Ping by Dedoco

Powering Verifiable Trust

For Omni-Channel Communication

About Dedoco

Dedoco is a **Trust Orchestration** platform for digital workflows - providing **evidence linkage and verification** across documents, communications and systems.

The company's mission is to **embed trust** in customer's brand and processes. Government, BFSI, Telco & Healthcare are our key sectors.

Blockchain - Safety & Security

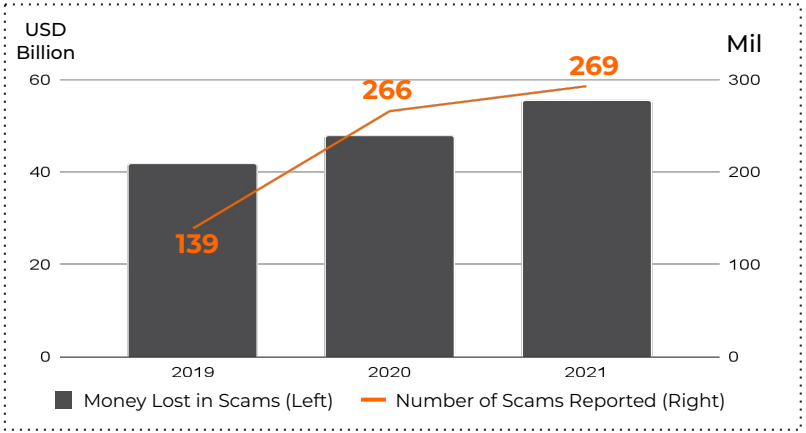
The Problem: Business > Customer Messaging is Broken

Massive Surge in Phishing Attacks *(SEA data)*

	2021	YoY	2022
	2,290,502	+ 115%	4,931,367
	1,791,751	+ 361%	8,267,013
	1,338,883	+ 241%	4,559,288
	535,044	+ 191%	1,556,232
	1,287,283	+ 388%	6,283,745
	4,017,180	+ 344%	17,847,857
TOTAL	**11,260,643**	**+ 286%**	**43,445,502**

In 2022, a whopping **73% (324m) of all messages** received by Thai citizens were either **spam or fraudulent**

Global Losses to Scams On The Rise



In 2022 alone, **Singapore** experienced a staggering **loss of $453M** to scams, translating to **$83.0 loss per capita**

With SMS Scams Now a $6 Trillion Industry

SINGAPORE - Dec 28 is not a day that housewife Siti Raudhah Mohd Ali, 33, remembers fondly. The mother of seven lost about $100,000 to scammers within minutes that day after she fell for a bogus SMS that had spoofed OCBC Bank as the sender.

She is one of **nearly 470 OCBC customers who lost at least $8.5 million** last month to SMS phishing scams. Over the Christmas weekend alone, 186 customers lost about $2.7 million, the bank said.

Yet, SMS engagement, for example, is critical for businesses to remain competitive and engaged with their customers.

- SMS has high open rates of **~98%**
- SMS has highest response rates of **~45%**

= Massive ROI on A2P for Enterprises

Ping
by Dedoco

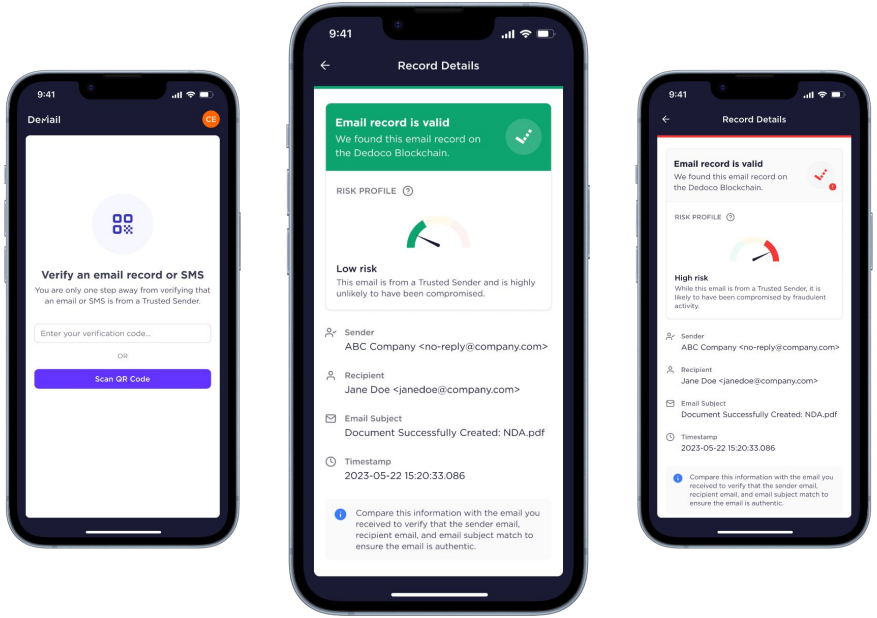
The first omni-channel communications verification platform, equipped with **AI-powered scam analytics**, **monitoring**, and **real-time alert** capabilities

Ping : Powering Verifiable Trust

What is Ping used for?
To deliver verifiable, omni-channel business communication to customers

How is blockchain used?
Message records are hashed and signed before being stored on the blockchain, providing data integrity validation

How does AI help?
Ping's AI engine gathers behavioral analytics and generates risk scores for continuous learning and fraud prevention



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What is the impact if messaging is left unprotected?

Brand reputation and financial losses from negative association with scams

Ping provides a proactive digital tool for easy, self-serve verification of authentic messages and the capture of malicious scams - allowing for easy reporting and takedown

Extreme measures to protect, lead to severe drop in productivity and experience

Ping makes ‘clickable links safe again’ for improved customer experience and efficiency across banking, ecommerce, logistics and other targeted sectors

Hefty customer support costs for manual verification processes

Without a digital solution, manual verification process costs on average US$3-5 per support ticket vs **Ping’s** base charge of US$0.005 per verification + an automated, streamlined workflow

Thank You!

Embark on your digital ambitions today with

dedoco

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