



Starhome's New Sparx Solution Set to Change Roaming

New interactive marketing and relations management solution will transform roaming mobile marketing by enabling mobile operators to accurately target outbound roamers during their trip.

Zurich, Switzerland; November 3, 2009 – Industry experts at [Starhome®](#), the leading provider and acknowledged driving force of roaming services for mobile network operators, have announced that the upcoming release of the much anticipated [Sparx™](#) solution will change the face of the roaming mobile market and set a new standard for interactive roaming campaigns.

“Sparx, an interactive roamers’ marketing and relations management tool, will revolutionize roaming mobile advertising by providing mobile operators with the information and means necessary to accurately target and serve outbound roamers,” said Amit Daniel, Vice President of Marketing for Starhome. “Real-time reporting and analysis, as well as micro-segmentation, will enable mobile operators to know the optimal times for contacting outbound roamers. This will not only drastically increase operators’ revenues, but it will also deliver a significant improvement in the user experience.”

[Click here to view a short video about this new, innovative marketing tool.](#)

One of the major problems faced by mobile operators today is that the roamer’s visiting period provides a limited window of opportunity for communicating with outbound roamers and generating revenues. This problem is exacerbated by reliance solely on static segmentation and campaigns not based on roamers’ feedback during their visits. Current solutions do not use the history of specific roamers as the basis for upcoming campaigns and utilize a limited number of triggers and events during the visit.

Information about roaming subscribers’ movements and behavior patterns, together with their roaming usage, is accumulated by Sparx from a range of sources. Sparx then generates dynamic and logical follow-up marketing campaigns for each roaming subscriber. Campaigns are created and sent when multi-triggers are received that are based on the roamers’ attributes and events. Triggers are also used to generate dynamic ad-hoc campaigns based on roamers’ feedback and usage history, resulting in the right message being sent, at the right time to the right person.



Mobile operators will also be able to continuously communicate with their outbound roaming subscribers via a compliant cross-media communication that best fits both the operators and the subscribers, including SMS, MMS, WAP push, email, etc.

Sparx is a versatile solution that will not only enhance mobile operators' solutions and services, but will also generate revenues from third-party organizations. Mobile operators using Sparx will possess a platform for affiliated marketing, meaning advertisements can be embedded inside messages and promotions, and these advertisements can either promote third parties or the operators' other services and features.

"A decrease in traditional revenue has created new incentives for cross-promotional agreements, opportunities and partnerships, as well as the promotion of services that meet the needs of different segments. We are pleased to provide a tool to satisfy this need," said Daniel. "Sparx's real-time reporting and analysis, ability to micro-segment, utilization of real-time events and triggers and control of roaming usage and expenses really differentiate this solution."

"Sparx has already been chosen by several leading operators seeking to differentiate themselves from their competition by more accurately targeting their end users and providing them with added value", added Daniel.

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About Starhome

Starhome® is the leading provider and acknowledged driving force of roaming services for mobile network operators. Our solutions focus on service mobility, enabling operators to offer their end users seamless movement from network to network. The Starhome portfolio includes a wide variety of international roaming services and core network solutions across various technologies, including IN and IMS.

Our dedicated professionals and commitment to quality ensure reliable products, fast deployments and expert support, so that operators can generate revenue quickly and reduce network expenses. Starhome's global footprint includes the world's largest operators and groups. Together, we provide truly seamless service mobility.



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