



Gateway Location Register

Upgrades your network infrastructure with intelligent roaming capabilities to monitor, manage, optimize and maintain a high quality of service for inbound roamer traffic.

Current Situation

As the mobile telecom market becomes more competitive, mobile network operators are looking for revenue assurance by enlarging their inbound roaming revenues, while lowering their costs.

The inbound market provides the (Visited Public Mobile Network) VPMN operator with the majority of total roaming revenue, and therefore controlling the number of inbound roamers that register to the network is crucial.

To assist operators in lowering costs and optimizing inbound roaming traffic, Starhome is pleased to offer mobile operators its Gateway Location Register Solution.

Starhome's Solution

Starhome's solution for inbound management is based on the functionality of the 3GPP Gateway Location Register Node.

The Starhome® Gateway Location Register™ provides the VPMN with the ability to significantly reduce the amount of signaling messages sent via its signaling provider to Home Public Mobile Networks (HPMNs). This reduction eventually enables the operator to control inbound roamers' activities within the network and to reduce expenses. In addition, Gateway Location Register provides a set of tools enabling the inbound roamer to register into the network, regardless of other decisions made by the HPMN.

Gateway Location Register is a node located between the Visitor Location Register (VLR) and/or Serving GPRS Support Node (SGSN) and the Home

Benefits of Starhome's Solution

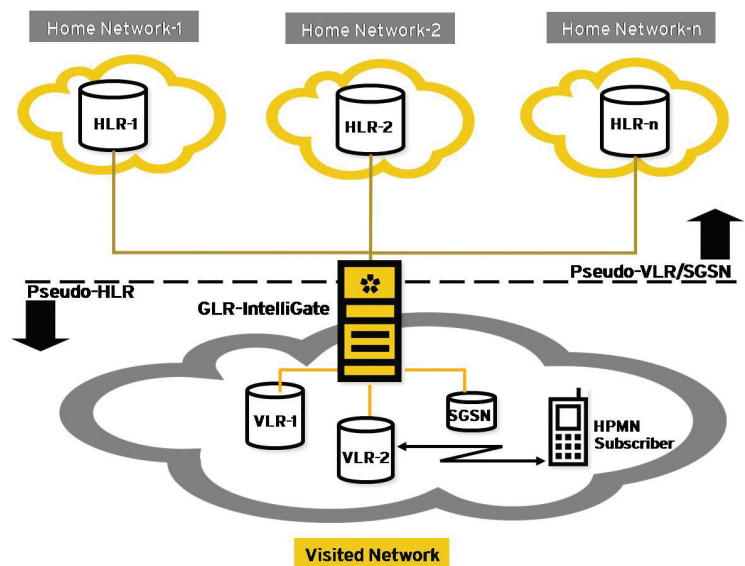
- Increases inbound roaming revenues
- Protects inbound roaming market share
- Manages and optimizes inbound roaming signaling traffic
- Standard and non disruptive behavior
- Provides visibility tools for better wholesale decisions

Gateway Location Register

Key Features

- Enhanced 3GPP Gateway Location Register platform
- Telco-grade platform with real-time and high capacity support
- Geographically distributed architecture
- Monitors and identifies gaps in the coverage of your inbound roamers
- Enhanced:
 - Management tools
 - Statistics
 - Forecast algorithms

Location Register (HLR), which may be used to optimize location updating and the handling of subscriber profile data across network boundaries. When a subscriber is roaming, Gateway Location Register functions as a pseudo-HLR when facing the VLR and SGSN in the visited network. Gateway Location Register functions as a pseudo-VLR and SGSN when facing the HLR in the home network.



Starhome

Starhome® is a global leader in providing innovative, market-driven roaming solutions. Since its establishment in 1999, the company has grown and matured into an industry-recognized authority on roaming solutions. Leveraging its accumulated roaming knowledge to zero in on market needs, Starhome provides operators with innovative and lucrative management tools, making it the driving force behind roaming profitability. We have developed a comprehensive range of products and services that work in synergy to target market opportunities, spanning the full spectrum of roaming industry needs. Our industry-intelligent solutions strengthen your competitive edge in the constantly changing mobile market. Starhome's product portfolio serves each major aspect of roaming:

Retail products stimulate and increase roaming traffic and usability. For **Wholesale** requirements we offer powerful solutions to enable you to meet your business targets and IOT discount agreements. Our **Network Operations** offering includes solutions to optimize network efficiency, improve quality of service, and reduce cost of ownership.

Our service portfolio includes real-time, integrative roaming management and innovation tools -- working in collaboration with our product portfolio - that provide analysis, forecasts, simulations and recommendations, along with a current worldwide visualization of your roaming business. System tools provide real-time access to the information you need to maximize your business goals and strategies.