



ROAMING STEERING

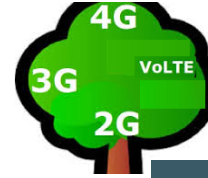
Maximize Wholesale Roaming Margins Intelligently



Business Need



**Optimize
Wholesale
Roaming
Margins**



**Seamless
Steering Across
Networks**



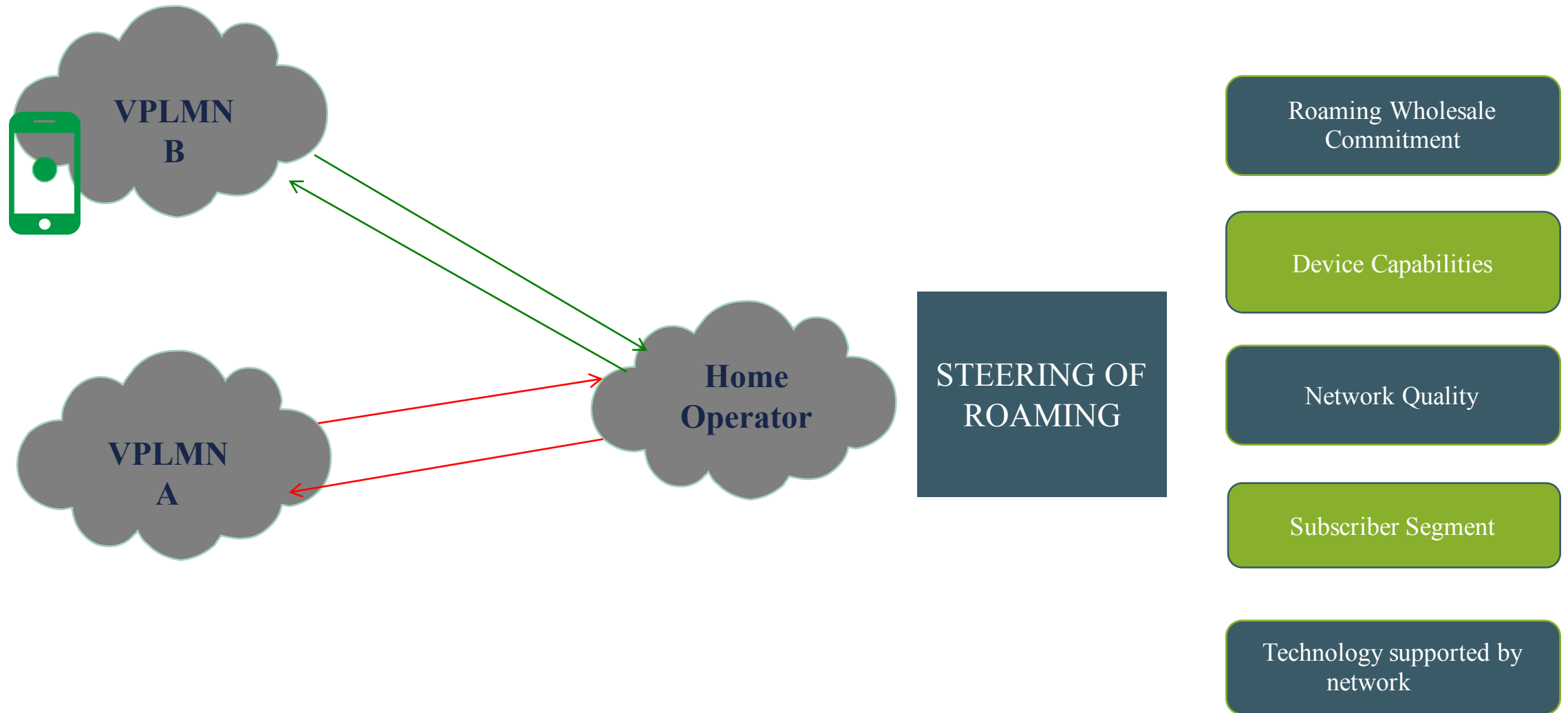
**Assure
Customer
Experience**



**Manage
Commitments
Across
Segments**

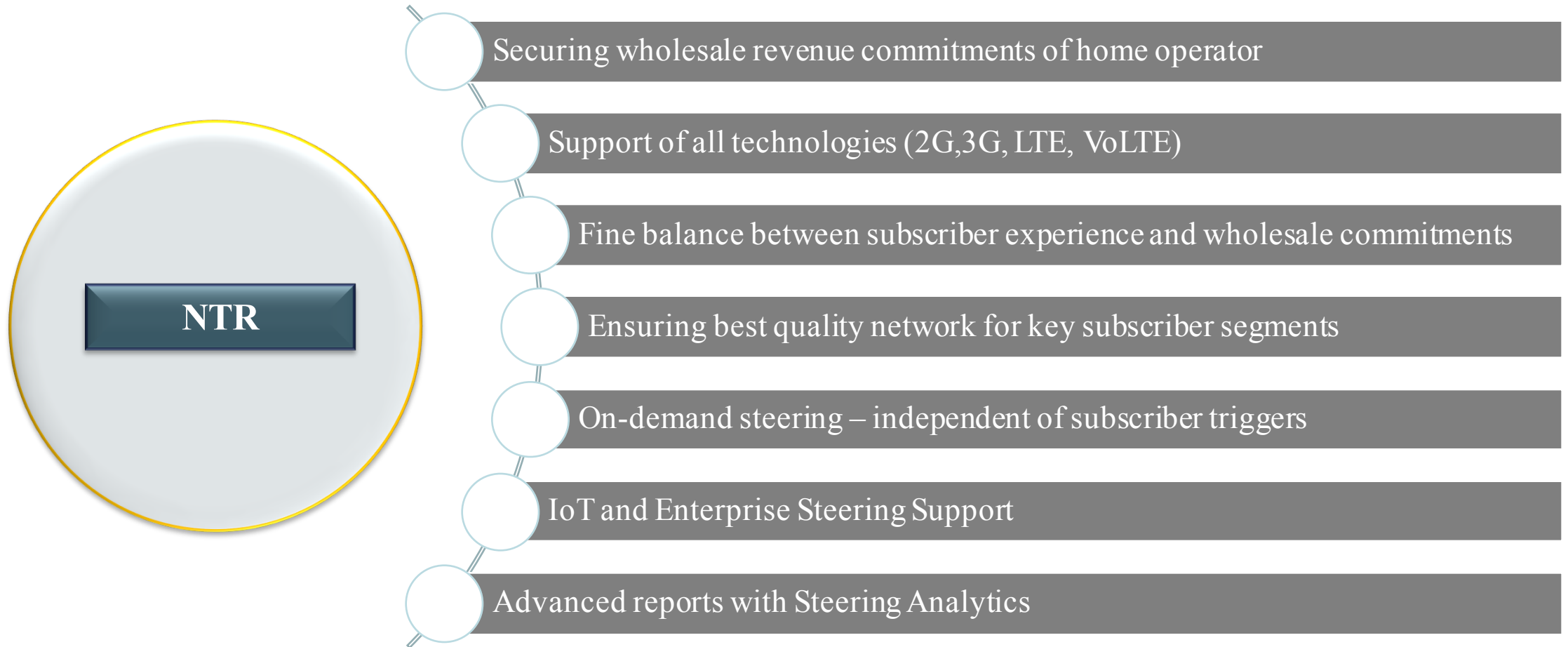


Steering Overview





NTR Value Proposition



Maximize roaming margins by automatically guiding roaming traffic in the right direction based on analytics-driven insight into technology, quality of service, business targets and wholesale costs.



Our Steering Footprint

350+ TELCOS

180+ DEPLOYMENTS

100+ LTE ENABLED





Why Mobileum - NTR

STEERING CUSTOMERS

350+

MOBILE OPERATOR NETWORKS

LTE SUPPORT

100+

SS7 & DIAMETER HANDLING

OTA INTEGRATIONS

75+

**INTEGRATED WITH 7 OTA
VENDORS**

**CENTRALIZED MULTI-TENANT
DEPLOYMENTS**

20+

**INCLUDES OPERATOR GROUP &
SERVICE PROVIDERS**

VIRTUALIZATION SUPPORT

**Virtual Machines
NFV (ETSI MANO)**

PATENTS

**TRAFFIC REDIRECTION (SS7)
ANTI-SOR DETECTION
LTE STEERING**



Business Case

IOT difference of Data Usage on preferred network per GB		\$2.00	
IOT difference of Voice Usage on preferred network		\$0.01	
Percentage of Out roamers latching on non-preferred networks	66%		20%
Total amount(\$) lost from voice that remains on Non-Preferred network	\$26,400		\$8,000
Total amount(\$) lost from data that remains on Non-Preferred network	\$53,856		\$16,320
Total revenue lost to non-preferred network	\$80,256		\$24,320
Total savings in a month		\$55,936	
Total savings in a year		\$671,232	
Steering investment		\$350,000	

ROI

Around 6 months



Steering_Business
_Case_Details

Having a steering solution prevents subscribers latching to networks which have higher wholesale costs, hence improving the savings for the home network



MOBILEUM
THANK YOU