

# GSMA LA BARG

**Empower the LTE roaming with Roaming  
Value Added Services**



# Agenda



**Introduction**



**Key Challenges**



**Gather Intelligence & Segmentation**

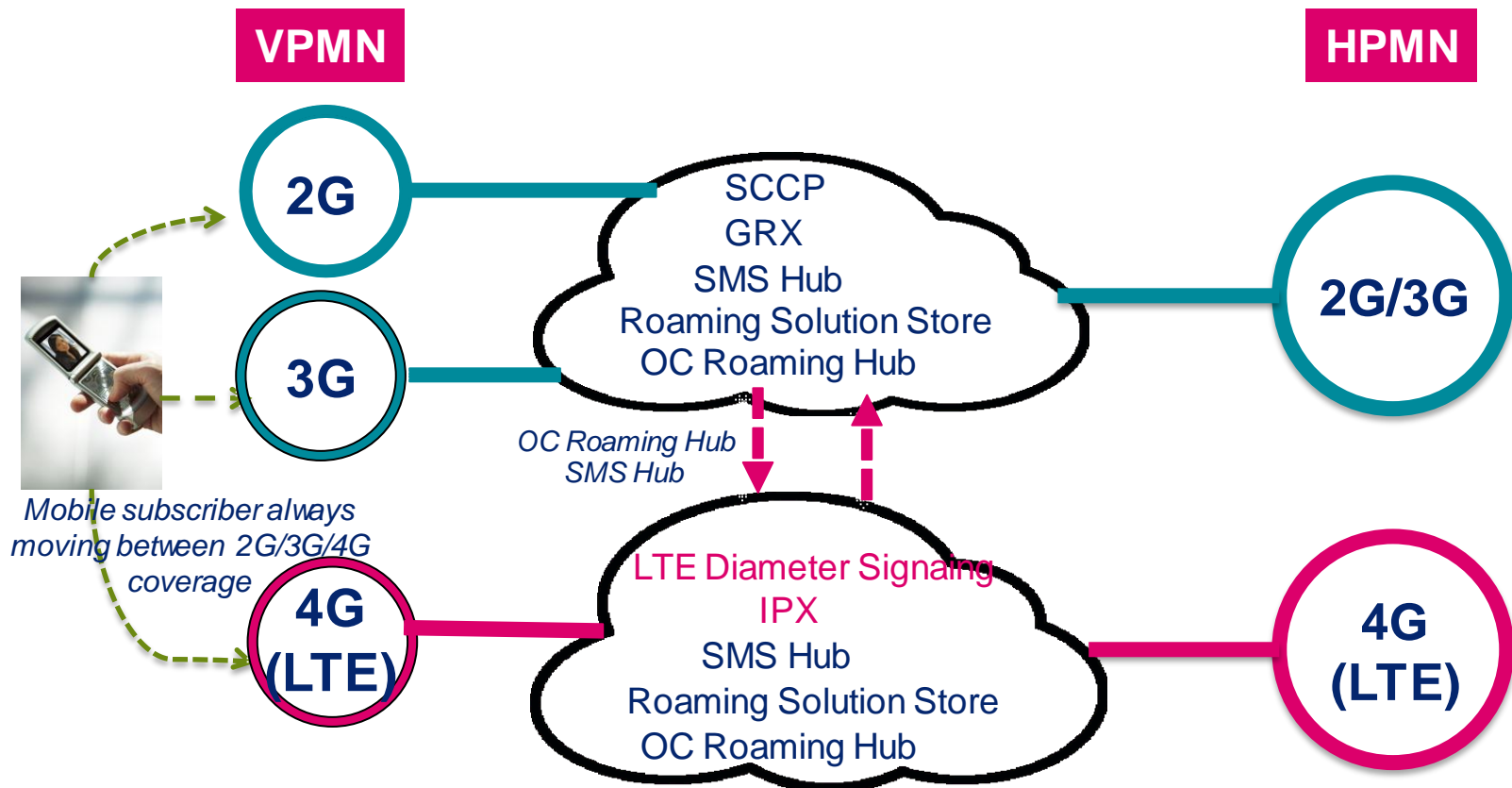


**New Tools & services**



**Q & A**

There is no 4G roaming experience as such but **one single roaming experience over 2G/3G/4G**



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# Key challenges for operators to deliver LTE Roaming

