

ITALIAN PASTA CAFE  
ストリート

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## Roaming Inbound Offering



# Business Need

**Acquire Inbound  
Roamers**

**Localized Content**

**Local Reachability**

**Cost Saving**



# Inbound Offering

**Contextual  
Engagement**

**Local Breakout**

**Local Reachability  
with Multiline**

**SmartGLR  
Analytics Driven  
Filtering**



# Contextual Engagement

Ensure  
Inbound Roamers

Consume Services on  
your Network

Have the Best of  
Experience

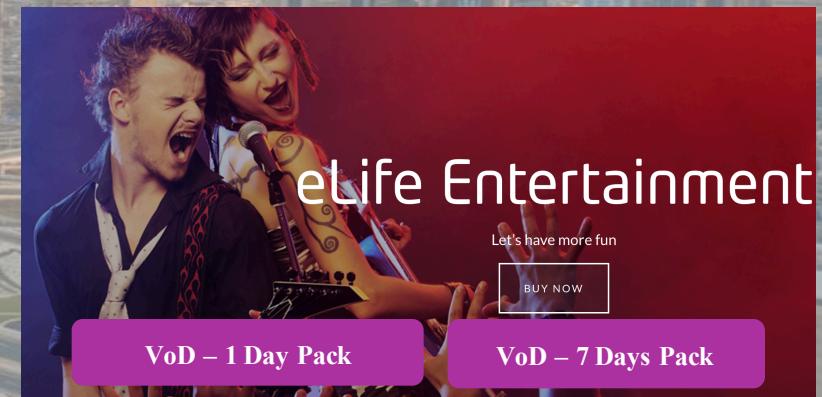
Do Not Sway Away



Market Content

*Dear Subscriber,  
Access best in class  
entertainment content  
while you roam in UAE.  
Download eLIFE app  
for Video on Demand  
and feast on big  
entertainment*

Operator's App to access content while  
traveling





# Contextual Engagement

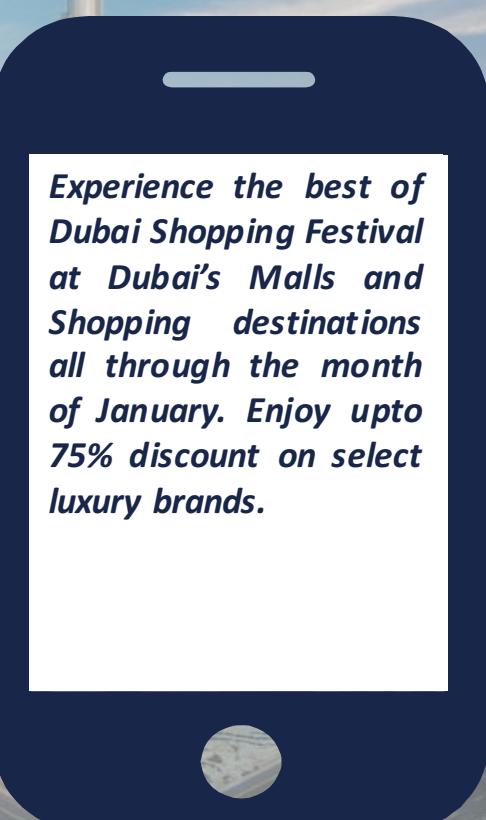
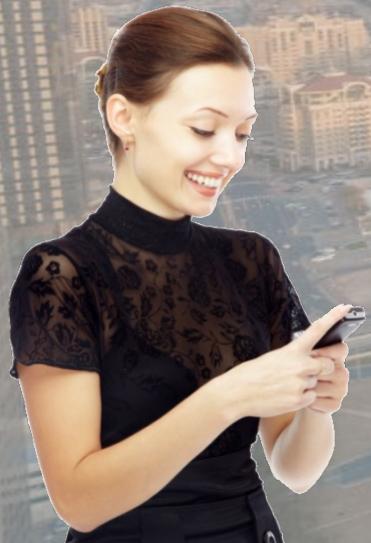
Ensure  
Inbound Roamers

