



Home Rerouting Solution

Ensures that calls placed by outbound roamers to the home country are first rerouted to the Home Public Mobile Network (HPMN) before being completed.

Current Situation

As mobile operators search for new revenue streams, control of outbound roaming services and calls increases in importance.

Currently, 70 percent of roaming calls are made to the home country, and yet 20-50 percent of these calls are to other networks (both fixed and mobile). Today's mobile operators seek a solution that will enable them to route all of their outbound roamers' calls through their network, thus collecting "lost" revenue.

Starhome's Solution - Optimized Rerouting Traffic

The Starhome® Home Rerouting™ solution creates new revenue from existing traffic, with minimal change to the HPMN. Operators are able to capitalize on existing interconnection tariffs, if the international tariff is higher than the national termination tariffs. Roamers' calls are rerouted so that the HPMN can collect the revenues generated by their outbound subscribers.

Traffic is rerouted from outbound roamers to the home country, and then to the HPMN, before being completed.

Detection is based on CAMEL triggers that are activated when a subscriber sends a mobile originated (MO) call. In a non-CAMEL subscriber segment (for example, postpaid), the service can add CAMEL triggers for roamers who do not have a CAMEL trigger (O-CSI).

Call forwarding to the destination operator in the same country is handled identically to standard MO calls. Interconnection fees are subsequently collected by the home network. This rerouting activity is completely transparent to both the subscriber and the visited network, resulting in uninterrupted service and a smooth user experience.



Benefits of Starhome's Solution

- Creates new revenue from existing outbound traffic
- Interconnection (termination) fees are collected by home network call completion
- Provides complete control of calls to operators
- The rerouting is completely transparent to subscriber, visited and destination networks

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Key Features

- CLI Delivery
 - The operator can activate/deactivate the service's calling line identification (CLI) delivery for each network using the provisioning tool
- Defining Communities
 - Operators are able to define communities and associate subscribers with specific communities
- Community Settings
 - Community activation for the service
 - The operator can activate/deactivate the Home Rerouting service for each community
 - Destination number prefix
 - The operator can define a destination number prefix for each community

Implementation Options

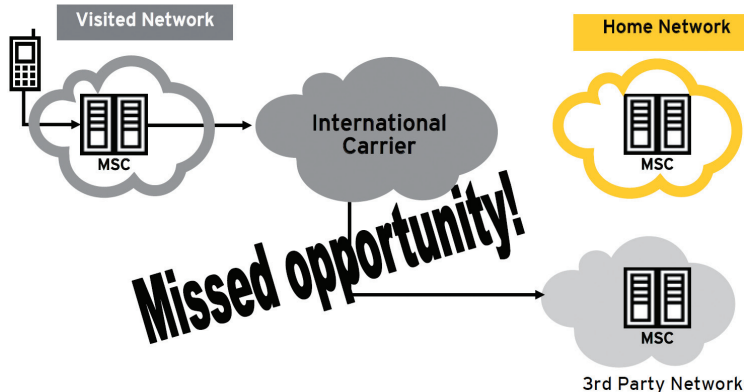
Managed Service

Operators are not required to perform any maintenance of the system. Starhome's IntelliGate™ Service Mobility Platform and its complementary services are fully maintained by Starhome. In case of failure, alarms are sent to Starhome and immediately handled by the Global Service Operation Center (GSOC), which is available 24 hours a day, 7 days a week.

Standalone Service

Mobile operators perform basic maintenance of the IntelliGate system and possess the ability to provision and maintain a wide selection of relevant data using the provisioning tool. In cases of failure, alarms are sent to the operator's monitoring station.

GSMA Compliance



GSMA Compliance

Starhome recently completed the GSM Association's (GSMA's) Open Connectivity Proof of Concept testing for its Global Roaming Hub.

Starhome's hub successfully demonstrated full interoperability with another service provider's roaming hub, enabling roaming relations between two mobile operators via both hubs.



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.