



Roaming Control™ Suite

Allows mobile operators' outbound roamers to control and limit their roaming expenses.

Current Situation

Subscribers are actively looking to gain control over their mobile expenses while roaming. One possibility is to use a prepaid account, which at least gives the subscribers an idea of how much they are spending on roaming costs. Another option is for both prepaid and postpaid subscribers to completely halt or limit their calls and data usage while roaming. Some go even further, shutting off their handsets while roaming in an attempt to avoid charges for incoming calls and voicemail deposits.

Starhome's Solution

Starhome's® Roaming Control™ Suite provides mobile operators with the

ability to control and manage subscribers' usage while they are abroad (voice, SMS and data) and to support upcoming EU regulations. By monitoring the traffic on a real-time basis, operators can bar/re-direct the service, and define limitations/packages and communities. Roaming Control provides the operator with the ability to support different and more complex rating plans for roaming.

Operators can either let their subscribers define their individual costs cap, or they can predefine several levels of caps per visit/day/month (for example, 10/50/100 Euros per visit). Roamers can then set the cap before or during their

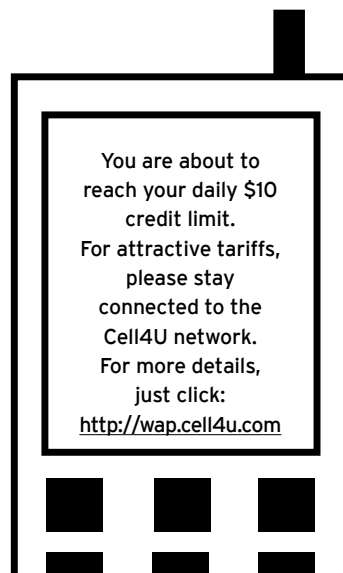
Benefits of Starhome's Solution

Operator Benefits:

- Increased direct and indirect revenues - handsets remain on and are used more frequently due to customer's ability to control roaming expenses
- Reduced customer complaints - less inflow to Customer Care centers = less need to offer compensation

Differentiation from competitors - provision of innovative roaming service and offering

- Proven revenue generator



Daily Notification



Roaming Control™ Suite

travel, via the operator's Customer Care Service, Web site, SMS option, etc.

- Starhome's suite is comprised of the following:
 - Notification Module - notifies subscribers
 - Traffic Control Module - active option and bar/disconnect
 - Roaming Rating Engine - real-time billing for package management

Subscriber Benefits

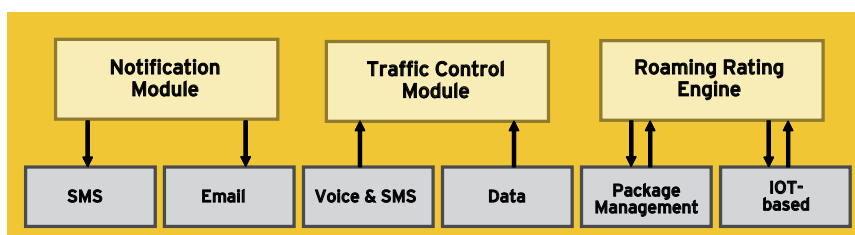
- Limit expenses while roaming - provides a method for subscribers to control their roaming expenses, with real-time notifications increasing

subscriber confidence

- Significantly reduced user frustration - eliminates hidden and unknown costs while roaming
- Instills confidence in subscriber - provides the subscriber with the confidence to experience additional roaming services without the fear of being over-charged
- Post-paid users enjoy prepaid capabilities

Key Features

- Allocate a credit limit for roaming expenses
- Powerful rating engine to support complex tariff plans
- Active solution to support EU regulation requirements
- A user-friendly provisioning tool
- Notification of usage-based messages



Roaming Control Suite's Modules

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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