



Optimal Voicemail Deposit™ Solution

Eliminates international “tromboning” caused by forwarding calls to voicemail and other numbers while a subscriber is roaming. Unique in its ability to generate revenue, reduce costs and encourage voicemail usage by roamers, Starhome’s Optimal Voicemail Deposit™ Solution is the most comprehensive solution in the market.

Current Situation

Outbound roamers want to stay in touch and continue to use their voicemail, or alternate forwarding, when they cannot answer a call. If the roamer is unavailable, busy or simply chooses not to answer, the visited network routes the call back to the home voicemail system (default setting). This inefficient international tromboning negatively impacts the subscriber and caller experience, as well as forcing either the subscribers or operators to pay international tariffs for voicemail deposits and alternate forwarding.

The end result is reduced service and voicemail usage, subscriber and caller frustration, and lost revenue. Based on extensive experience working with mobile operators, Starhome® has identified three different categories of operators. Operators who:

- Disable call forwarding for their roamers
 - Starhome’s Optimal Voicemail Deposit™ Solution will generate new revenue from voicemail usage and returned calls

- Cover the costs of the international trombone
 - Optimal Voicemail Deposit will reduce costs
- Charge their subscribers for the international trombone
 - Using Optimal Voicemail Deposit, operators can boost their respective business cases exponentially

Regardless of operator category, using Starhome’s Optimal Voicemail Deposit will help generate revenue, reduce costs and increase customer satisfaction.

Starhome’s Solution

With Direct Late Call Forwarding capabilities, roamers decide where to forward their unanswered calls. Normally, the forwarded calls are routed to a forwarding number by the visited network, creating an unnecessary international trombone. Starhome’s Optimal Voicemail Deposit routes calls to the forwarded number of the home network, eliminating international legs, and loss of signaling information (such as calling line identification {CLI}).

Benefits of Starhome’s Solution

Operator Benefits

Optimal Voicemail Deposit increases:

- Number of completed calls
- Voicemail usage and retrieval
- Calls to roamer
- Subscriber satisfaction, and reduces need for customer care
- Revenue

Subscriber Benefits

- Reduces costs of voicemail usage and retrieval
- Provides the same home user experience for subscribers and callers
- Increases user satisfaction



Optimal Voicemail Deposit

Optimal Voicemail Deposit enables seamless caller access to voicemail, caller-ID retrieval and direct forwarding of calls to voicemail or to any preset forwarding destination.

By significantly reducing the cost of voicemail deposits and alternate forwarding, Optimal Voicemail Deposit allows mobile operators to increase revenue, while at the same time improving the caller's experience. The service utilizes the advanced call control technology and direct late call forwarding capabilities of Starhome's IntelliGate™ Service Mobility Platform, which is integrated in the operator's network via IN or ISUP signaling.

General Benefits

- Reduces costs
 - For operators and roamers

- Improved user satisfaction
 - "Feel at home" user experience
 - Offloads customer care
- Starhome solves all existing external service interaction issues
- Standalone, or outsourced managed service
- Proven Telco-grade platform and global operations network support
 - Handles high capacity traffic for local and roaming services
 - Starhome IN platform is a core network component in multiple major operator networks
 - Supports multiple protocol variants (ISUP, INAP and CAP)
 - Siemens, Ericsson, Nokia, etc
- Increases airtime and revenues
 - Roamers don't need to shut off their handsets to avoid international charges for unanswered calls

Starhome's Optimal Voicemail Deposit generates revenue, reduces costs to operators and roamers, encourages usage of mobile phones and voicemail, and offloads customer care.

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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Key Features

- Eliminates international tromboning and associated carrier charges:
 - While providing conditional call forwarding
 - Supports forwarding to voicemail or to any number
- Optimizes routing of late call forwarding to:
 - Voicemail
 - Any number
- Diverted calls reach visited mobile switching center (VMSC) with:
 - Called party's MSISDN
 - Calling party's calling line identification (CLI)
- No dependency on visited public mobile networks (VPMNs):
 - One solution for all visited networks
- Supports operator business decisions:
 - Different behavior per VPMN
 - Service provided per roamer segments (prepaid, postpaid, VPN, etc.)
 - Handles multiple call flows simultaneously
- Unique, enhanced business case
 - Starhome's solution generates revenue