



Starhome Releases its Next Generation Intelligent Preferred Network Solution

The first fully automated revenue-based Steering of Roaming solution enables operators to reach their wholesale discount agreements and business targets.

Zurich, Switzerland; November 17, 2009 – Starhome®, the leading provider and acknowledged driving force for roaming services for mobile network operators, is pleased to announce the release of its [Next Generation Intelligent Preferred Network® Solution](#) (NG-IPN).

The first fully automated Steering of Roaming (SoR) solution, NG-IPN enables operators to automatically steer their outbound roamers to preferred network partners based on revenues and IOT agreements. Optimized steering efficiency is achieved when NG-IPN detects the smallest deviation in the roamer's behavior pattern, profiles them and initiates an automatic adjustment to the steering application. Therefore, NG-IPN's automated performance facilitates better steering results, maximizing targets set by mobile operators.

Click to watch the video: <http://www.youtube.com/watch?v=wtgukg1NjIU>

NG-IPN further provides operators with an immediate snapshot of the usage status and distribution of roamers across all networks in each visited country, giving them an up-to-date revenue status report. The automated solution provides efficient steering results by focusing on usage distribution rather than the number of roamers. In addition, NG-IPN eliminates costly and time-consuming manual provisioning as well as manual requests for daily status reports, culminating in across-the-board efficiency and accuracy.

Included in Starhome's evolved Intelligent Preferred Network solution is the ability to dynamically segment subscribers based on their current and previous usage. For example, high data consumption subscribers who use 3G data cards, such as iPhone and Blackberry, will be steered by NG-IPN to the network where the data targets are still outstanding; the same logic applies for voice only users and sleepers (users who do not generate any roaming traffic).



Other Steering of Roaming (SoR) solutions focus solely on the distribution of roamers between visited networks rather than analyzing the actual usage and revenue patterns. To receive a revenue report, roaming managers must obtain reports from their billing departments, check each network to see if they are meeting targets, and modify the configurations.

“These enhanced capabilities dramatically increase steering effectiveness and help mobile operators achieve their roaming business goals quickly, more efficiently and with a minimal investment of resources,” said Amit Daniel, Vice President of Marketing and Business Development for Starhome.

NG-IPN is the next Generation of Starhome’s original and highly successful IPN (Intelligent Preferred Network) solution, deployed by leading mobile operators around the world. The solution features three main layers, which can work independently or together: SS7 signalling controls the handset registration process; over-the-air (OTA)/SIM control manages SIM data via OTA media; and the Hybrid mode integrates SS7 and SIM technologies for optimal redirection efficiency and response time for users and reduced signalling traffic.

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About Starhome

Starhome® is the leading provider and acknowledged driving force of roaming services for mobile network operators. Our solutions focus on service mobility, enabling operators to offer their end users seamless movement from network to network. The Starhome portfolio includes a wide variety of international roaming services and core network solutions across various technologies, including IN and IMS.

Our dedicated professionals and commitment to quality ensure reliable products, fast deployments and expert support, so that operators can generate revenue quickly and reduce network expenses. Starhome’s global footprint includes the world’s largest operators and groups. Together, we provide truly seamless service mobility.

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