Consume Services on  
your Network

Have the Best of  
Experience

Do Not Sway Away

Promote Local Events



Promote Events, Activities to travelers





# Contextual Engagement

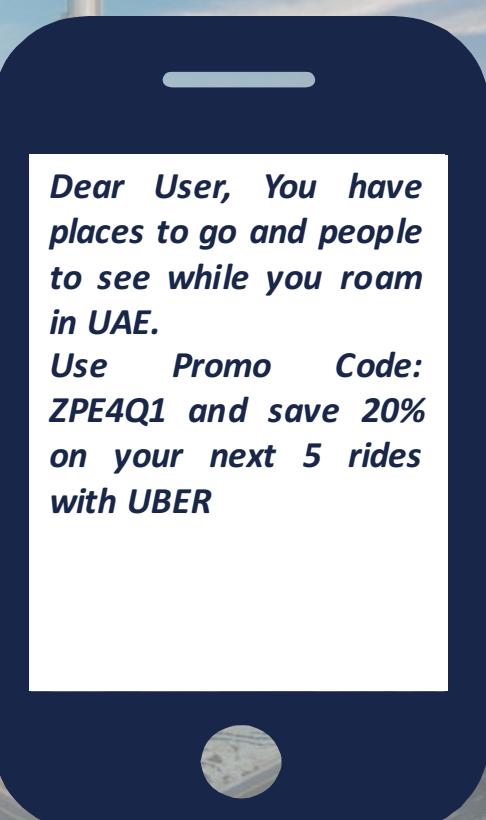
Ensure  
Inbound Roamers

Consume Services on  
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Have the Best of  
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Do Not Sway Away

External Monetization via  
Travel Affiliates



In-roamer Insights monetization via  
travel companies





# Contextual Engagement

Ensure  
Inbound Roamers

Consume Services on  
your Network

Have the Best of  
Experience

Do Not Sway Away

Redeemable Digital  
Coupons

*Dear subscriber, Special Happy Hour Offer for T-Mobile subscribers using Etisalat Network. Enjoy 20% discount at Downtown Cabana, Dubai Mall from 3-7 pm. To download redeemable coupon, Click <https://bit.ly/2ECt>*

