Device Map

How **GSMA Device Map** is helping BICS and its customers look after VIP roamers

Designed to provide telecoms operators with a complete picture of their customer's experience when they are roaming away from their home network, BICS' SMART Webvision analytical tool now draws on data from the GSMA's Device Map, as well as the 120TB (3.5 billion records) of raw data being collected by BICS each day. Used by 90 mobile operators worldwide, the tool provides insight into global trends in roaming, fraud and other spheres, as well as the experiences of their customers.

Watch the interview with **Damion Rose,** Product Manager, Mobile Signalling and Analytics, BICS

A new module, known as the VIP KPI Dashboard module, provides mobile operators with a high level dashboard that shows all the key performance indicators (KPIs) that have an impact on the quality of experience of a small number of high profile roamers. The inclusion of GSMA Device Map data enables the mobile operator to see if there are device-related patterns, such as a failure by a specific model of handset to access a specific service on a specific network. In some cases, differences between the capabilities of their device and the visited network could be causing the roamer problems.

"The VIP KPI Dashboard is for when you need a very refined approach for key customers. We have added the device information so you can link the quality of the experience to the device used by the roamer," explains Damion Rose, Product Manager – Mobile Signalling and Analytics, at BICS.

As the BICS tools help the mobile operator identify the source of any problems, whether that be the international carrier, the visited network, the home network or the device the roamer is using, it can resolve any issues as fast as possible. *"Operators can't afford for roamers to have a poor quality of service,"* notes Damion Rose. *"The purpose of this is not to wait*

until you receive a complaint or to guess whether or not an operator's most valuable customers are having a good roaming experience, but to see what is happening in real-time."

The integration of SMART Webvision with GSMA Device Map can also help the mobile operator understand how devices influence the behaviour of a mobile roamer. It is important to understand *"the technical capabilities of the roamers who are consuming these services, and see whether there are interesting insights and trends that we can build around this,"* adds Damion Rose. *"Do I do more or do different things with an iPhone than I do, for example, with another handset?"*

BICS selected the GSMA Device Map service to enhance the VIP KPI Dashboard tool after deciding it was the most complete solution on the market. BICS launched the VIP KPI Dashboard module in May 2018. Since then, several customers in Asia, Latin America and Europe have started using this new analytics tool.

BICS has plans to harness more of the attributes provided by GSMA Device Map. *"We have a more extended roadmap plan for ways to use Device Map,"* says Damion Rose. *"We see a much bigger role for GSMA device data in SMART."*

> **"**
> We are looking for a way to reliably identify which devices are being used by roamers and to give a clear market name to these devices. Research showed that the most complete solution was offered by the GSMA – The GSMA Device Map was the best option.
>
> **Damion Rose,**
> Product Manager – Mobile Signalling and Analytics, BICS **"**

BICS big data solution

NETWORK INTELLIGENCE

Improving network quality
3G/4G/5G Network performance
Subscriber experience

BUSINESS INTELLIGENCE

Roaming behaviour
Fraud intelligence
VIP tracking

BUSINESS ANALYTICS

Roaming trends
Silent roamers detection
Untapped revenue streams

PREDICTIVE ANALYTICS

Streamline IoT strategy
Microtargeting on travel patterns
Increase customer intimacy & understanding
Roaming data bundling
Real-time marketing campaign feedback

GSMA IMEI SERVICES
THE GLOBAL SOURCE OF IMEI DATA

GSMA LTD, 165 OTTLEY DRIVE, SUITE 150, ATLANTA, GA 30324, USA