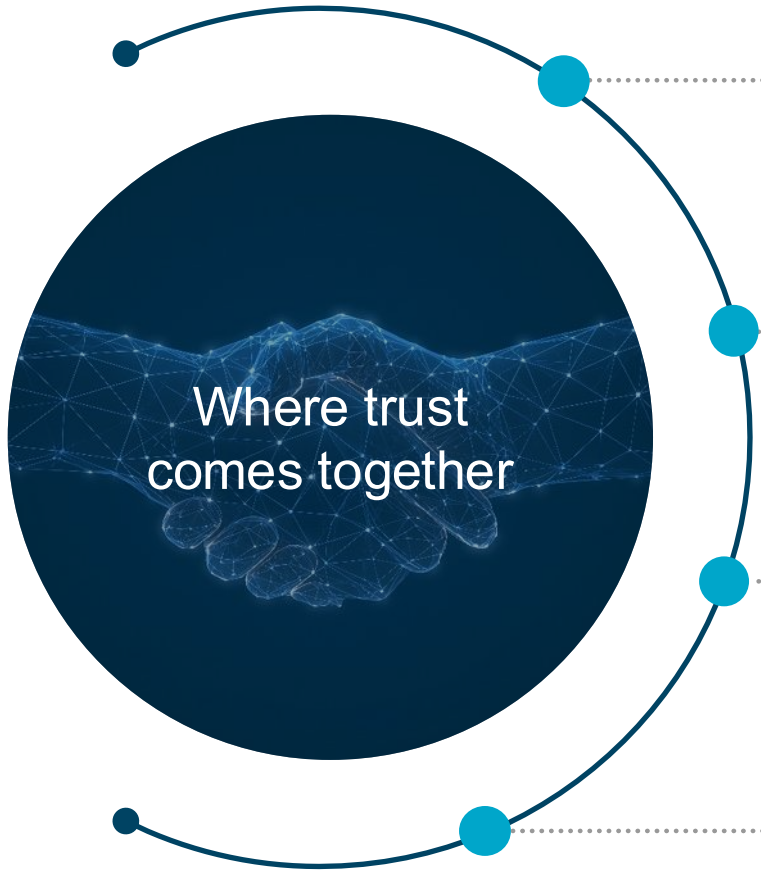
Trust grows when experiences adapt to real behavior



# Trust at the Point of Engagement



# Trusted Communication in a Connected Ecosystem



## Consumer expectations

How people expect to be contacted



## Enterprise outreach

The need to connect at important moments



## Network & market policies

The policies that set the guardrails



## Technology enablement

The foundation that makes trust work

# The DUALITY of Trusted Communications



## Protect

Safety | Integrity |  
Prevention



## Promote

Connection | Confidence |  
Engagement

Trust requires protecting the consumer AND the calling organization, while enriching the call experience.

**Thank you for your time  
today!**