## 1. LTE promise

*How to deliver the **LTE end-user experience** of real fast data roaming, low latency and Class Of Service management?*

## 2. Quickly rolling out footprint

*How to **simplify the LTE roaming** set up and management so that wide LTE footprint is quickly available to roamers?*

## 3. Business continuity vs 2G/3G

*How to **have consistent 4G roaming experience vs 2G/3G**? For example for roaming steering? Or to inform roamers?*

## 4. Business Intelligence across 2G/3G/4G

*How do I **consistently manage roaming QoS and Business Intelligence** across 2G/3G/4G?*

## 5. How to create new revenues

*Can I have business intelligence **tools to optimize my retail / Enterprise bundles** for 2G/3G/4G Roaming?*



# Key Aspects for Generating Revenue

## Complexity of technologies

Complexity of services to monitor and manage (2G, 3G, 4G...)

## Protect revenues

Competition, new players, OTT, EU regulation, fraud, quality, churn, bill shock

## Subscriber is central

Services = commodity. E.g: not 'How do I get access?' but 'Why I don't have access?'

## Create new Value Added Services

New value added services (MNO and subscriber), tailor made offers, LBO

## Customer segmentation

Subscriber profiles (usage, roaming...), tailor made offering

## Other Future Aspects

QoS Premium Pricing (and IOT's), EU Regulation Effect on Steering, VOLTE and RCS (need of IMS core)

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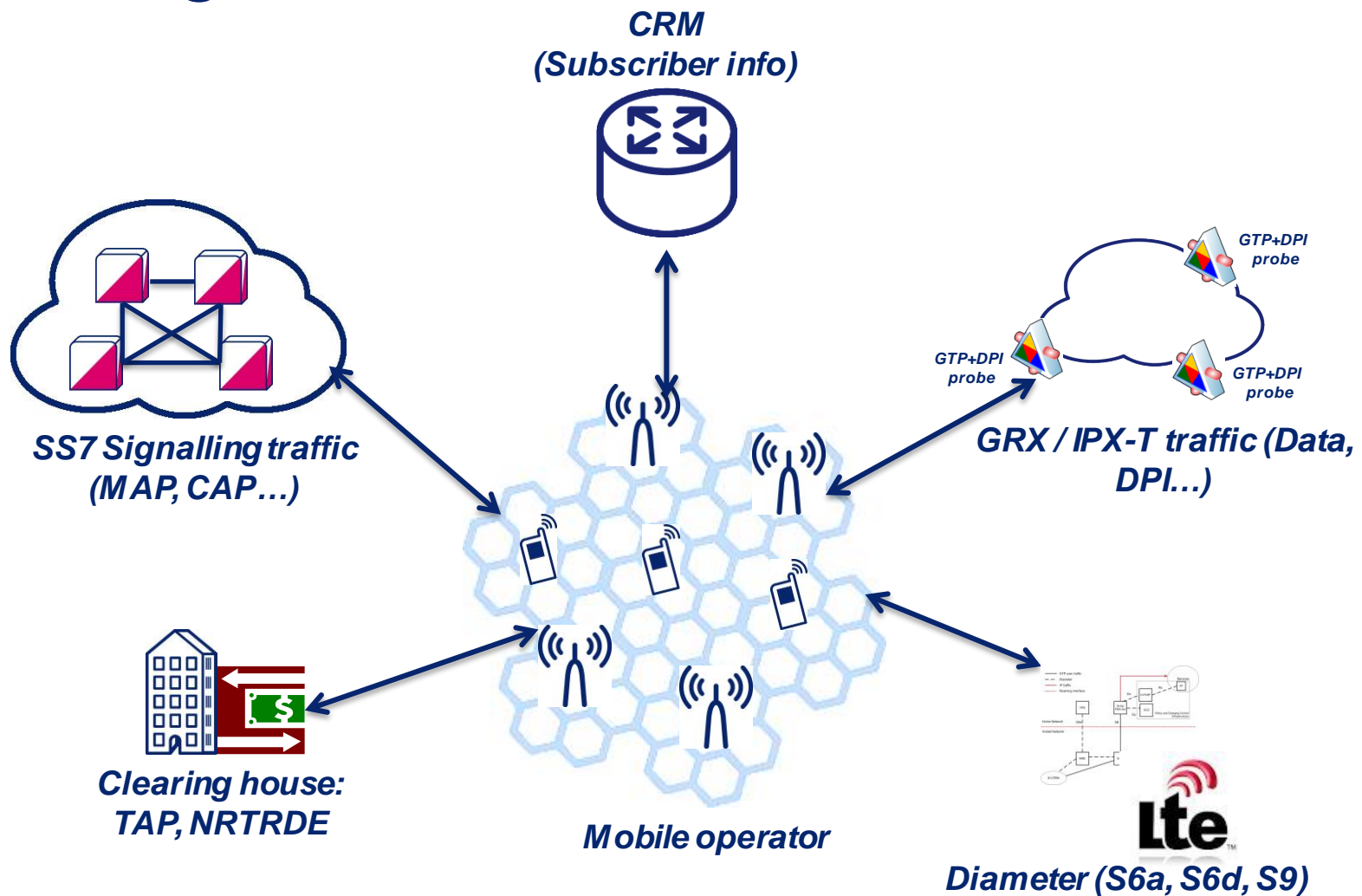
**Q & A**

