



Cellusys[®]

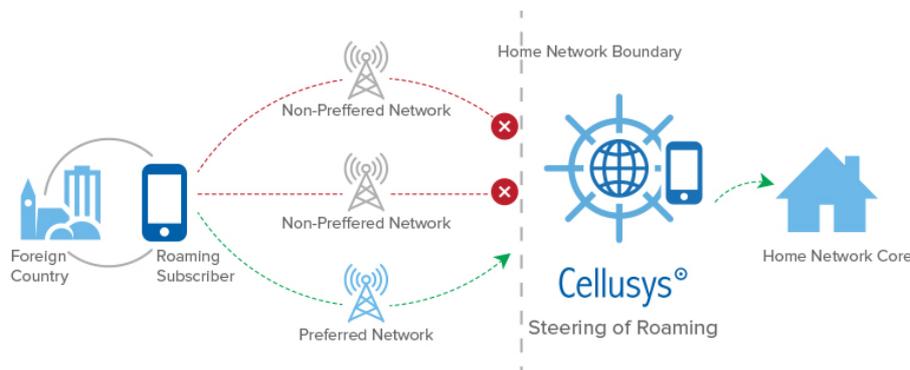
Steering of Roaming

Meet your steering targets and give your subscribers high quality experiences

Rationale for using steering of roaming

The customer roaming scenario is where many networks are losing loyalty, losing customers and losing revenue. But, networks that are able to give the same quality of experience to people who are roaming, as they give to users on their home network, are seeing more loyalty from customers, better retention rates and higher revenues. Networks that can give their roaming users a high quality of experience at competitive rates, are seeing users take up additional services, such as data roaming.

These networks are maintaining higher revenues from roaming, and thus have more negotiating power to secure favourable Inter-Operator Tariff (IOT) discount rates with roaming partners. The only way networks can confidently provide this service, is with a technically superior Steering of Roaming (SoR) solution built on solid business logic; built for flexibility; built to enable you to precisely hit your financial targets; and readily adaptable to future financial, network and technical needs such as LTE and beyond.



Cellusys Steering of Roaming Benefits

Precise and Insightful Analytics

The Cellusys analytics engine gives operators detailed analytics of roaming activity, with real-time statistics and customized reports for each country and partner network.

Informed and Realistic Decisions

Extensive and insightful analytics allows decision makers to be accurately informed when planning contract amendments and promotions for their roamers. More detailed profiling of your customers means you can take full advantage of the flexible and precise steering capabilities of the Cellusys SoR Solution.

Maximise Roaming Revenue

Greater control and precision when directing roamers onto specified networks enables you to meet your targets, and increase revenue. A higher-standard of service results in subscribers using more roaming services such as data roaming, which results in lower operator roaming costs and increased revenue.

Renegotiate Roaming Contracts

Effective and comprehensive Cellusys SoR tools can be used to prevent or limit subscribers from roaming on a particular network until the roaming agreements are finalized between operators. This translates into control and leverage when negotiating new or renewing roaming agreements.

Customer Satisfaction

Tools that enable precise management of steering of roaming, produce high-quality, low-cost roaming experiences for subscribers. This high quality experience means reduced churn, more brand loyalty, and higher revenues.

Boost Roaming Tariffs

Precise implementation of intelligent steering policies leads to better experiences for your customers, and enables you to achieve Inter-Operator Tariff targets. You thereby secure more favourable bilateral roaming agreements, which boosts lucrative inbound roaming revenue.

System Capabilities

Long Term Evolution (LTE) Support

Support for legacy SS7 based networks and next generation LTE/Diameter based networks. Cellusys Steering of Roaming gives you full LTE integration, allowing steering across 2G/3G and LTE networks from a single platform.

Subscriber Groups

Groups of subscribers can be defined such as Prepaid, Postpaid, Heavy data user, Heavy Voice user, LTE subscriber, Cost conscious subscriber, iPhone user etc. The operator can create any group that fits their business needs. Each group can be subject to it's own steering policy for fine grained steering. This means steering based on service consumption is now possible.

Border Steering

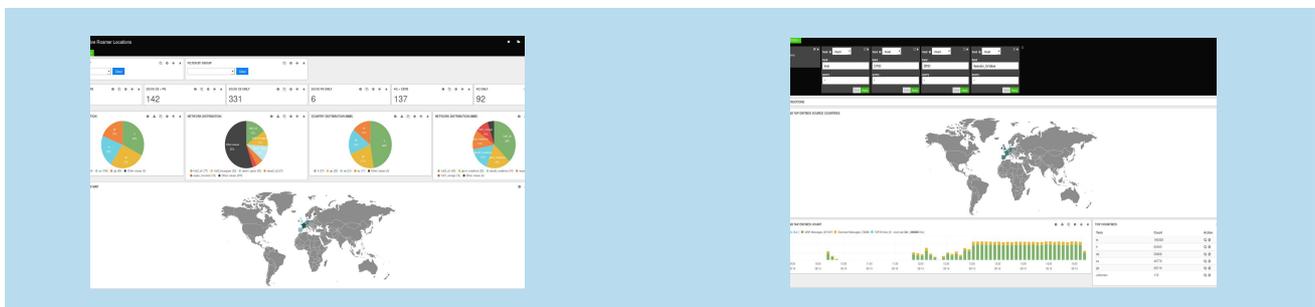
Border steering prevents accidental international roaming for subscribers traveling near country borders. This reduces irritated customers and lost revenue to roaming partners.

Over The Air (OTA) Steering

Cellusys Steering of Roaming integrates signalling steering and OTA steering, to provide a highly efficient and reliable tool with which operators can control subscribers' activities on roaming-partner Network. Steering of Roaming will use OTA or signaling based steering based on subscriber QOS and IOT discount targets.

Flexible Steering Policies

Steering policies can be applied according to time, day, week, month, year, and indefinitely as required. Fully configurable rejection messages for rejected registration requests from non-preferred networks (both MAP 2G/3G and Diameter 4G error messages) are supported. Multiple Rules per roaming partner can be configured so that multiple steering policies are enforced when different conditions are met. Blacklists and Whitelists are also supported.



Roaming Analytics

Large amounts of data can be stored and accessed easily and quickly thanks to the distributed architecture of Steering of Roaming; data is presented clearly. Predefined reports provide detailed and very specific information.

Subscriber QOS Reports

Reports tracking average time to connect to a roaming partner without service and number of attempts required to attach. This report can highlight if steering rules are too aggressive or if network radio coverage is poor in certain areas.

Subscriber Tracing

Subscriber tracing enables the operator to trace all messaging for an individual subscriber. This is an excellent network diagnostic and trouble-shooting tool.

User-defined data queries generate custom reports, answering fully to the varied needs of individual network operators. Reporting in real time down to the individual message level is supported. A few of the many reports are highlighted:

Roamer Distribution History

See which roaming partners your subscribers have moved to over time. This report can be broken down by subscriber group for full operator visibility on the effectiveness of the steering algorithms in place.

Life Roamer Locations

Location of outbound roamers globally in real time broken down by country, network, and VLR/SGSN/MME.

Cellusys^o

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