

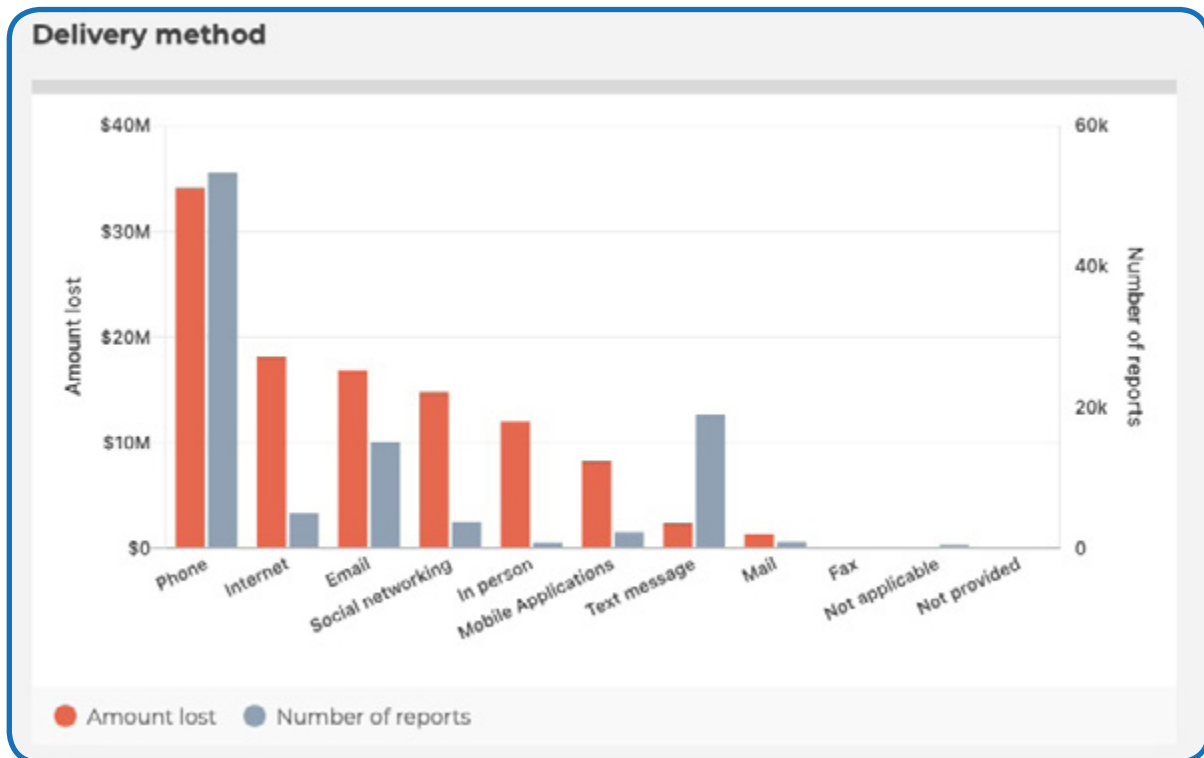
## TELSTRA DOUBLES AMOUNT OF BLOCKED SCAM CALLS



# TELSTRA DOUBLES AMOUNT OF BLOCKED SCAM CALLS

Telstra announced a further milestone in its “Cleaner Pipes” initiative protecting Telstra customers, blocking on average 13 million scam per month.

Phone scams cost Australians dearly and account for the biggest chunk of scams by type costing Australians millions each year according to [Scamwatch](#) (\$25 million so far this year, on track to surpass last year’s \$48 million lost to scam calls).



## ACCC Scamwatch Numbers

Telstra’s Cleaner Pipes initiatives has seen a doubling of the average number of scam calls blocked per month from 6.5 million to 13 million in the last four months.

This has been accomplished by Telstra implementing some improvements to the way they block [Wangiri](#) scam calls. Wangiri scam calls are those calls that ring once from a random international number, if you call them back that’s when the scam begins.

[Telstra](#) have also worked on blocking spoofing calls, this is when the scammers change the call ID to look like a local number rather than the international number they are really calling from.

