



Local Roaming Number™ Solution

Provides frequent roamers with a local number that is preferentially priced for local use, in addition to their home number on the same handset.

Current Situation

Frequent travelers often bypass roaming tariffs for dialing and receiving "local" calls in the visited network by purchasing a local SIM card. These veteran travelers replace their home SIM, switch back-and-forth, use two handsets, or limit usage of their mobile phones. These solutions are cumbersome for the users and reduce roaming calls and VAS for the visited and home networks.

Starhome's Solution

Starhome's® Local Roaming Number™ solution is more than a service: it is a concept that provides roamers with a local presence without an additional SIM or two handsets.

Inbound roamers, upon registering in the operator's network, are dynamically allocated a local MSISDN number that is associated with the roamer's handset while roaming in the network. Users can be notified via a seamless SMS notification, in their own language, with message content based on roamer segmentation.

Implementation Modes

Implementation can be home-based, or based on local prepaid charging. Both modes offer the same local roaming number functionality, but they are

geared to different operator strategies and diverse user experiences.

Home-Based Charging

- Completely seamless
- Uses existing roaming agreements
- Preserves roaming revenues for the home public mobile network (HPMN) and for the visited public mobile network (VPMN)

Local Prepaid Charging

- The solution uses existing operator prepaid facilities (for example, scratch-card and top-up mechanisms)
- VPMN enjoys tariff flexibility
- Service activation is manual and requires a top-up account

Roamer Benefits

- Roamers can receive, as well as generate, calls on both the original homenumbers and on the new local number
- Consistent user experience and the ability to use one updated phonebook on one familiar handset
- Seamless operation
- Business users enjoy "local presence" (local number)
- Travelers benefit from optimized routing between colleagues or family
- Preferred tariffs according to operator strategy
- Eliminates need to buy local prepaid SIM

Benefits of Starhome's Solution

Visited Operator Benefits

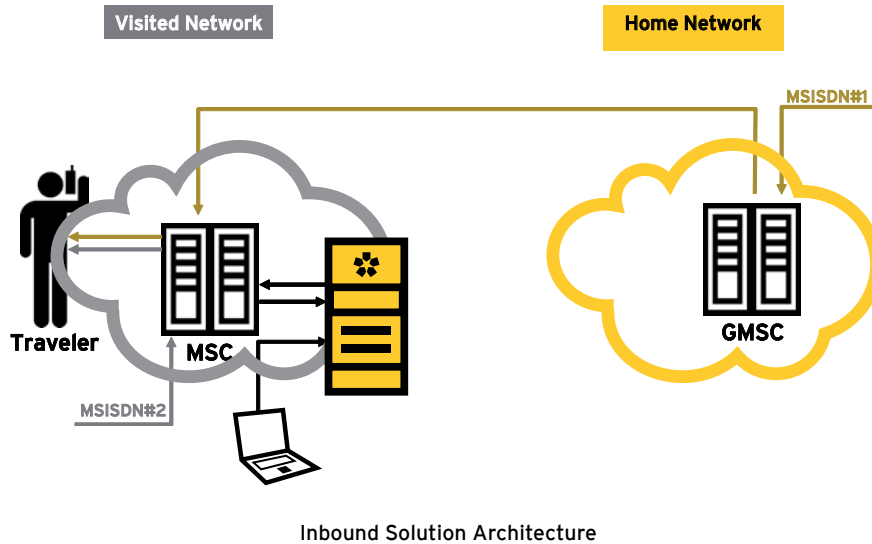
- Attracts inbound roamers to the network with a unique service and flexible tariffs
- Preserves or increases roaming revenue for mobile originated (MO) calls
- Encourages more local network traffic
- Competitive advantage to attract roamers

Home Operator Benefits

- Keeps HPMN SIM active, with no loss of revenue (MT calls, SMS, GPRS, MMS, etc.)
- Retains revenue from valued added services (VAS), which subscribers continue to enjoy



Local Roaming Number™ Solution



Key Features

- Enhanced 3GPP Gateway Location Register platform
- Telco-Grade platform with real-time and high capacity support
- Geographically distributed architecture
- Monitors and identifies gaps in the coverage of your inbound roamers
- Enhanced:
 - Management tools
 - Statistics
 - Forecast algorithms

Simple, fast implementation means operators can begin generating revenues and attracting roamers almost immediately. This live, field-tested and deployed service comes with comprehensive post-sales support and guidance

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.

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