



# Next Generation IPN Solution

Get optimum steering results and meet your wholesale discount agreements with the first fully automated revenue-based Steering of Roaming (SoR) solution. NG-IPN continuously monitors and tunes the SoR system to provide better steering results, enabling operators to meet their revenue targets.

## Current Situation

Today's Steering of Roaming (SoR) solutions are based solely on the distribution of roamers between visited networks. Meaning, operators have to manually allocate roamers by percentage or configure steering profiles by allocating a priority of registered networks.

Current SoR solutions also generate a substantial amount of overhead and labor. Roaming Managers must continually check revenue reports, supplied by other departments, to see whether their revenue targets are being met and, if necessary, have their engineering departments modify the SoR configuration manually.

## Starhome's Solution

The Starhome® Next Generation Intelligent Preferred Network® solution is a fully automated revenue-based Steering of Roaming tool that provides the roaming manager with immediate feedback on revenue for each network or profile.

The new revenue-based steering engine automatically performs the key task of continuously monitoring and tuning the SoR system. Using a dedicated interface to TAP file streams, NG-IPN detects the smallest deviation in the roamer's behavior pattern and profiles them. An automatic trigger adjusts the SoR settings, resulting in optimized steering results. Clear and concise snapshots that provide visibility of the steering performance are immediately sent to the



## Benefits of Starhome's Solution

- Optimized roaming revenues and IOT discount agreements
- Specific focus on revenue goals in terms of Voice, Data and SMS
- Creates a dynamic process of IOT negotiation and steering execution capabilities
- Ensures execution of set goals during a set time
- Provides immediate online feedback on actual revenue in each network or profile

## Next Generation IPN Solution

### Key Features

- Provides setting usage targets for voice, SMS and Data
- Immediate feedback on revenue in each network or profile
- Revenue service activation per: country, community, profile
- Friendly and efficient web GUI provisioning
- Detailed reporting and snapshots of usage status and distribution of preferred networks

roaming manager for analysis, allowing them to keep track of their set goals and targets.

In addition, NG-IPN eliminates the practice of waiting for various departments to supply important information that is not always available at the time when it's needed.

Starhome's new revenue-based steering service can be offered with any of the following alternative steering solutions:

- **Network Control, SS7-operated** - a patented network-based solution comprised of an IntelliGate-based application integrated to the network as a Signaling Relay in front of the HLR or as a passive probe in parallel to the HLR.
- **Network Control, SIM-operated** - for operators who are willing to forego the SS7-based solution and instead use advanced SIM technologies with over-the-air control.
- **Network Control, Hybrid Steering** - for operators who wish to take advantage of both of the above two technologies i.e. the IntelliGate-based remote registration control with the ability to control over-the-air the SIM-based network data and application.



### 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.

Contact us: Phone: +41-44-380-6777, Fax: +41-43-222-6768 • Email: [info@starhome.com](mailto:info@starhome.com), Web site: <http://www.starhome.com>

This material describing Starhome is for general information purposes and may be modified by Starhome at any time without notice. The information disclosed in this document is disclosed on an "as is" basis, and Starhome shall not be liable for the accuracy or completeness thereof. This material is the proprietary and/or confidential information of Starhome, and may not be disclosed, copied or transferred to any third party without Starhome's prior express consent. Starhome, its logo and service names are registered trademarks or trademarks of Starhome GmbH. All other marks are the property of their respective holders. © Copyright 2002-2011 Starhome. All rights reserved.