While our telco’s, like Telstra, are doing their best to block these scam callers from reaching us, Australians need to be vigilant and exercise a healthy amount of scepticism with incoming calls. The blocking technology won’t stop all scam calls reaching their target and the scammers will also continue to improve their techniques and technology.

(Continued)

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Telstra Chief Information and Security Officer (Asia Pacific) [Narelle Devine](#) in a [blog](#) has stated five things to watch out for:

- “1. Don’t be convinced if it looks like an incoming call is from a legitimate business or government organisation.
- “2. Is the caller pressuring you and making it seem like the matter is urgent? Be very suspicious of calls of this nature. Hang up and search online for the official number of the organisation they are calling from and use that number to call back.
- “3. Take note of the time of day – is it a reasonable time for a trusted organisation to be calling you? Be suspicious of calls late at night or on weekends.
- “4. Is an unknown number or trusted brand trying to call you repeatedly? This is a hallmark of a scam call.
- “5. The golden rule: if it sounds too good to be true, it probably is. If someone is calling you about an opportunity or about winning a prize (especially one you don’t remember entering!), it’s probably a scam.”

Scam call blocking is part of Telstra’s Cleaner Pipes initiative, which includes a range of existing work designed to help keep their customers safe from malicious activity online.

*Chris Coughlan*

## CANALYS FORECASTS SMARTPHONE SHIPMENTS TO GROW 12% IN 2021, TO 1.4 BILLION UNITS

**Despite supply pressures, analyst firm Canalys suggests the global smartphone market will grow 12% in 2021, representing a strong recovery from 2020 when shipments fell 7% due to constraints caused by the pandemic.**

Component supply is the “new bottleneck” for the smartphone industry, according to [Canalys](#), even though it says the pandemic “is subdued” as the vaccine roll-out continues around the world.

Of course, no-one knows whether the virus and its variants will cause new waves to emerge, but even so, Canalys Research Manager [Ben Stanton](#) said: “The smartphone industry’s resilience is quite incredible. Smartphones are vital for keeping people connected and entertained, and they’re just as important inside the home as outside.

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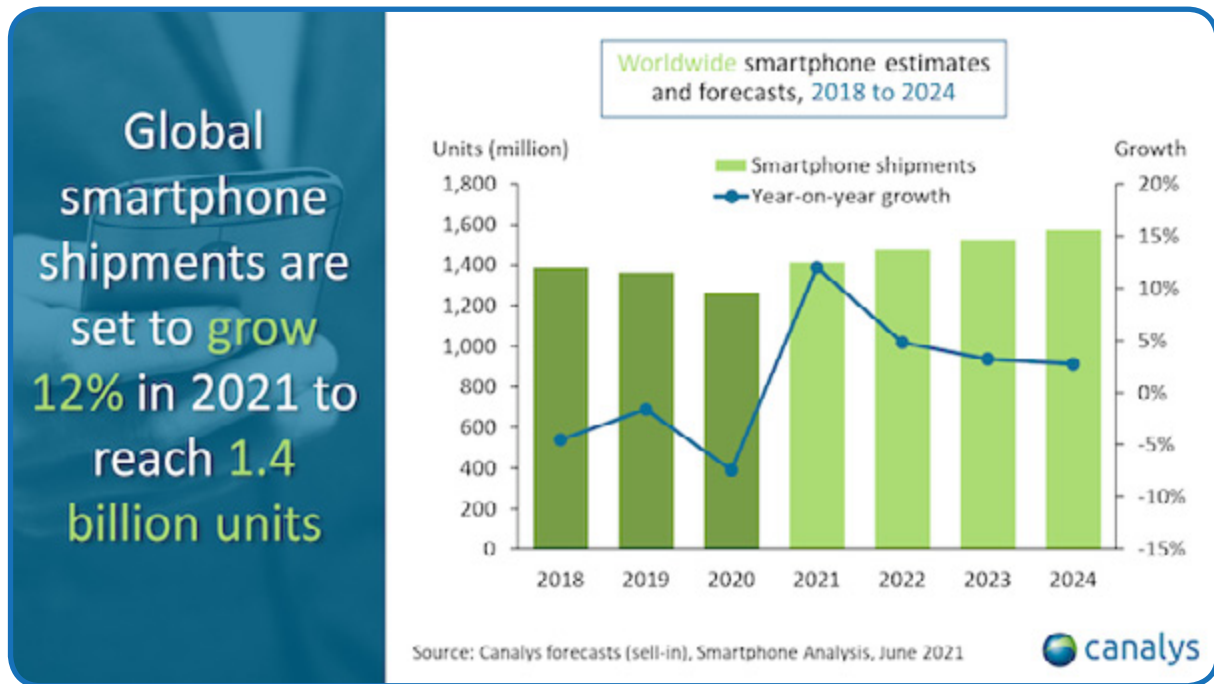


