



# Home Short Code™ Solution

Empowers both inbound and outbound roamers to access their home VAS seamlessly, by adding a true virtual home environment.

## Current Situation - Virtual Home Environment

Short code access to value added services (VAS) is commonly used in the home network, but when subscribers travel abroad the short code may be unavailable, or inaccessible due to a request for authentication. This often causes frustration, because many roamers do not know the full numbers and/or passwords, and therefore never complete these calls.

## Starhome's Solution

Starhome's® Home Short Code™ Solution addresses international travelers' basic needs by:

- Providing mobile operators with a basis to increase their revenue potential from both the inbound and outbound roaming market
- Enabling the mobile network to temporarily adopt visitors as customers by providing them with easy access to their home-based VAS

The solution, which is based on Starhome's Home Short Code and calling line identification (CLI) delivery services, drives a higher call completion rate and

creates greater levels of user satisfaction. Home Short Code is completely secure and prevents both fraud and voicemail hacking.

Operators are able to maximize revenue from VAS access created by roamers due to its unique capabilities. The service supports all types of short code-to-long-number translation methods, providing the smoothest possible VAS access. Unrecognized short code calls in the visited mobile operator are routed to Starhome's IntelliGate™ Service Mobility Platform, where the call and its origin are analyzed. IntelliGate translates the number to the correct international long number format and sends the call back to the network for normal routing and completion.

## CLI Delivery

New VAS are introduced continuously and many of these services require subscriber identification (CLI) during the log-on session as a security measure (primarily to prevent fraudulent network access and use, and to offer transparent access). In most cases,

## Benefits of Starhome's Solution

- Fast return on investment
  - Offers support for all short codes from Day One
- Quick time-to-market with minimum technical resources and investment
- Simplifies VAS dialing and access, improving customer satisfaction
- Increases revenue potential by attracting more inbound roamers and encouraging them to use the network
- Dedicated support staff provides real-time provisioning, testing and maintenance of short codes, and 24/7 monitoring of service



## Home Short Code

international carriers filter out the CLI while routing the call, which prevents roamers from accessing their VAS transparently as if they were at home. Starhome's patented solution ensures caller CLI delivery and other data parameters to the home network. This eliminates the need for lengthy, complicated authentication sessions and increases the number of completed calls for inbound and outbound roaming.

### Call Completion

The IntelliGate platform converts dialed short codes to international long numbers, passes subscriber recognition information (CLI) over the IP network, and synchronizes calls to be routed over international voice lines. This configuration assures subscribers that requisite call information is routed all the way to the VAS platform, while the voice call is routed through the international telephone carrier. Since

CLI delivery may not be sufficient in some cases, Starhome also performs end-to-end integration with the VAS application, ensuring transparent access for subscribers.

### Starhome

Starhome® is a field proven leader in roaming whose cumulative knowledge and expertise has made it the roaming partner of choice for mobile operators. Since its establishment in 1999, Starhome manages and maintains over 900 roaming solutions for over 178 mobile operators in 118 countries worldwide. Starhome's solutions address all key

roaming requirements and target three distinct areas of activity at the mobile operator: **Retail** - Starhome offers seamless solutions to stimulate and increase roaming traffic and usability. **Wholesale** - our powerful solutions enable teams to meet their wholesale targets and IOT discount agreements. **Operation** - our mission-critical solutions optimize network efficiency and reduce cost of ownership.

### Key Features

- Complete short code translation methods
  - Simple algorithm
  - Personal long number
- Comprehensive global database support
  - All GSM networks
  - All types of short codes
- Managed Service mode for provisioning and support
  - Extensive database of mobile operators
  - Thousands of short codes updated continuously
  - All platforms updated worldwide in minutes
- Implementation
  - Quick time-to-market - minimum resources required
  - Immediate availability to inbound and outbound roamers
- Supports
  - Inbound and outbound data calls, mobile number portability
  - Secure voicemail access - fraud prevention
  - CLI delivery does not interfere with Least Cost Routing logic

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