



Roaming Control

Allows mobile operators' outbound roamers to control and limit their roaming expenses.

Current Situation

Subscribers are actively looking to gain control over their mobile expenses while roaming. One possibility is to use a prepaid account, which at least gives the subscribers an idea of how much they are spending on roaming costs.

Another option is for both prepaid and postpaid subscribers to completely halt or limit their calls and data usage while roaming. Some go even further, shutting off their handsets while roaming in an attempt to avoid charges for incoming calls and voicemail deposits.

Starhome's Solution

The Starhome® Roaming Control™ solution provides mobile operators with the ability to control and manage subscribers' usage while they are abroad (voice, SMS and data) and to support upcoming EU regulations. By monitoring the traffic on a real-time basis, operators can bar/re-direct the service, and define limitations/packages and communities. Roaming Control provides the operator with the ability to support different and more complex rating plans for roaming.

Operators can either let their subscribers define their individual costs cap, or they can predefine several levels of caps per visit/day/month (for example, 10/50/100 Euros per visit). Roamers can then set the cap before or during their travel, via the operator's Customer Care Service, Web site, SMS option, etc.



Benefits of Starhome's Solution

- **Operator Benefits:**
 - Increased direct and indirect revenues - handsets remain on and are used more frequently due to customer's ability to control roaming expenses
 - Reduced customer complaints - less inflow to Customer Care centers = less need to offer compensation
 - Differentiation from competitors - provision of innovative roaming service and offering
 - Proven revenue generator
- **Subscriber Benefits**
 - Limit expenses while roaming - provides a method for subscribers to control their roaming expenses, with real-time notifications increasing subscriber confidence
 - Significantly reduced user frustration - eliminates hidden and unknown costs while roaming
 - Instills confidence in subscriber - provides the subscriber with the confidence to experience additional roaming services without the fear of being over-charged
 - Post-paid users enjoy prepaid capabilities

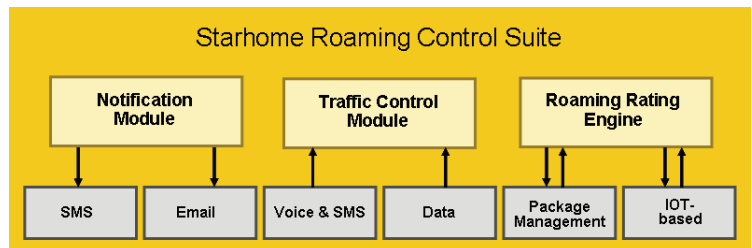
Key Features

- Allocate a credit limit for roaming expenses
- Powerful rating engine to support complex tariff plans
- Active solution to support EU regulation requirements
- A user-friendly provisioning tool
- Notification of usage-based messages



Roaming Control

- Starhome's Roaming Control is comprised of the following:
 - Notification Module - notifies subscribers
 - Traffic Control Module - active option and bar/disconnect
 - Roaming Rating Engine - real-time billing for package management



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.