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“In some parts of the world, people have been unable to spend money on holidays and days out in recent months, and many have spent their disposable income on a new smartphone instead. There is strong momentum behind 5G handsets, which accounted for 37% of global shipments in Q1, and are expected to account for 43% for the full year (610 million units).

“This will be driven by intense price competition between vendors, with many sacrificing other features, such as display or power, to accommodate 5G in the cheapest device possible. By the end of the year, 32% of all 5G devices shipped will have cost less than US\$300. It is time for mass adoption.”



So, what are the component supply bottleneck details?

We're told that component supply bottlenecks will limit the growth potential of smartphone shipments this year, with Stanton adding: "BBackorders are building. The industry is fighting for semiconductors, and every brand will feel the pinch."

In recent months, Canalis notes "vendors redirected some allocation to other regions due to the COVID-19 outbreak in India, but this is not sustainable as the world returns to normal. Vendors will first turn to regional prioritisation, focusing the flow of units into lucrative developed markets such as China, the US and Western Europe at the expense of Latin America and Africa.

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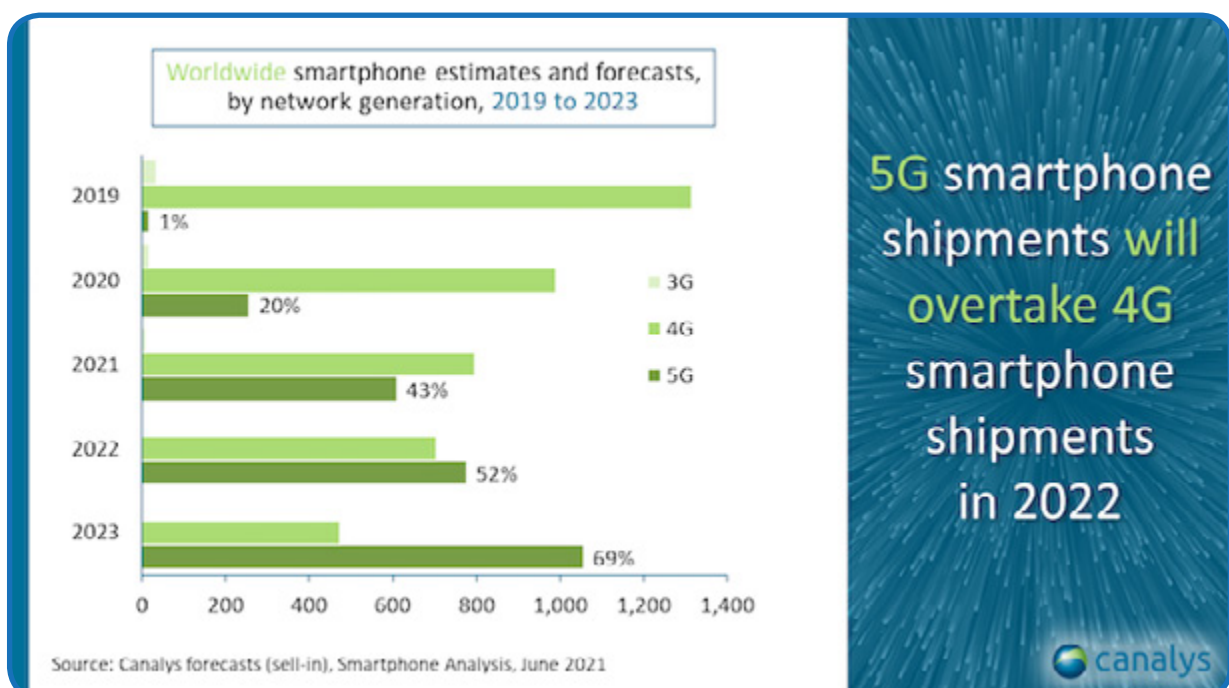
“But even in these better-served regions, they will still be constrained, and will then turn to channel prioritisation, pushing a greater allocation of units into fast-activation channels, such as carriers, and fewer into distribution and the open market. This will have interesting side-effects and may open doors for challenger brands to gain share in key open market channels if the incumbents are unable to fulfil.”

