opencnam
CALLER ID MADE SIMPLE

What Is CNAM?

CNAM is authoritative caller name data that is supplied by the telephone carrier – CNAM (Caller ID Name) is an industry term that describes name values associated with telephone service subscribers. Carriers in North America populate a network of databases referred to as LIDBs, or Line Information Databases. Traditional CNAM service works by querying these databases. While this yields extremely accurate results, this method on its own only works for approximately 51% of North American phone numbers. The traditional CNAM network doesn't work at all for numbers outside of North America.

In the past several years, standalone OTT (other-the-top) services have been emerging. This data is derived from app users contact lists, public records and social media. These services can yield coverage rates higher than traditional CNAM, but fail to deliver the accuracy of real CNAM. In addition, these standalone services are not able to offer carrier-style interface options such as SS7, SIGTRAN, SIP and ENUM.

OpenCNAM Plus: The Best of Both Worlds

OpenCNAM Plus was built from the ground up to deliver the highest possible coverage without sacrificing the level of accuracy that carriers expect. This is accomplished by leveraging real time carrier-supplied data from the traditional LIDBs, and intelligently augmenting the traditional network with reliable non-telecom sources when no carrier supplied value exists. This affords telephone carriers and large enterprises an asset that can be used to truly differentiate themselves.

The proprietary Plus logic means subscribers receive the best of both worlds: real time CNAM and non-traditional caller name data sources. OpenCNAM Plus not only provides over 70% more coverage in North America, but also provides 57% coverage on average in over 200 countries worldwide.

telo™
Developer friendly data APIs.

1. http://www.pcworld.com/article/2951748/security/trust-no-one-how-caller-id-spoofing-has-ruined-the-simple-phone-call.html
2. http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201506.pdf