

## Executive Overview

First Orion provides everything businesses need to deliver seamless, secure branded calling across every network and device. Founded in 2008, First Orion is on a mission to provide an exceptional mobile experience and protect consumers from bad actors. To us, the phone is a way to connect. As a leader in mobile communications technology, we take the worry out of picking up your device and deliver confidence in every call.

- 50+ US Patents Issued
- 100B+ calls processed to date
- 145M+ branded calls delivered per month

## Product & Service Offerings

- INFORM® Branded Text Display – Text-only display, up to 32 characters, no integration required.
- INFORM® PAIRED – Out-of-band call pairing for added brand spoof mitigation.
- SENTRY™ Spoof Protection – Blocks calls attempting to spoof your numbers.

## Key Features & Differentiators

Initially founded in 2008 to fight landline phone scams, First Orion is the original and most experienced branded calling provider in the market. The data-driven approach and advanced analytics help create future-forward solutions. But it's more than just longevity and expertise — First Orion takes a hands-on approach and shows businesses why their calls aren't working and how they can improve them with Branded Communications.

## Top Industries Served

- Financial Services
- Pharmacy
- Insurance
- Retail & Consumer Products / eCommerce

## Ideal Customer Profile

Businesses that make outbound phone calls to mobile devices:

- Typical industries include:

- Financial Services
- Insurance
- Healthcare
- Retail
- BPO's, Call and Contact Centers
- Common Use Cases:
  - Web Form to Callback
  - Delivery/Scheduling
  - Appointment Setting
  - Account Servicing
  - Critical Response
- Businesses calling 10,000 calls or more monthly
- Businesses who are targets for fraud/spoofing or deal with sensitive information

## Qualifying & Technical Questions

- How many outbound calls do you make to mobile devices monthly?
- What kind of calls are you making? (What use cases?)
- Do you have issues getting people to answer the phone? Do you know how your outbound calls appear to the person you are calling? (Scam likely, unknown, etc.)
- Do you feel your callers may answer if they knew it was you?
- What are some of the most significant issues your outbound callers have?
- If spoofing protection is important, do you have the ability to integrate with an API?