



Optimal Voicemail Deposit Solution

Eliminates international “tromboning” caused by forwarding calls to voicemail and other numbers while a subscriber is roaming. Unique in its ability to generate revenue, reduce costs and encourage voicemail usage by roamers, Starhome’s Optimal Voicemail Deposit Solution is the most comprehensive solution in the market.

Current Situation

Outbound roamers want to stay in touch and continue to use their voicemail, or alternate forwarding, when they cannot answer a call. If the roamer is unavailable, busy or simply chooses not to answer, the visited network routes the call back to the home voicemail system (default setting). This inefficient international tromboning negatively impacts the subscriber and caller experience, as well as



Benefits of Starhome’s Solution

Operator Benefits

Optimal Voicemail Deposit increases:

- Number of completed calls
- Voicemail usage and retrieval
- Calls to roamer
- Subscriber satisfaction, and reduces need for customer care
- Revenue

Subscriber Benefits

- Reduces costs of voicemail usage and retrieval
- Provides the same home user experience for subscribers and callers
- Increases user satisfaction

General Benefits

- Reduces costs
 - For operators and roamers
- Improved user satisfaction
 - “Feel at home” user experience
 - Offloads customer care
- Starhome solves all existing external service interaction issues
- Standalone, or outsourced managed service
- Proven Telco-grade platform and global operations network support
 - Handles high capacity traffic for local and roaming services
 - Starhome IN platform is a core network component in multiple major operator networks
 - Supports multiple protocol variants (ISUP, INAP and CAP)
 - Siemens, Ericsson, Nokia, etc
- Increases airtime and revenues
 - Roamers don’t need to shut off their handsets to avoid international charges for unanswered calls

Starhome’s Optimal Voicemail Deposit generates revenue, reduces costs to operators and roamers, encourages usage of mobile phones and voicemail, and offloads customer care.

Optimal Voicemail Deposit Solution

Key Features

- Eliminates international tromboning and associated carrier charges:
 - While providing conditional call forwarding
 - Supports forwarding to voicemail or to any number
- Optimizes routing of late call forwarding to:
 - Voicemail
 - Any number
- Diverted calls reach visited mobile switching center (VMSC) with:
 - Called party's MSISDN
 - Calling party's calling line identification (CLI)
- No dependency on visited public mobile networks (VPMNs):
 - One solution for all visited networks
- Supports operator business decisions:
 - Different behavior per VPMN
 - Service provided per roamer segments (prepaid, postpaid, VPN, etc.)
 - Handles multiple call flows simultaneously
- Unique, enhanced business case
 - Starhome's solution generates revenue

forcing either the subscribers or operators to pay international tariffs for voicemail deposits and alternate forwarding.

The end result is reduced service and voicemail usage, subscriber and caller frustration, and lost revenue.

Based on extensive experience working with mobile operators, Starhome has identified three different categories of operators. Operators who:

- Disable call forwarding for their roamers
 - Starhome's Optimal Voicemail Deposit™ Solution will generate new revenue from voicemail usage and returned calls
- Cover the costs of the international trombone
 - Optimal Voicemail Deposit will reduce costs
- Charge their subscribers for the international trombone
 - Using Optimal Voicemail Deposit, operators can boost their respective business cases exponentially

Regardless of operator category, using Starhome's Optimal Voicemail Deposit will help generate revenue, reduce costs and increase customer satisfaction.

Starhome's Solution

With Direct Late Call Forwarding capabilities, roamers decide where to forward their unanswered calls. Normally, the forwarded calls are routed to a forwarding number by the visited network, creating an unnecessary international trombone. Starhome's Optimal Voicemail Deposit routes calls to the forwarded number of the home network, eliminating international legs, and loss of signaling information (such as calling line identification (CLI)).

The Starhome® Optimal Voicemail Deposit™ solution enables seamless caller access to voicemail, caller-ID retrieval and direct forwarding of calls to voicemail or to any preset forwarding destination.

By significantly reducing the cost of voicemail deposits and alternate forwarding, Optimal Voicemail Deposit allows mobile operators to increase revenue, while at the same time improving the caller's experience. The service utilizes the advanced call control technology and direct late call forwarding capabilities of Starhome's IntelliGate™ Service Mobility Platform, which is integrated in the operator's network via IN or ISUP signaling.

The Starhome® IntelliGate™ Service Mobility Platform

IntelliGate is a Telco-grade service mobility platform that provides mobile network operators with maximum roaming technology and services across multiple network types, with minimal impact on operator resources and existing services.

With an unmatched record for on-time delivery, smooth integration and fast service deployments, Starhome's IntelliGate has been proven in the most complex and varied operator network environments worldwide.



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, 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.