



Next Generation IPN® Solution

Get optimum steering results and meet wholesale discount agreements with the first fully automated revenue-based Steering of Roaming (SoR) solution. NG-IPN continuously monitors and tunes the SoR system to provide better steering results, enabling operators to meet their revenue targets.

Current Situation

Today's Steering of Roaming (SoR) solutions are based solely on the distribution of roamers between visited networks. Meaning, operators have to manually allocate roamers by percentage or configure steering profiles by allocating a priority of registered networks.

Current SoR solutions also generate a substantial amount of overhead and labor. Roaming managers must continually check revenue reports, supplied by other departments, to see whether their revenue targets are being met and, if necessary, have their engineering departments modify the SoR configuration manually.

Starhome's Solution

The Starhome® Next Generation Intelligent Preferred Network® solution is a fully automated revenue-based Steering of Roaming tool that provides the roaming manager with immediate

feedback on revenue for each network or profile.

The new revenue-based steering engine automatically performs the key task of continuously monitoring and tuning the SoR system. Using a dedicated interface to TAP file streams, NG-IPN detects the smallest deviation in the roamer's behavior pattern and profiles them. An automatic trigger adjusts the SoR settings, resulting in optimized steering results. Clear and concise snapshots that provide visibility of the steering performance are immediately sent to the roaming manager for analysis, allowing them to keep track of their set goals and targets.

In addition, NG-IPN eliminates the practice of waiting for various departments to supply important information that is not always available at the time when it's needed.

Benefits of Starhome's Solution

- Provides a steering solution to cover all operators' devices, SIM types, and segmentations
- Improves the end-user experience
- Creates a dynamic process of IOT negotiation and steering execution capabilities
- Ensures execution of set goals during a set time
- Optimizes steering, based on promotion rates etc.
- Reduces overheads in maintaining IOT agreements



Next Generation IPN® Solution

Starhome's new revenue-based steering service can be offered with any of the following alternative steering solutions:

- Network Control, SS7-operated: a patented network-based solution comprised of an IntelliGate-based application integrated to the network as a Signaling Relay in front of the HLR or as a passive probe in parallel to the HLR.
- Network Control, SIM-operated: for operators who are willing to forego the SS7-based solution and instead use advanced SIM technologies with over-the-air control.
- Network Control, Hybrid Steering: for operators who wish to take advantage of both of the above two technologies i.e. the IntelliGate-based remote registration control with the ability to control the SIM-based network data and application over-the-air.

Key Features

- Provides setting usage targets for voice, SMS and Data
- Immediate feedback on revenue in each network or profile
- Revenue service activation per: country, community, profile
- Friendly and efficient web GUI provisioning
- Detailed reporting and snapshots of usage status and distribution of preferred networks

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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