Special discount / coupons for roamer  
from preferred partners





# Contextual Engagement

Ensure  
Inbound Roamers

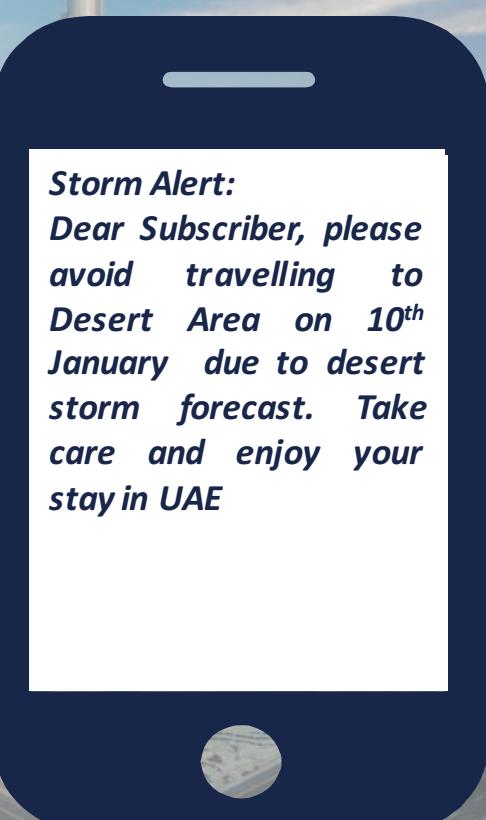
Consume Services on  
your Network

Have the Best of  
