



Steering Clear of Accidental Roaming

GSMA LA Plenary meeting 38

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Agenda

About Starhome

Accidental Roaming

The background of the slide features a complex network diagram. It consists of numerous metallic, spherical nodes that are interconnected by thin, light-gray lines. These nodes are arranged in a non-uniform, web-like pattern across the entire frame. A semi-transparent yellow horizontal banner is positioned in the center of the image, serving as a background for the title text.

About Starhome

1.35M Calls

Completed Daily

30+

Suites & Products

5+

Solutions
per
Customer

20

Registered
Patents

70% of the largest
operators chose Starhome

44%

Tier 1
Customers

95%

Renewal
Rate


85% Repeat

Business

230+ CUSTOMERS





The background of the slide features a complex network of interconnected nodes. Each node is a metallic, spherical object with a reflective surface, showing highlights and shadows. These nodes are connected by thin, light-gray lines, creating a web-like structure. A semi-transparent yellow horizontal banner is positioned across the middle of the image, containing the text "Accidental Roaming".

Accidental Roaming

Current Situation

- Due to network coverage
 - Subscribers allowed roaming
- Accidental Roaming National & International
 - Handsets on perimeter of own network
 - Where signaling is low
 - Could be brief lack of coverage

May accidentally register on other networks

Operator goals

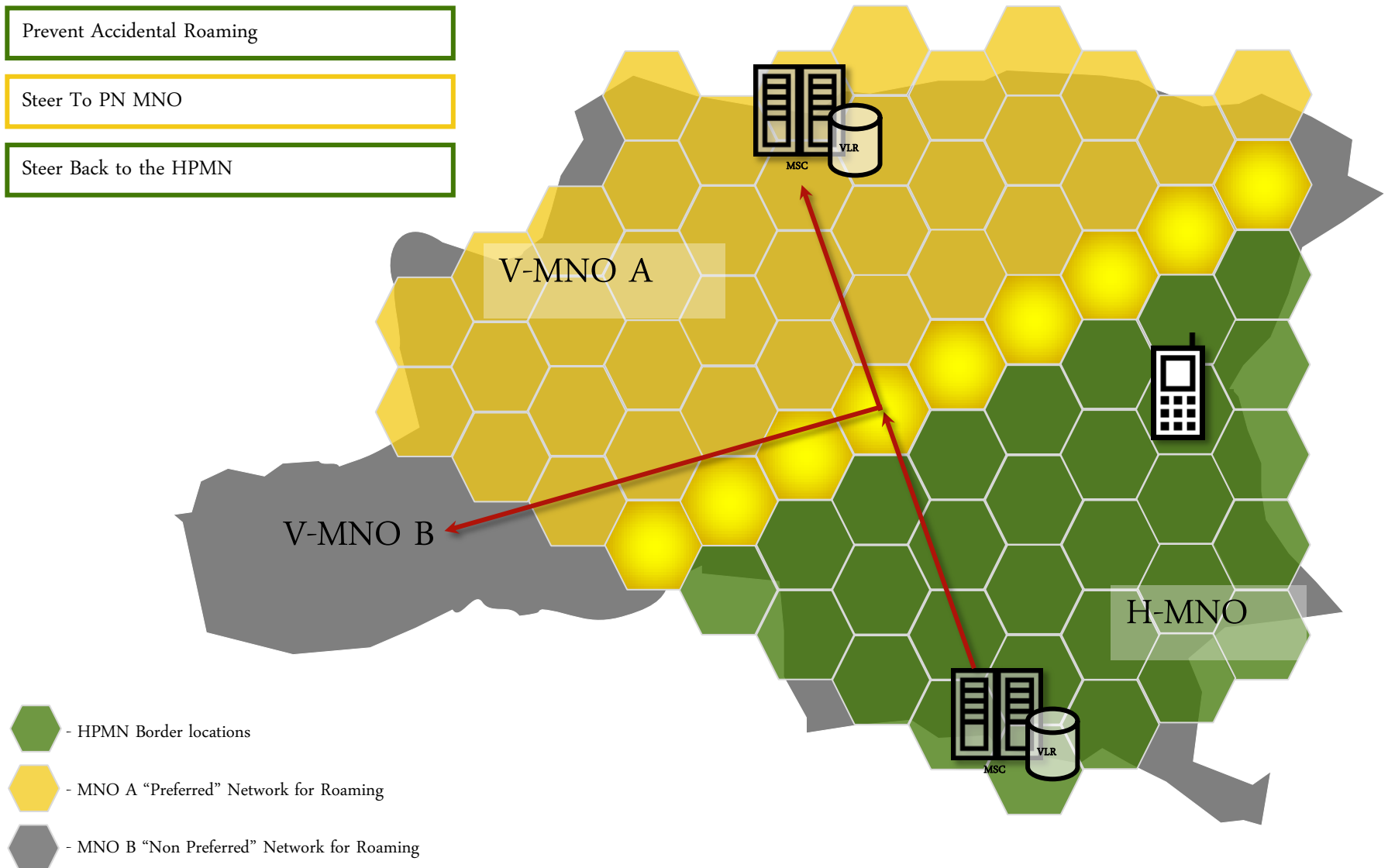
- Reduce accidental roaming
- Steer to the preferred MNO
- Bring subscriber back to HPMN if possible

