

# Cellusys<sup>®</sup>



## Roam Welcome

Communicate information to inbound and outbound roamers.

Roam Welcome is an important tool for operators to inform both inbound and outbound roamers of relevant information to encourage increased usage while roaming. Without indication of charging, for example, roamers may avoid using their handsets while roaming for fear of bill shock. As with 2G/3G roaming, Roam Welcome will be important for LTE as a communication medium for home and visited networks to communicate to the roamers when they attach to the network.

### Challenges

**Fear of “Bill-Shock”:** Both Inbound and Outbound Roamers will not use a service if they do not know how much a service costs. This will result in one of two actions. Either the roamer will not use the service at all, or they will purchase a local SIM card in order to keep the costs of service firmly under their control.

**Subscriber Churn:** If a national rival provides a better roaming experience by having a Roam Welcome system then there is a danger of subscribers leaving the home network to join a rival, particularly if they are a frequent traveller. It is exactly this kind of high value subscriber that the home operator should be trying their best to retain.

**Roaming Partners:** It is difficult to justify the value that Outbound Roamers can bring to a Roaming Partner if those Outbound Roamers are not using any service. This makes it harder to the home operator to negotiate for competitive roaming rates and only further worsens the roaming service that is provided to its Outbound Roamers.



### System Capabilities

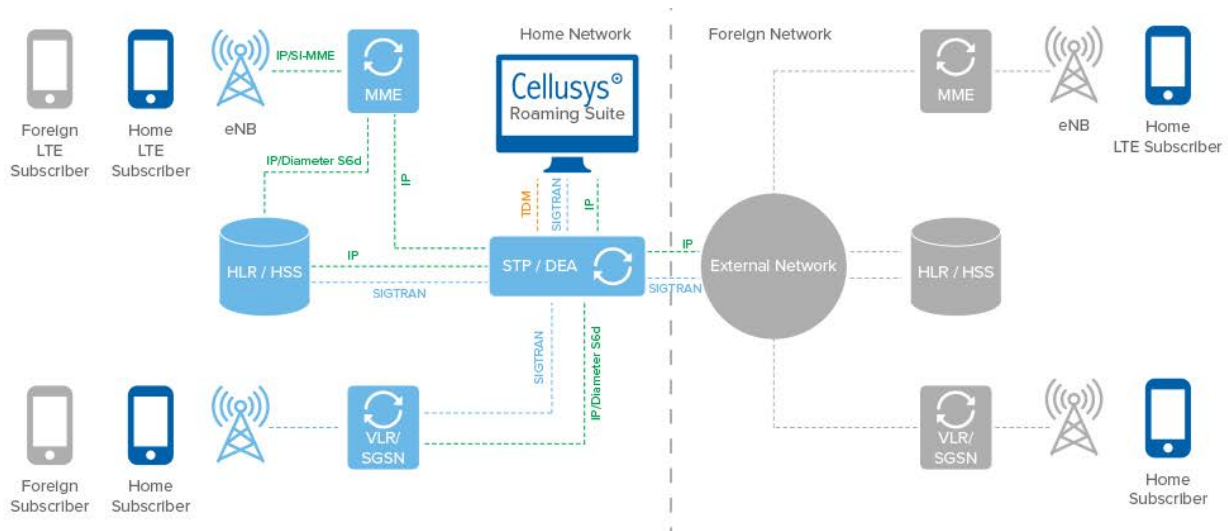
Roam Welcome allows for fine-grained control for sending Welcome SMS messages for both Inbound and Outbound Roamers upon attaching to a network.

**Targeted SMS:** Messages can be targeted on a Global / per Country / per Network basis whose content is fully customisable so that messages can be tailored to the intended audience.

**Multi-Lingual Support:** Welcome SMS content fully support sending SMS content in any language. This means that you can send French messages to French Inbound Roamers, Chinese messages to Chinese Inbound Roamers etc.

**Multiple-SMS:** Multiple SMS can be sent on a single trigger event. This means that one message might contain service rates, another might contain tourist information and a third could contain an advertisement message. All on a single trigger event. Subscriber Type Targeting: For Outbound Roamers

The Cellusys Roaming Suite is engineered to integrate with the network's STPs for 2G/3G and Diameter Edge Agents for LTE. The system supports traditional TDM links and SIGTRAN M2PA or M3UA links for 2G/3G and Diameter integration for LTE in order to tailor the solution to the technical capabilities of your network elements.



All Cellusys solutions are designed to be very scalable. If there is a need to upgrade the system to handle higher traffic volume, this can be easily accommodated by adding further Message Processor machines to handle the load increase. Only minor configuration items are required in order to integrate these additional machines, therefore making the cost up upgrade negligible and requiring minimal effort for installation.

### Cellusys Roam Welcome Benefits

**Outbound Roaming Revenue:** Prevent “Bill-Shock” by informing outbound roamers of service rates for SMS, voice and data. This will encourage outbound roamers to use service and this will generate revenue for the operator.

**Inbound Roaming Revenue:** Inform Inbound Roamers of special rates or how much cheaper service is as opposed to national rivals. Inbound Roamers can be informed of additional value add services (such as Cellusys Local Roaming Number) to generate favour of the operator to retain the Inbound Roamer.

**Customer Loyalty:** By providing a high quality roaming service (informing roamer of embassy / emergency / service numbers) the outbound roamer will feel like the home operator is always there and concerned with offering a high quality service so that the roamer is less likely to change operator due to poor roaming services.

**Improved Brand Image:** Operators are expected to have a Roam Welcome system, as this is quickly becoming a de facto service to provide to roamers. It increases brand visibility and creates a professional image for the operator that will stick in the mind of the roamer.

**Tertiary Revenue:** Encourage spending on promotions / other services outside of network usage by sending Advertisement SMS / Promotional SMS Competitions messages to roamers.

# Cellusys<sup>o</sup>

Cellusys founded in 2004 is a privately held company, based in Dublin, Ireland. It provides leading edge solutions for mobile networks including comprehensive Data Solutions, Security Solutions and Roaming Management Solutions.

## Dublin, Ireland

- Research & Development
- Signalling Solution & Circuit Switched Engineering

## Berlin, Germany

- Research & Development
- Mobile Broadband & Pocket Switched Solutions Engineering

## Bangkok, Thailand

- Sale & Technical Support Asia Pacific

## Atlanta, USA

- Sales & Technical Presales

## Dubai, UAE

- Sales & Technical Presales