Experience

Do Not Sway Away



Broadcasts



Emergency / Informational Alerts





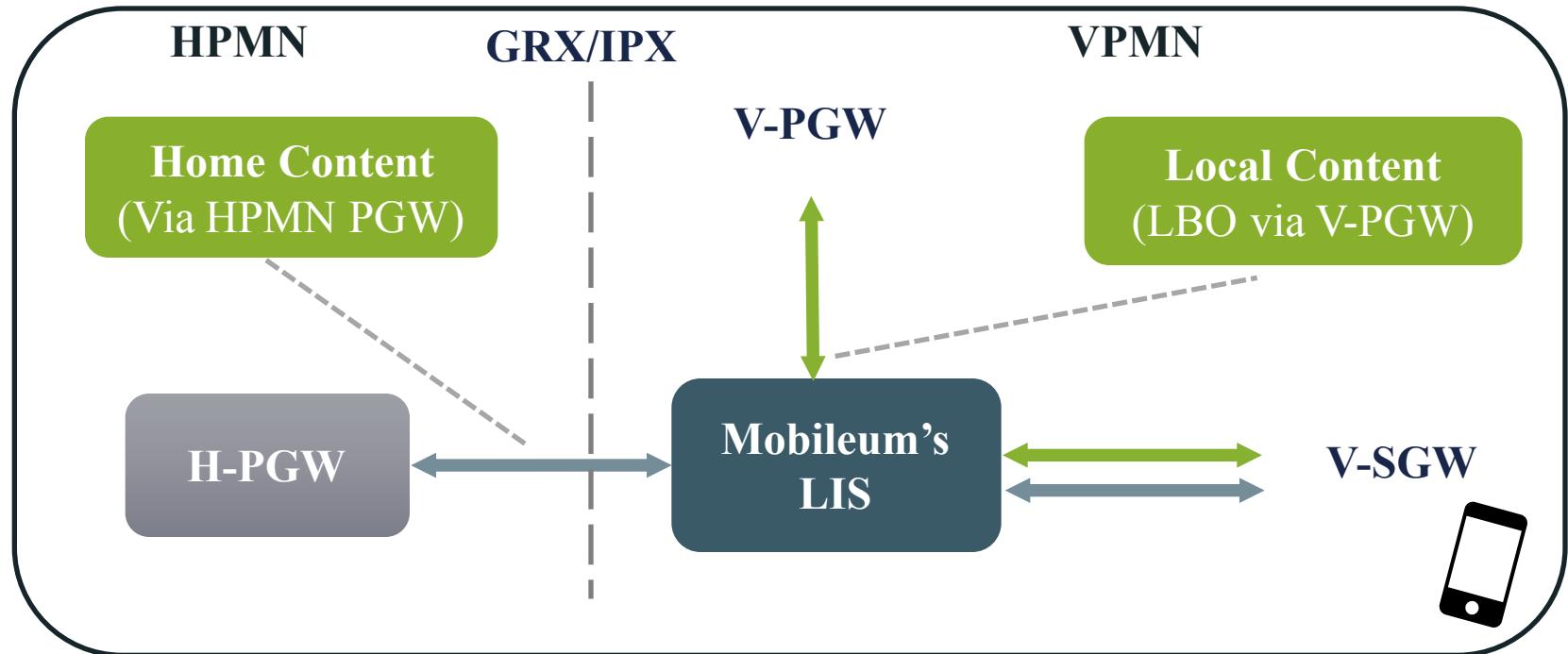
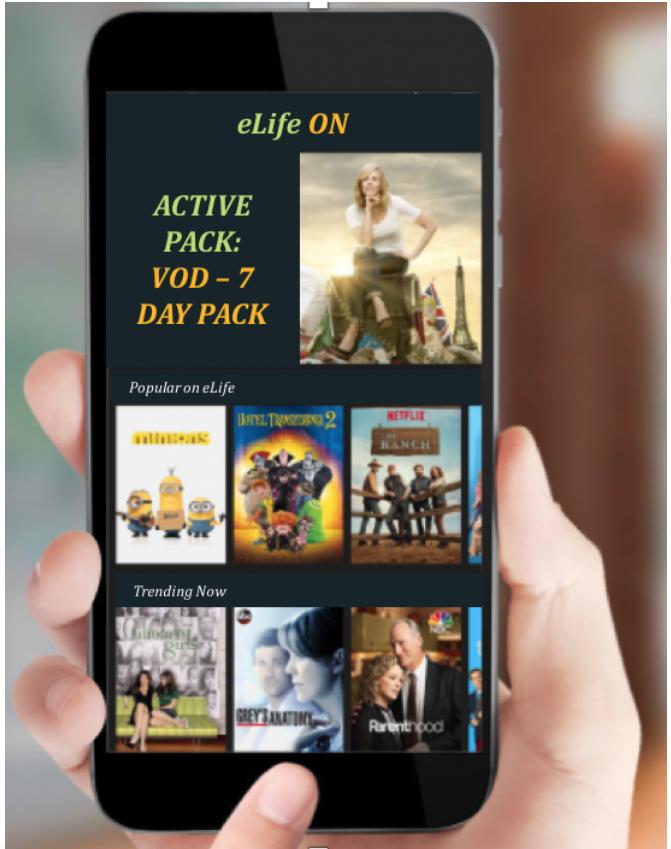
# Content Based Local Breakout