# Mobile operators to integrate LTE in their existing roaming systems

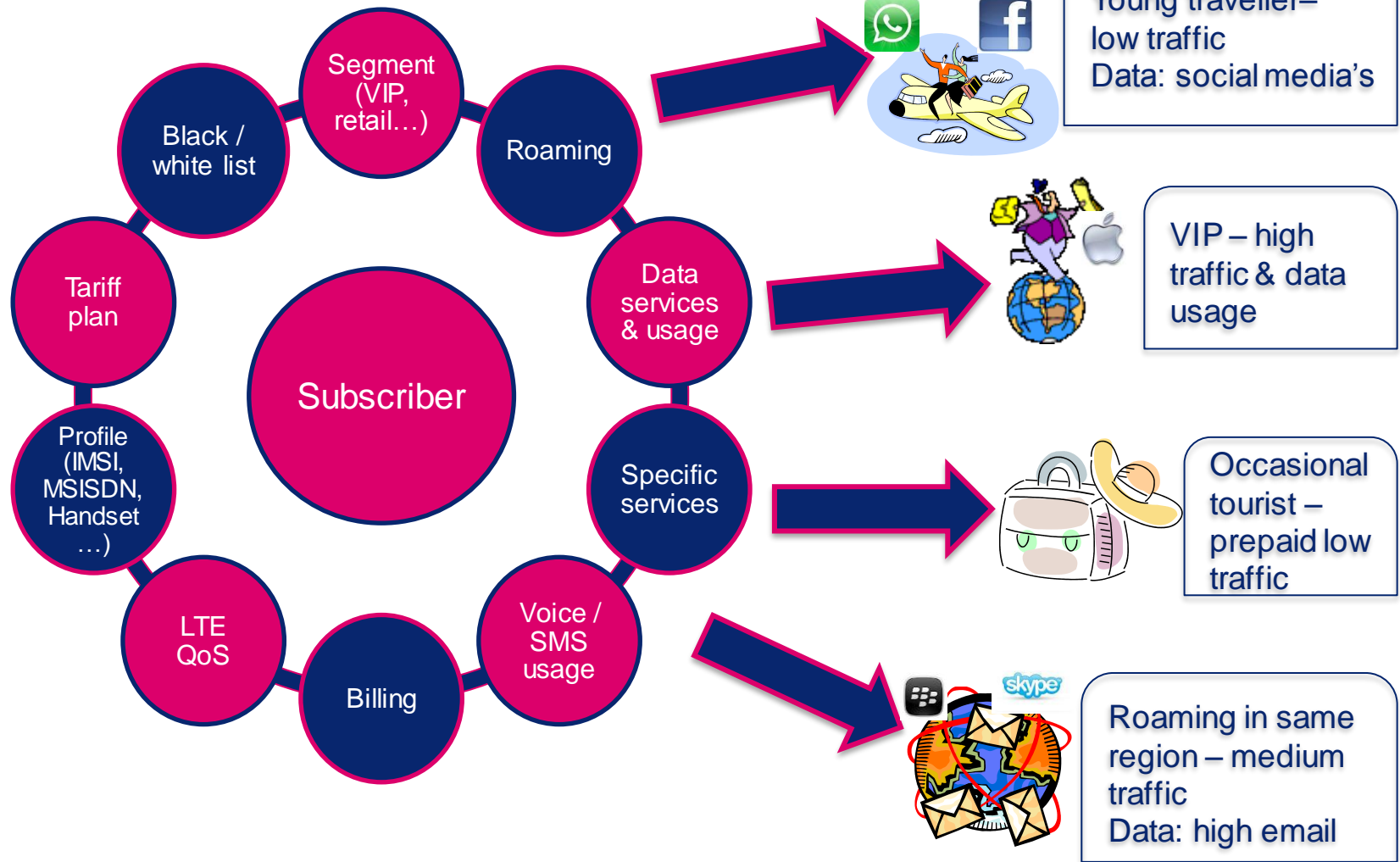




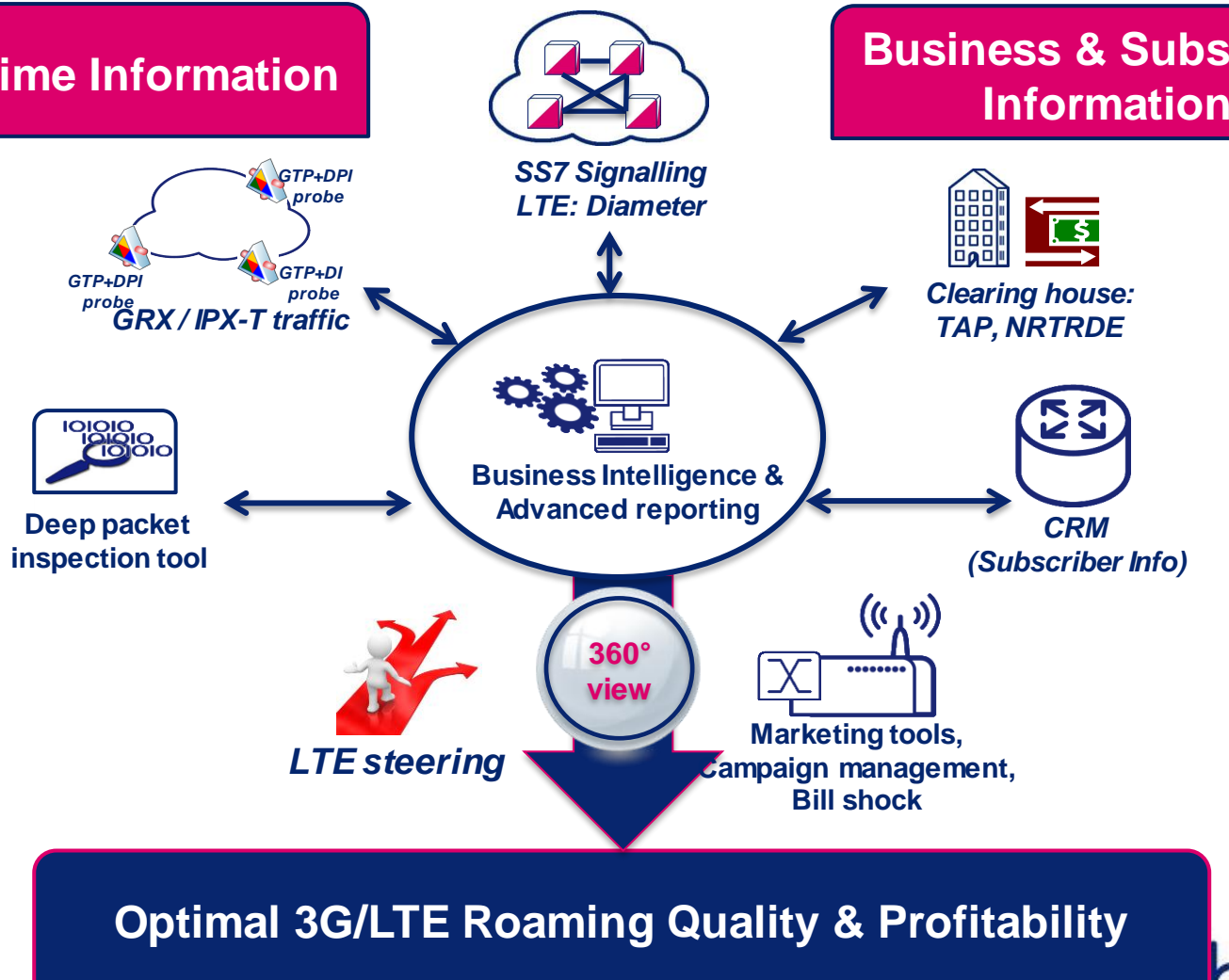