[Nicole Peng](#), Canals VP of Mobility said: “The other angle to this is pricing. As key components, such as chipsets and memory, increase in price, smartphone vendors must decide whether to absorb that cost or pass it on to consumers.”

But as there are major constraints around LTE chipsets, this will cause challenges at the low end, where customers are particularly price sensitive. Smartphone vendors must look at improving their operational efficiency while lowering margin expectations in their low-end portfolios for the duration of the constraints, or risk haemorrhaging market share to their competitors.

Canals refers to the pricing factor above, which I can only wonder if it also attributes to inflation, without stating the word, given global governments have, in unison, printed trillions of dollars out of this air to support their citizens and economies.

The impact is something we’re seeing in Australia dramatically impact the price of real estate, but how soon this might impact on consumer electronics is yet to be seen, with those low margins of the low-end portfolios already very thin. I’m not an analyst or an economist though, so I can only speculate, but with the definition of inflation being an increase in the money supply, this will presumably only add to the pressures the world is facing.



(Continued)

Indeed, Canalys does state “the pandemic has caused permanent changes, which will shape the new normal for society, and the smartphone market.”

Stanton added: “Channels had to transform or die during the pandemic, and this forced innovation. Developed countries have seen an online surge, which has forced retailers to reassess their offline footprints. As a result, many stores will close this year, and for those that stay open, their purpose will be reimagined for customer support and order fulfilment, as customers increasingly use multiple channels during the purchase process.

“Innovations driven by COVID-19, such as unified stock and delivery to car, are helping shift retailers toward their consolidated omnichannel vision. And centralised procurement will also give the channel more negotiating power with smartphone brands and may cause some retailers to attempt to bypass distribution to build new direct relationships. The new normal for the smartphone industry is as ruthless and competitive as the old one.”

Worldwide smartphone forecasts and growth Canalys Smartphone Forecasts: June 2021 release					
Vendor	2020 shipments (million)	2021 shipments (million)	2022 shipments (million)	Annual growth 2020-2021	Annual growth 2021-2022
Asia Pacific	351	381	426	+8%	+12%
EMEA	314	355	370	+13%	+4%
Greater China	341	394	400	+16%	+1%
Latin America	108	126	133	+18%	+5%
North America	151	159	157	+6%	-2%
<b>Total</b>	<b>1,265</b>	<b>1,416</b>	<b>1,484</b>	<b>+12%</b>	<b>+5%</b>

Note: percentages may not add up to 100% due to rounding  
Source: Canalys forecasts (sell-in shipments), Smartphone Analysis, June 2021

*Alex Zaharov-Reutt*

## NOKIA INKS A THREE-YEAR CONTRACT WITH ORANGE JORDAN TO IMPROVE WI-FI COVERAGE IN JORDAN

Nokia has signed a three-year agreement with telecom company Orange Jordan to deploy more than 100,000 units of Nokia Wi-Fi beacons in Jordan.

The agreement between [Nokia](#) and [Orange Jordan](#) sees the deployment of more than 100,000 units of Nokia Wi-Fi beacons to provide Internet coverage in Jordan even at far locations.

*(Continued)*



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Nokia's solution, which includes fibre modems and Wi-Fi beacons, will allow Orange Jordan to provide Wi-Fi coverage even at far-flung places. The Nokia beacons are available for both new and existing Orange Jordan subscribers.



Nokia's Wi-Fi solution uses mesh technology to provide coverage and claims no service lag, making them suitable for large houses, gated communities and offices. Orange Jordan's subscribers will be able to install and manage their Wi-Fi network through the Nokia Wi-Fi mobile app.