**Content Bundle via App**

*Access data without fear of Bill shock*

**Additional Revenue**

*Subscription based service*





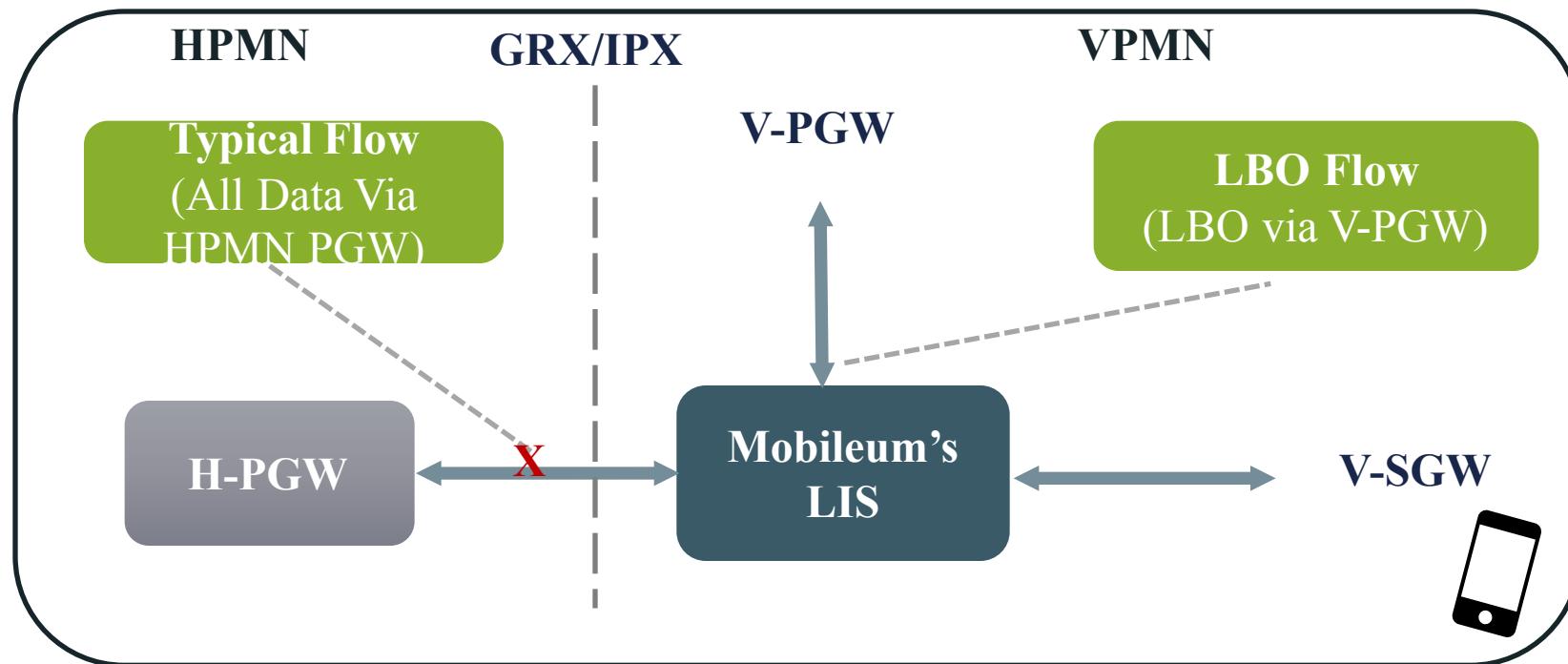
# Local Breakout With Alliance

**Reduced GRX / IPX Cost**

*Avoid Backhauling Data to HPMN*

**Better Customer Experience**

*Reduce Latency*



**Data Access  
via VPMN instead of  
HPMN**

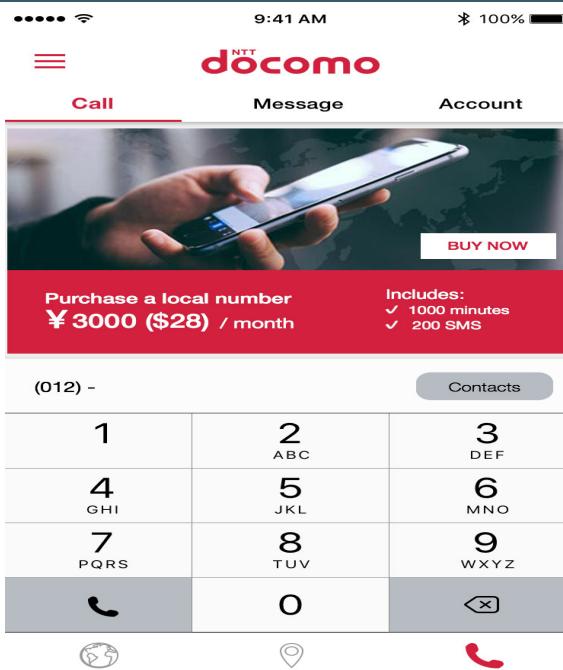


