Technical Specification for Presenting the Entity’s Name to the Called Party

Public Consultation Questionnaire

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1- Presenting the Entity’s Name to the Called Party

Presenting the entity’s name to the called party depends on Calling Name Presentation (CNAP) feature, which is a supplementary feature defined by International Telecommunication Union (ITU) as part of the capabilities in Integrated Service Digital Network (ISDN), which aims to offer the name information associated with the calling party (A-number) to the called party (B-number).

The feature aims to raise the end user’s awareness of incoming calls, as including name for entities (the entity of legal nature) helps reduce the fraud calls by knowing the caller’s identity, and thus enhance trust when disclosing any necessary information requested from the end user. This feature is also used by some companies to market and promote their products.

The 3rd Generation Partnership Project (3GPP) and the European Telecommunications Standards Institute (ETSI) have defined the standards and methodology of CNAP feature for the international mobile telecommunication technologies (2G, 3G, 4G, 5G).

CNAP feature relies on the information received from the originating network, the terminating network can receive the calling name directly from the originating network or receive only the Calling Line Identification (CLI) and the terminating network is responsible to retrieve the information of A-number and display it to the B-number. The deployment options are based on what suit the service providers’ networks and serve their needs. The database can be integrated with network elements or stand-alone in the networks. Third parties can also set an external database and service providers connect with it to retrieve the information.

Handsets should be compatible and able to display the characters received from the network to end users, which might require software updates from manufacturers to accommodate and activate the feature.

2- Public Consultation Questions

The purpose of the consultation questions is to understand different perspectives in regards with the feature of presenting the entity’s name to the called party, which will lead to a successful launch and a more beneficial impact. Questions have been categorized into three parts, and interested parties may answer any question from below list.

General questions related to the feature:
- To the best of your knowledge, and based on the explanation about the feature, do you think that such a feature will reduce fraud calls, and increase awareness and trust with the end users for the incoming calls?
- Do you recommend to mandate the feature or make it optional in service providers’ networks?
- Which sectors/entities do you recommend to include their numbers in the feature, and why did you suggest that?
- What is the suggested business model for feature activation between the participated entities and service providers?
- Should all of an entity’s numbers be included for feature activation, or could the entity only want its contact numbers with end users enabled? Provide more details from your perspective.
- Any suggestions/comments regarding the enablement of the feature?

Technical questions:
- Do current mobile phones support CNAP feature and enabled by default, if not, what are the requirements (please elaborate in detail)?
- What are the languages supported by the feature? if Arabic language is not available, please indicate the limitations if it’s from network side or handsets and how to overcome these limitations?
- Does the current setup of the service provider’s networks capable to enable the feature, and if not, what will it take to enable it (software upgrades, network expansion, etc.)?
- Which deployment options do you recommend and why? retrieving the calling name of A-number by the originating party or terminating party.
- The Database can be deployed in a variety of ways, do you recommend that each service provider maintains his own database, or is it better to have it centralized or integrated with other third parties’ systems, and why?
- Does the feature support mobile numbers, unified numbers, short-code numbers, and other format numbers (please specify for each)?
- Are there any KPIs reported worldwide have been impacted/changed on the network after enabling the feature? kindly elaborate.
- What are the recommended KPIs to consider for successful launch?
- Any technical suggestions/comments regarding the technical deployments of the feature?

Questions related to the proposed technical specification draft:
- Which technologies do you suggest for enabling the feature to the end user (2G/3G/4G/5G)? please support your answer with KPIs and percentages of voice traffic for CS/IMS technologies.
- Are all of the CNAP’s technical references listed in the technical specification draft? Please provide any relevant references that you think it should be taken into consideration.
- Is the technical specification clear and easy to understand, please rate your overall satisfaction with the draft technical specification?
- Any suggestions/comments regarding the technical specification draft?