# Intelligence streams



# CRM & micro-segmentation



# Business Intelligence / Advanced Reporting for 2G/3G/4G



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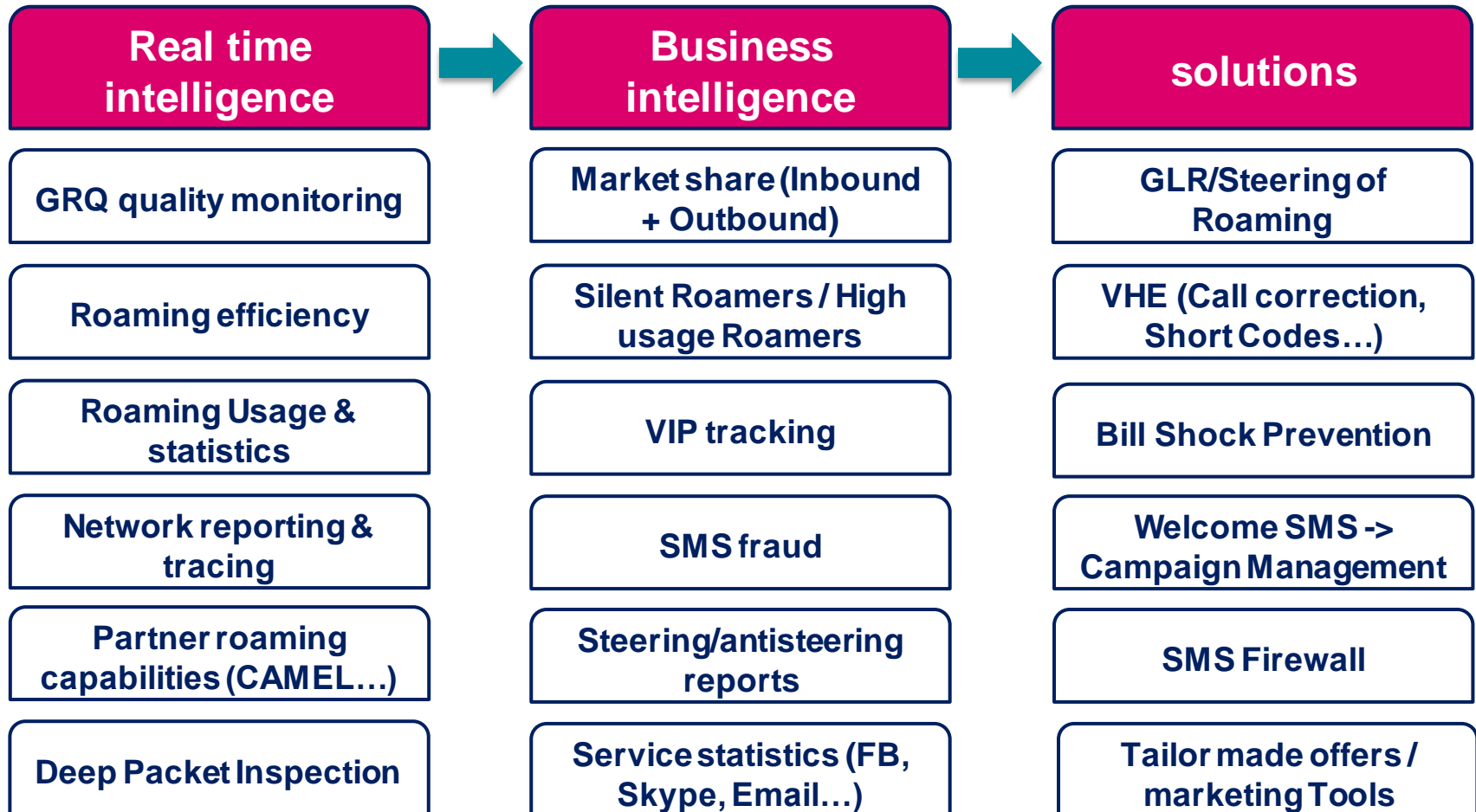
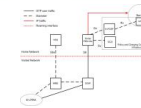


