



## Proamotion SMS™

Enables network operators to offer focused messages to international travelers in different communities. The advanced Proamotion SMS™ increases promotional impact, effectiveness and results with the most sophisticated, personalized delivery services available for roamers.

### Current Situation

Today's roamers lack awareness of operators' service offerings and benefits, and as a result miss-out on many goods and services that could potentially enhance their lives.

Meanwhile, most mobile operators are utilizing promotional SMSs mainly for:

- Promoting their short codes
- Sending roaming tariff information

Mobile operators are neglecting a potentially lucrative market, with very little optimization of segmentation of roamers.

### Starhome's Solution

Starhome's® Proamotion SMS™ enables mobile operators to differentiate themselves in competitive markets by initiating unique, friendly and informative dialogue with international travelers. This service provides operators with the ability to promote their special offerings to outbound and inbound roamers according to roaming segments.

Network operators enjoy increased earnings by attracting outbound, as well as inbound, travelers during their visits, and by solidifying their relationships

while delivering targeted and customized messages to their roamers.

Using the IntelliGate™ Service Mobility Platform that supports all of Starhome's integrated roaming services, Proamotion SMS can detect new visitors as they register into visited mobile networks. Upon detection, IntelliGate sends SMS messages to either inbound or outbound travelers.

These are much more than just simple messages. Intelligent logic ensures that appropriate message delivery rate and content are applied to provide a comfortable number of messages, and to avoid repeated or irrelevant messages. Moreover, due to increased focus on outbound, advanced communities support is covered.

The advanced community module is designed to provide customized message content to distinct and discernable groups of people who share common interests or goals.

Furthermore, the community group service may be used to promote the operator's high margin services (for example, delivery of messages to "heavy"

### Benefits of the Starhome Solution

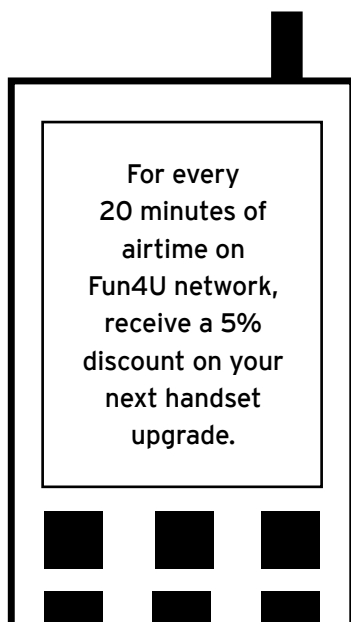
- One unified service
  - Multiple modules for all roaming promotion needs
  - One common and customized user experience
- Effective personalized messaging - eliminate spam!
  - Adjustable content
  - Customized to customer segment/community
  - Targeted per location and network
- Proven track record
  - 70 + installations



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consumers and business subscribers, or targeting of special groups roaming with preferred network operators. In addition, Proamotion SMS is available

in both Managed Service, as well as Web-based, provisioning tools for full operator control.



### 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

- Message delivery supports time-based, location-based and community-based market segments.
- Promotes messages with value to roamers at different stages of their trips
  - Sends messages based on multiple triggers and events
    - Arrival and registration
    - Specific dates, hours
    - Return home (Welcome Back)
    - Advanced communities support
- Context-based
  - Location (country and MSC)
  - Segments
  - PMN
- Welcome Back
- Win Back
- WAP Push