



Local Roaming Data Solution

Enables operators to offer lower-priced local roaming data packages for inbound roamers.

Current Situation

Subscribers have become increasingly aware of the pricing issues related to global data roaming. These concerns have led many subscribers to disable the data roaming features on their devices before they travel abroad in an effort to avoid costly data roaming charges. Other subscribers opt for a local prepaid SIM card or make extensive use of Wi-Fi networks and local hot-spots.

This new practice has left mobile operators with the dual-task of reassuring their roamers against bill shock while at the same time, promoting their data roaming services.

Starhome's Solution

The Starhome® Local Roaming Data™ solution enables operators to offer lower-priced, local roaming data packages for inbound roamers. The advanced tool addresses the increasing market trends for data roaming packages and also relieves the subscriber of potential bill shock as the charging models are similar to those in the home network.

The solution, a key alternative in communicating with inbound roamers, replaces the Welcome SMS mechanism which is no longer used by the VPMN. By deploying the Local Roaming Data solution, operators are able to offer packages, promotions and location-based services together with discounted offerings with third-party vendors encouraging opt in by roamers.

The Local Roaming Data solution works by enabling the VPMN to provide local data access to inbound roamers by offering a local prepaid subscription. Charges are made directly to the subscriber.



Benefits of Starhome's Solution

- Reduces operational costs by saving the GRX/IPX charging for the transfer of data from the VPMN to the HPMN
- Provides local Internet access which improves quality of service for inbound roamers
- Competitive advantage to attract and maintain inbound roamers
- Enables the VPMN to differentiate its offering from competition and create a new communication channel with inbound roamers.
- Unilateral solution - no coordination with the HPMN is required

Local Roaming Data Solution

Key Features

- Enables access to both home and local networks
- Optimizes routing between home and visited network
- The solution can be offered to any inbound roamer segment

As opposed to the regular scenario, where all data traffic is transferred to the HPMN GGSN and then to the appropriate service, the solution uses the local VPMN GGSN, enabling local access to the internet and other services.

The service eliminates visited-to-home-network traffic while the GRX intermediary allows the VPMN to offer local data plans for inbound roamers which improves the quality of service for subscriber data consumption.



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.