The Nokia Wi-Fi beacons are equipped with in-built intelligence to enable them to resolve problems like interference and connectivity issues. The quality of services will allow Orange Jordan to enhance customer experience, bring down operational costs, and increase customer satisfaction.

Orange Jordan CEO [Thierry Marigny](#), is committed to provide the fastest, most reliable internet in Jordan, which calls for innovative solutions to ensure the best experiences for all users. "Our partnership with Nokia to offer its advanced solutions will surely enhance our customers' Wi-Fi experience," he says.

Nokia Middle East and Africa head of fixed networks [Mohamed Salama](#), says Nokia is pleased to introduce the Wi-Fi solution, which offers reach and provides coverage to all areas of a building.

Salama concludes: "Our beacons are easy to install and manage and will help our customer provide better network performance which will lead to increased usage and more revenue."

Orange Jordan and Nokia agreed [a deal in 2017 to deploy a GPON](#) (Gigabit Passive Optical Networks) fibre in the country.

*Kenn Anthony Mendoza*

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# THE WORLD'S FIVE LARGEST INTERNET COMPANIES SEE 60% INCREASE IN EMPLOYEES OVER PAST YEAR

Amazon, Alibaba, Alphabet (Google), Facebook and eBay saw growth speed up alongside the growth in digital transformation due to the pandemic, with a UK share buying site noting “tech giants employ more people than ever and generate revenue counted in tens and hundreds of billions of dollars.”

According to data presented by BuyShares.co.uk and author Jastra Kranjec, Amazon, Alibaba, Alphabet, Facebook, and eBay, as the world's largest internet companies by the total workforce, hit more than 1.7 million employees, a massive 60% increase in a year.



Amazon created 500,000 new jobs amid the COVID-19 crisis

Kranjec said “Amazon has consistently topped the ranking as an online company with the biggest workforce, but the COVID-19 pandemic has widened the gap as eCommerce has boomed since then.

(Continued)

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“While many companies were forced to cut jobs in face of the pandemic, the tech giant went on an unprecedented hiring spree in 2020. According to the company’s data, the eCommerce behemoth created 500,000 new jobs last year, adding to its already sizeable workforce.”

Kranjec continued: “With roughly 1.3 million employees across the globe, Amazon is only the second US company to employ more than a million people. The US retail giant Walmart currently employs 2.2 million people around the world.

“With such a staggering workforce and millions of customers worldwide, Amazon undoubtedly is a money machine. Last year, the company’s revenue surged by 37% YoY to \$386bn, and according to the report by CNBC, the online retailer generates more than \$800,000 every minute.”

### **Alibaba’s workforce surged by 113% in a year**

Kranjec added: “Alphabet, Google’s parent company, ranked as the second-largest online company by the number of employees. In 2020, the tech giant reported over 135,000 full-time employees, 16,400 more than a year before.

“However, China’s biggest eCommerce company, Alibaba Group, witnessed even more impressive workforce growth. Alibaba emerged as one of the country’s biggest corporate winners of the COVID-19 crisis. The multinational tech giant gained the opportunity to expand its business significantly in 2020, as demand for its services and online marketplace traffic surged amid the lockdowns.

“The company’s earnings report for the fiscal year 2021 revealed the eCommerce giant had more than 251,000 full-time employees in March, an impressive 113% increase in a year.

“Statistics also showed the number of active consumers across Alibaba’s online shopping properties jumped by 11% YoY to 811 million in the first quarter of 2021, while the company’s annual revenues grew by 40% YoY to over 717 million yuan.

“Facebook, ranked as the fourth-largest internet company based on the number of employees. The social media giant created 13,600 new jobs last year, with the total number of employees rising to 58,600.

“As the fifth-largest company on this list, PayPal increased its workforce by 14% in this period and hit 26,500 employees globally.”

