



Local Roaming Number Solution

Provides frequent roamers with a local number that is preferentially priced for local use, in addition to their home number on the same handset.

Current Situation

Frequent travelers often bypass roaming tariffs for dialing and receiving "local" calls in the visited network by purchasing a local SIM card. These veteran travelers replace their home SIM, switch back-and-forth, use two handsets, or limit usage of their mobile phones. These solutions are cumbersome for the users and reduce roaming calls and VAS for the visited and home networks.

Starhome's Solution

The Starhome® Local Roaming Number™ solution is more than a service: it is a concept that provides roamers with a local presence without an additional SIM or two handsets.

Inbound roamers, upon registering in the operator's network, are dynamically allocated a local MSISDN number that is associated with the roamer's handset while roaming in the network. Users can be notified via a seamless SMS notification, in their own language, with message content based on roamer segmentation.



Benefits of Starhome's Solution

- **Visited Operator Benefits**
 - Attracts inbound roamers to the network with a unique service and flexible tariffs
 - Preserves or increases roaming revenue for mobile originated (MO) calls
 - Encourages more local network traffic
 - Competitive advantage to attract roamers
- **Home Operator Benefits**
 - Keeps HPMN SIM active, with no loss of revenue (MT calls, SMS, GPRS, MMS, etc.)
 - Retains revenue from valued added services (VAS), which subscribers continue to enjoy
- **Roamer Benefits**
 - Roamers can receive, as well as generate, calls on both the original home number and on the new local number
 - Consistent user experience and the ability to use one updated phonebook on one familiar handset
 - Seamless operation
 - Business users enjoy "local presence" (local number)
 - Travelers benefit from optimized routing between colleagues or family
 - Preferred tariffs according to operator strategy
 - Eliminates need to buy local prepaid SIM

Local Roaming Number Solution

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

Implementation Modes

Implementation can be home-based, or based on local prepaid charging. Both modes offer the same local roaming number functionality, but they are geared to different operator strategies and diverse user experiences.

Home-Based Charging

- Completely seamless
- Uses existing roaming agreements
- Preserves roaming revenues for the home public mobile network (HPMN) and for the visited public mobile network (VPMN)

Local Prepaid Charging

- The solution uses existing operator prepaid facilities (for example, scratch-card and top-up mechanisms)
- VPMN enjoys tariff flexibility
- Service activation is manual and requires a top-up account

Simple, fast implementation means operators can begin generating revenues and attracting roamers almost immediately. This live, field-tested and deployed service comes with comprehensive post-sales support and guidance



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.