**New Tools & services**



**Q & A**

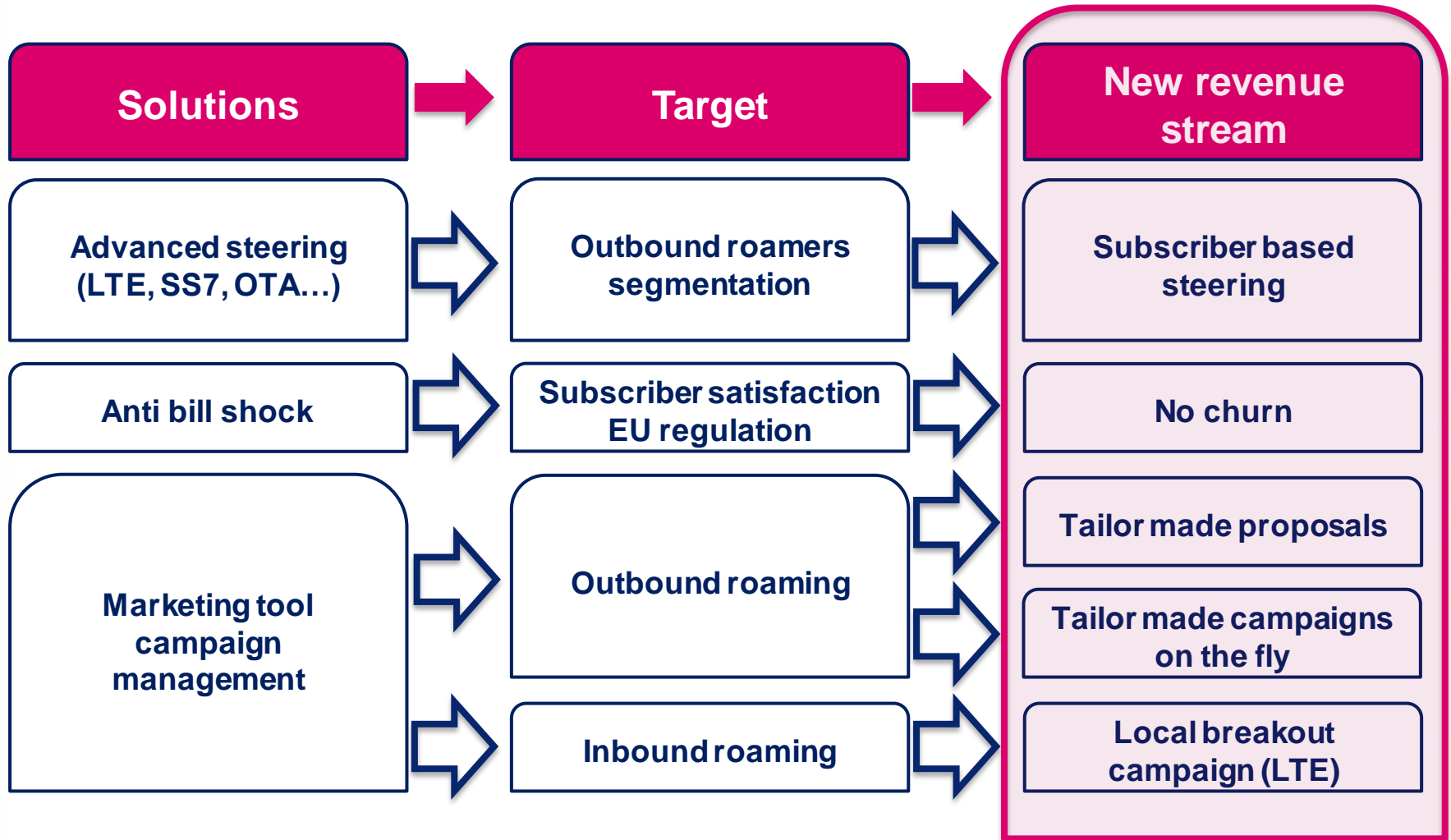
# Network Intelligence (SS7, GRX, IPX)



**Roamer statistics & reporting, roaming revenues  
(Frequent roamers, high transaction, stay period, roaming profile...)**



# New solutions



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**Q & A**

Thank You