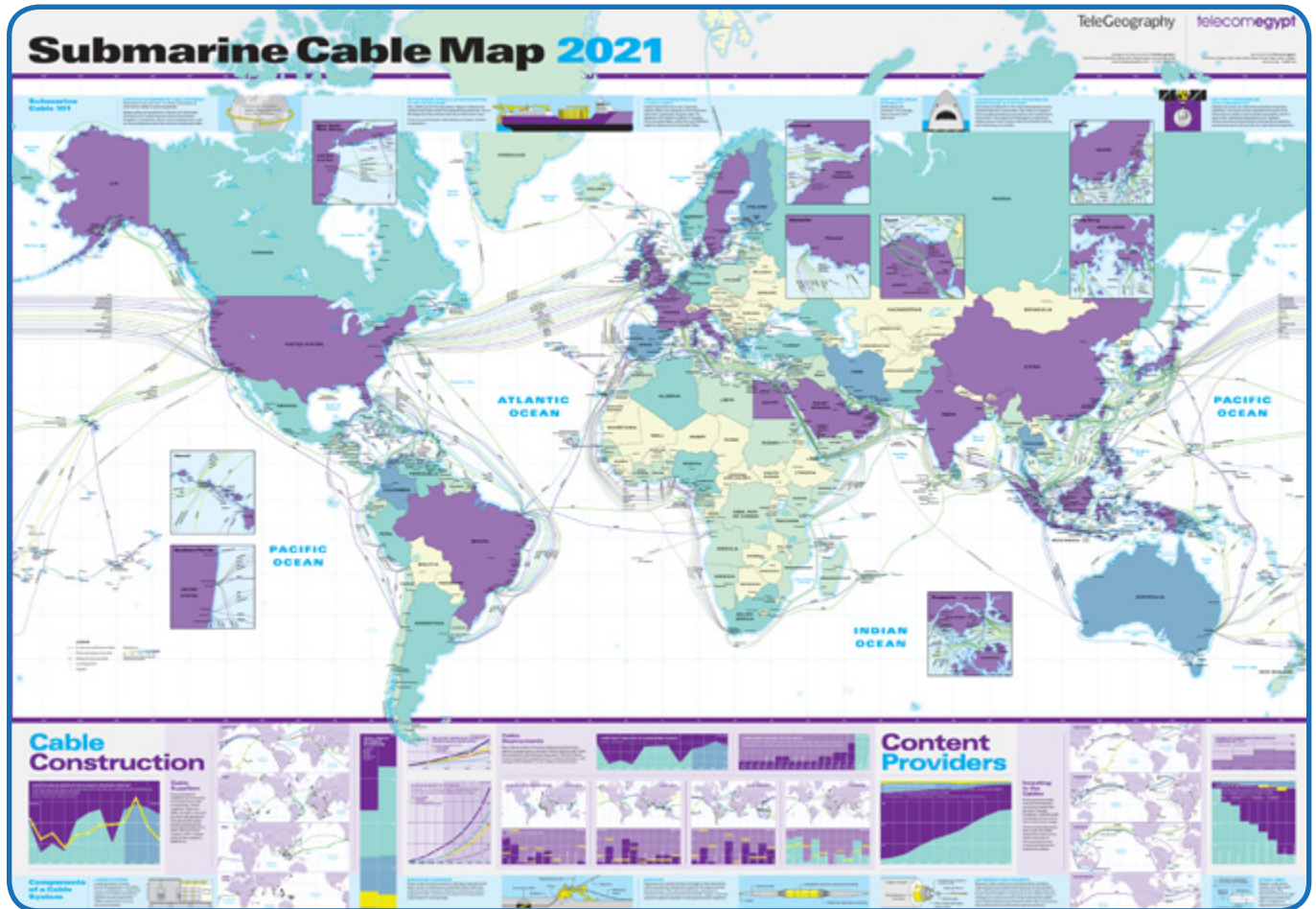
Additional information and graphs are available at the [BuyShares.co.uk](https://www.buyshares.co.uk) article [here](#).

*Alex Zaharov-Reutt*

# NEW SUBMARINE CABLE MAP VISUALIZES MORE THAN \$8 BILLION IN NEW CABLE INVESTMENTS OVER NEXT THREE YEARS

TeleGeography, a global telecommunications market research and consulting firm, has launched its 2021 Submarine Cable Map, sponsored by Telecom Egypt.

[TeleGeography](#) say the map visualizes 464 global cables and 1,245 landing stations, as well as major future deployments. The map further analyses the changing dynamics in the market and influence of new players on submarine cable investments.