Accidental Roaming

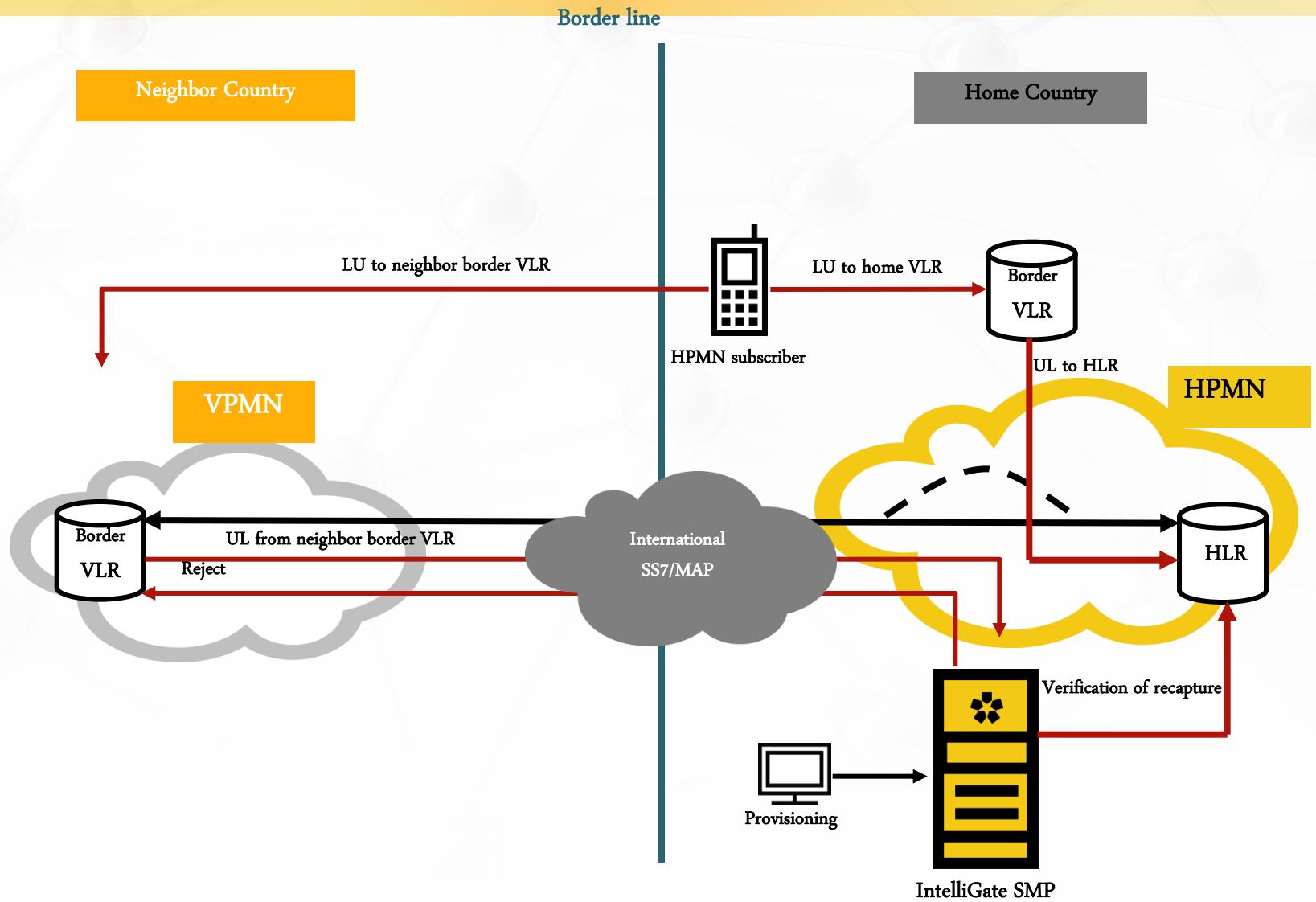
Prevent Accidental Roaming

Steer To PN MNO

Steer Back to the HPMN



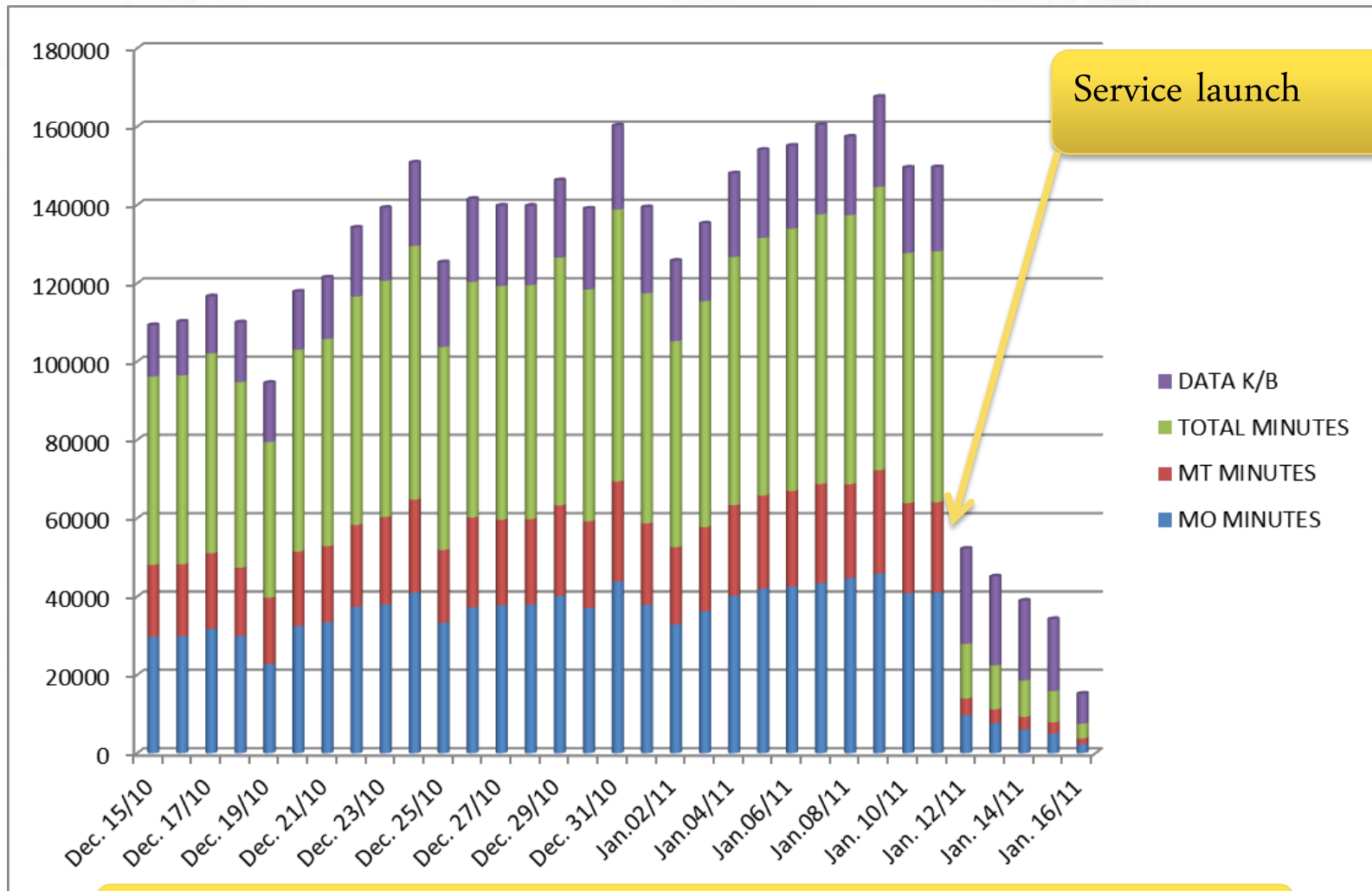
Sample flows



Intelligent Border & National Roaming

- Steering technology
 - Customizable and flexible - profile management
 - Seamless to subscriber
- Maximizes control
 - Keeps traffic and revenues within network
 - Avoids customer complaints and compensation
- Dynamic control
 - Provisioning, monitoring and fine-tuning
- LTE Ready