# Local Reachability with Multiline

**Access Local Number while Roaming**  
*On Same device*

**Additional Revenue**  
*Subscription based service*

Subscribe a local Number to connect



Local Clients

Taxi

Hotels

Friends

Hosted Solution to reduce setup cost and accelerate launch

Number Management in Cloud

White-labeled App / Operator's In- App Integration



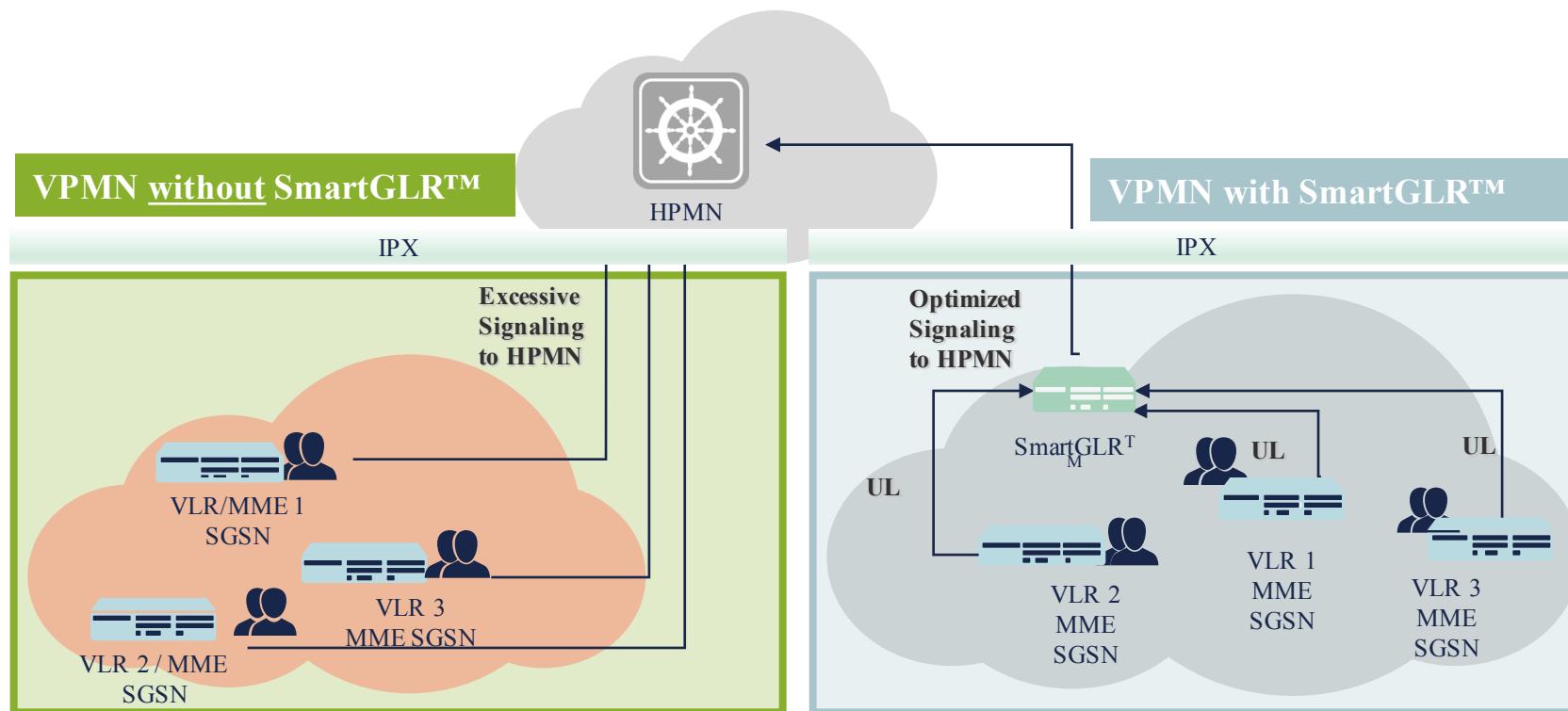
# Avoid Signaling Overheads with SmartGLR