TeleGeography states that content providers' share of total capacity surged from less than 10% prior to 2012, to 66% in 2020. Unlike previous cable construction booms, content providers like Amazon, Google, Facebook, and Microsoft are taking a more active role in the submarine cable market. These companies alone have such incredible demand for data centre traffic that they're driving projects and route prioritisation for submarine cable systems. Google alone has more than 15 subsea cable investments globally.

TeleGeography Research Director [Alan Mauldin](#) said, "We're excited to launch our latest Submarine Cable Map and would like to thank Telecom Egypt for supporting it this year. The 2021 map illustrates a market that's experiencing more deployments, with new and diverse players. Over the last decade, we've seen content providers emerge as disruptors, ramping up investments to meet global demand for their services.

*(Continued)*

“The submarine cable market has never been so dynamic and we’re thrilled to showcase our data and analysis on all things subsea cable.”

TeleGeography claims that there is no shortage of cable facts hidden throughout this map. Take this stat, for example: there are over 1.3 million km of submarine cables spanning the globe, which would wrap around Earth more than 30 times end-to-end. Of the 464 cables displayed in this 2021 edition of this map, 428 are active and 36 are planned. Out of these planned cables, 19 are brand new to TeleGeography’s map, boasting a combined length 103,348 km.

New subsea cables have been deployed across every global route grouping, with more systems expected in the coming three years. The Intra-Asian route is expected to experience the most investment, with a projected \$1.6 billion in new cables to be launched.

The map covers Singapore and Tokyo hubs in the Asia Pacific region well, however has little detail on hubs in Sydney and Perth.

TeleGeography’s Submarine Cable Map is available to order as a physical piece or to explore as an interactive version reference. View the interactive map [here](#).

*Chris Coughlan*

## FANCY LAZARUS ENTERS DDOS GAME, SAYS RADWARE

**Security vendor Radware has warned that a DDoS extortionist group calling itself Fancy Lazarus is mounting a campaign.**

[Last year](#), a DDoS extortionist posing as ‘Fancy Bear’ and ‘Lazarus Group’ targeted industries including finance, travel and e-commerce in what turned out to be one of the most extensive and longest-running DDoS extortion campaigns in history.

[Radware](#) says it has seen a spike in new business associated with DDoS ransomware threats from an actor calling itself Fancy Lazarus, asking for ‘protection money’ with the threat of devastating DDoS attacks.

The amount demanded seems to be based on the target’s reputation and size, and varies between 0.5 Bitcoins (\$18,500) and five Bitcoins (\$185,000).

Victims are given seven days to pay up, and if they don’t, the amount demanded is multiplied by the number of days since the initial deadline.

“This is the first time we are seeing the bad actors selectively target organisations and favour those with unprotected assets for their ransom letters,” said Radware director of threat intelligence [Pascal Geenens](#) [*pictured next page*].

*(Continued)*





“This implies that malicious actors are leveraging [Border Gateway Protocol](#) routing information to detect whether targets are protected by always-on cloud protection services.

“In addition, we’re seeing that ransom DDoS, which traditionally was an event limited in time with yearly spikes, is now becoming a persistent threat, and should

be considered an integral part of the DDoS threat landscape.”

Most internet service provider (ISP) and cloud service provider (CSP) victims were using DDoS mitigation services to protect their customers. But it seems not all of them were prepared for large, globally distributed attacks targeting their DNS servers or saturating their internet links.

Radware’s position is that very large and globally distributed DDoS attacks can be effectively mitigated only by stopping malicious traffic closest to its source and never allowing multiple geographically distributed traffic streams to flock. This requires globally distributed and anycasted protection services.

Geenens added “The recent uptick in criminal activity should be a strong reminder to enterprises, ISPs and CSPs of any size and industry to assess the protection of their essential services and internet connections and plan against globally distributed DDoS attacks aimed at saturating links.

“This is especially in the case of service providers and their DNS services. We believe hybrid DDoS solutions provide the best of both worlds with on-premises protection against all types of DDoS attacks while automatically diverting to a cloud DDoS service when the attack risks saturating the internet link.”

*Stephen Withers*

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