



## Starhome Company Analysis – 2010

Starhome has been at the forefront of roaming innovations for over a decade. Our cumulative knowledge and expertise in roaming solutions has enabled us to deploy cost-effective, revenue-generating solutions at more than 178 mobile operators in 118 countries around the globe. In addition, Starhome offers three implementation modes of operation and currently monitors and maintains over 900 services.

With 16 registered patents, a 95% customer renewal rate and 25% customer growth in 2009, Starhome's field proven leadership in providing roaming solutions has made it the roaming partner of choice for mobile operators.

### Starhome® Portfolio

Operators face a variety of challenges to meet their business roaming targets, each with its own unique requirements. Since the challenges are diverse, different areas within the mobile operator require tailor-made solutions.

Starhome offers solutions for three distinct business areas to cover all the roaming requirements for mobile operators.

#### Retail

##### **Seamless solutions to stimulate and increase roaming traffic and usability.**

- **Sparx™** – A real-time roaming marketing and relations management tool.
- **Roaming Control™** – Delivers targeted messages and information to data roamers.
- **Prepaid Anywhere™** – Seamless roaming services for prepaid subscribers anywhere and in any network.
- **Intelligent Call Assistant®** – Corrects international dialing mistakes.
- **Home Short Code™** – Empowers travelers to seamlessly access their home VAS.
- **Proamotion SMS™** – Promotes special offerings to outbound and inbound roamers.
- **Roaming Mate®** – Roaming assistance portal for inbound and outbound roamers.
- **Mobile2IP™** – Routes incoming calls to IP Soft Phone, GSM phone or both.
- **Local Roaming Number™** – Provides a local presence without an additional SIM.



## Wholesale

**Powerful solutions to meet wholesale targets and IOT discount agreements.**

- **Next Generation Intelligent Preferred Network®** – Optimizes revenue-based steering results.
- **Gateway Location Register** – Reduces excessive signaling between home and visited network.
- **Intelligent Border Roaming™** – Prevents accidental roaming near international borders.
- **Anti-SoR Detector™** – detects anti-steering practices that may be used by roaming partners.

## Operation

**Mission-critical solutions to optimize network efficiency and reduce cost of ownership**

- **Optimal Voicemail Deposit®** – Eliminates international tromboning and increases roaming voicemail usage.
- **Leakage Identifier™** – Identifies leakage of inbound roamers to a competing network.
- **NG Service Broker™** – Provides the ability to easily integrate future and legacy IMS and IN technologies to orchestrate multiple services on the network.
- **Home Rerouting™** – Maximizes revenues by rerouting outbound roamers' calls to other networks via the HPMN.