

A2P SMS Fraud Chile

Kick-off call, 25th June 2020



Please include your
name & company name
in your Ringcentral ID name

- Welcome & Intros
- Goals & project overview
- Discussion
- Next steps

- MEF LATAM & Project Coordination – Rafael Pellon & Nathalia Santos, Pellon Advogados
- Project Champions – Mitch Cutmore, Head of Business Messaging & Felipe Castillo, A2P Specialist, Telefonica LATAM
- Local Champion - Marcela Acevedo Zúñiga, Jefe de Producto Servicios Móviles, G. Marketing y Desarrollo de Negocios Empresas, Movistar
- MEF Global – Joanne Lacey & Carol Benites

- Fraud Management Workstream part of MEF's Future of Messaging Programme
- MEF's Fraud Framework (2017) and A2P SMS Code of Conduct (2018) available in Spanish since Q1 2020
- Global self-regulatory code cross-ecosystem
 - Message Generators
 - Message Processor
 - Message Terminator
- 2020 reviewing Code to launch v2 in September
- Focus on market adoption including MNOs mandating the Code



A2P SMS CÓDIGO DE CONDUCTA

NÚMERO Y STATUS:	1.0 - PUBLICADO
FECHA:	ABRIL 2018
CLASIFICACIÓN EN CÓDIGO:	CÓDIGO AUTO-REGULADOR
PREPARADO POR:	MOBILE ECOSYSTEM FORUM (MEF) Y PARTICIPANTES EN FUTURE OF MESSAGING PROGRAMME
NOTAS:	ESTE CÓDIGO ABORDA SERVICIOS SMS DE APLICACIÓN-A-PERSONA (A2P)



- Cross-stakeholder discussions on A2P fraud management in Chile

- MEF Members develop a MEF whitepaper
 - Leverage Global Code of Conduct
 - Market specific requirements and best practices
 - Cross-MNO support via roundtable discussions

- Regulator engagement

- Whitepaper draft (June - August)
- Engage other MNOs to get input and support (July & August)
- Host virtual roundtable all MNOs + MEF members to discuss best practices to be agreed (August / September)
- Publish whitepaper (Q4) and live roundtable in Santiago (TBC)
- Present at Mobile 360 Latin America, Mexico (December)