## Reduce Signaling to HPMN

*Save on Signaling Cost, across Consumer / IoT devices*

## Retain Inbound Roamer \*

*Prevent Steering from HPMN*



**30%**  
Estimated MSU  
Reduction

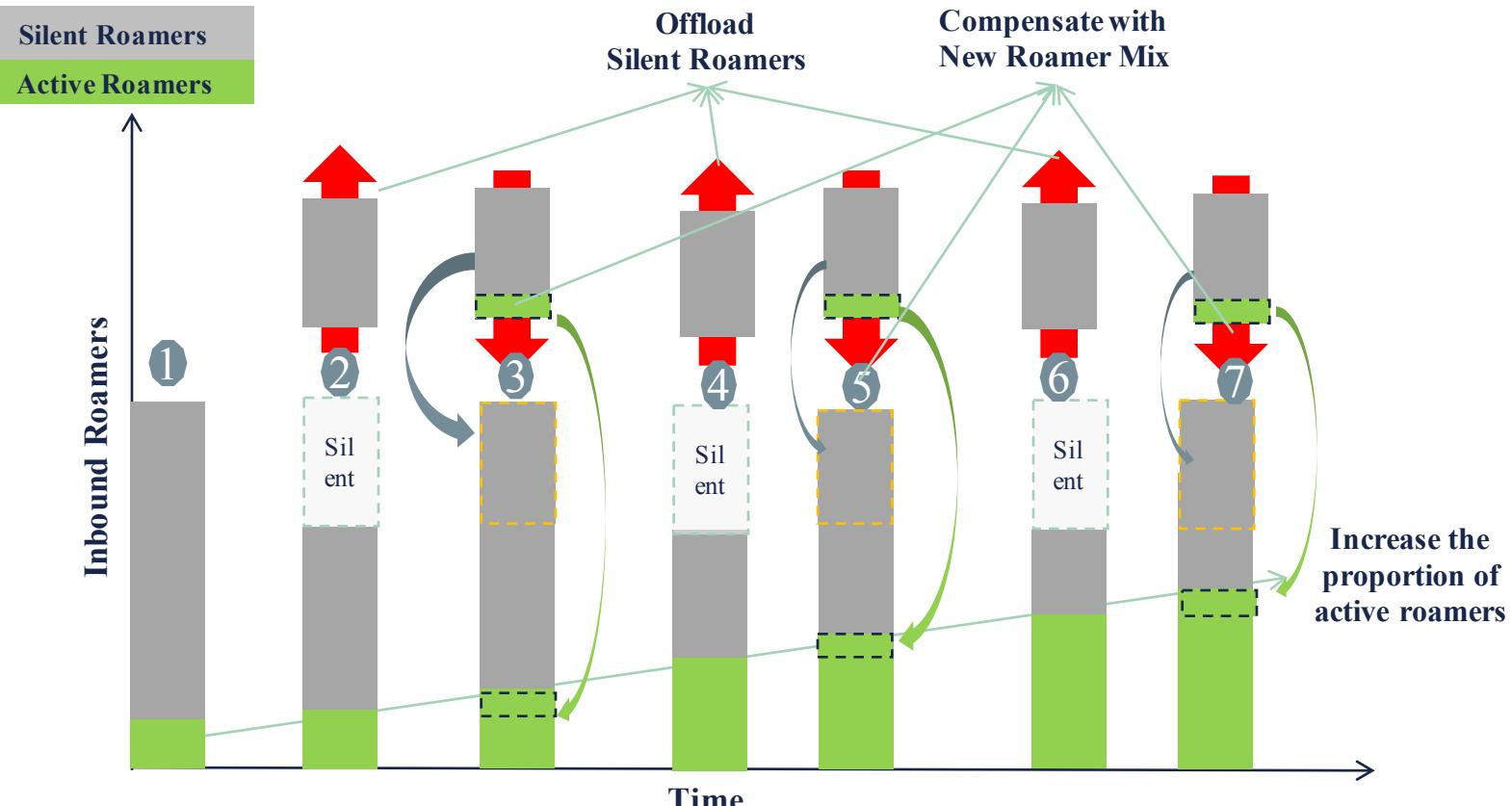


# Analytics driven Inbound Filtering

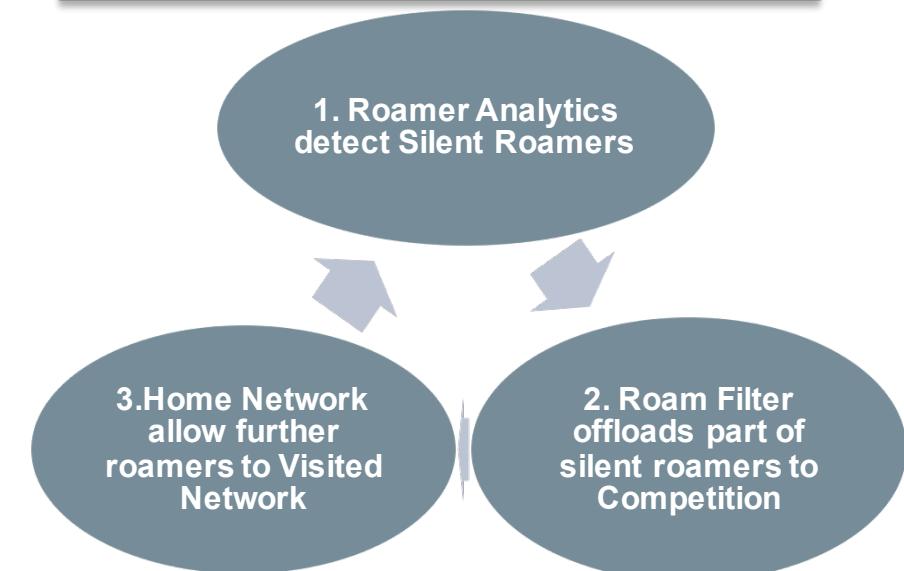
Identify Silent Inbound Roamers  
Filter Out of Network

Allow low Revenue Roamers to  
experience other Networks

Increase the Proportion of Active  
Roamers



Iterative Filtering results in  
Roamer Quality Enhancement





THANK YOU