Steering Effect – National Roaming Decrease



80% decrease of usage to national partner

European Case

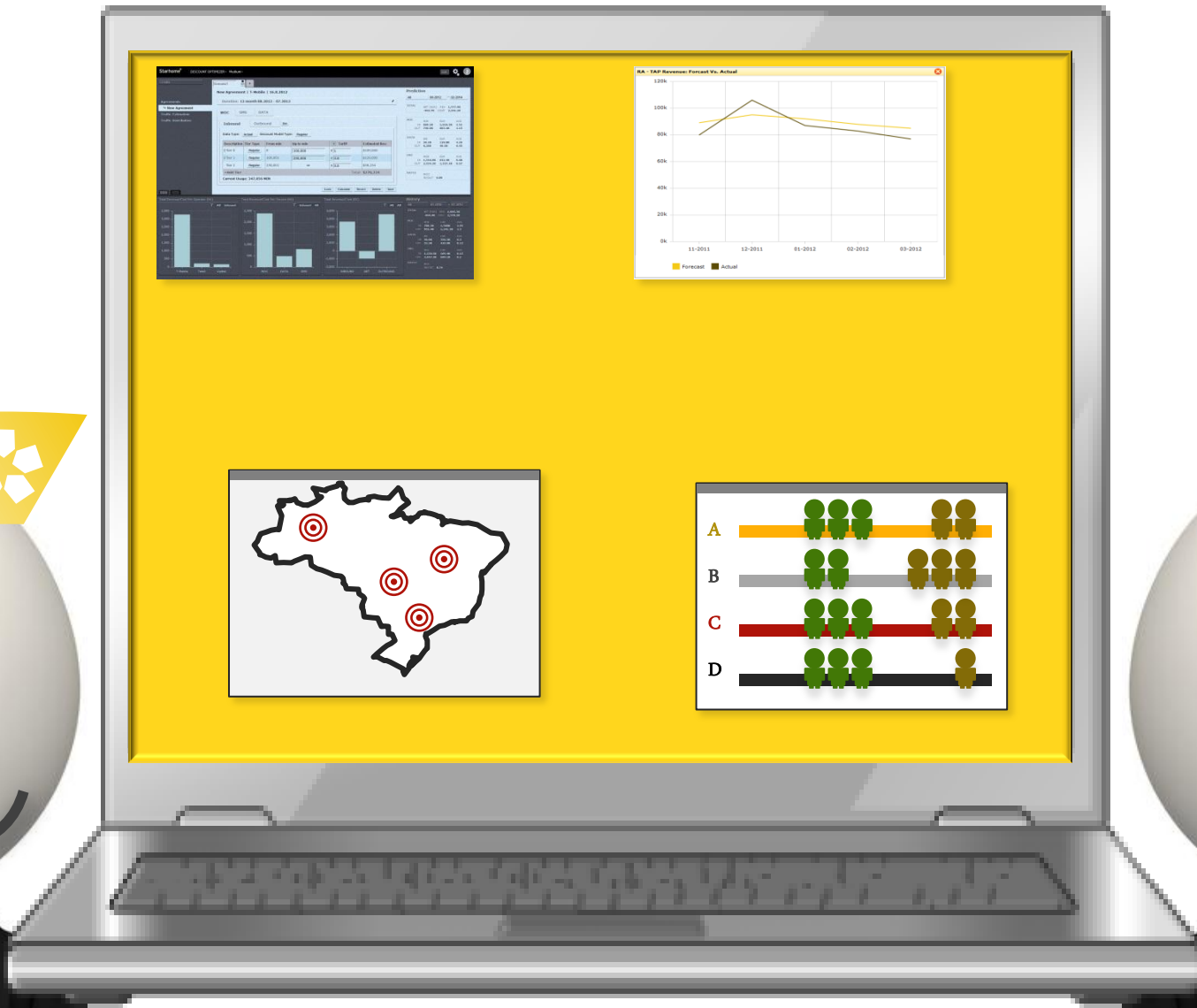
9M subscribers, 4th largest operator

VOICE ONLY		Aggressive scenario
Days per year		365
VOICE Minutes per Day per Subscriber		8
Number of Active Subscribers		7,000,000
Total Minutes per Year		20,440,000,000
Percentage of National Roaming ()		18%
Minutes on National Roaming () per year		3,679,200,000
Impact of in terms of National Roaming Reduction		15%
Saved Minutes due		551,880,000
Cost per Minute for National Roaming		0.060
Saving Generated by for VOICE		€ 33,112,800

European Case

DATA ONLY	Aggressive scenario
Days per year	365
MB per Day per Subscriber	2
Number of Active Subscribers	7,000,000
Total MB per Year	5,110,000,000
Percentage of National Roaming ()	18%
MB on National Roaming () per year	919,800,000
Impact of in terms of National Roaming Reduction	15%
Saved Minutes due	137,970,000
Cost per Minute per MB for National Roaming	0.200
Saving Generated by for DATA	€ 27,594,000

Professional Services





THANK YOU