MOBILEUM

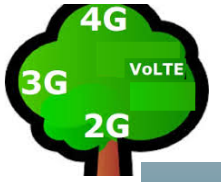
ROAMING STEERING

Maximize Wholesale Roaming Margins Intelligently

© 2019 Mobileum, Inc. All rights reserved. Confidential and Proprietary Information of Mobileum, Inc.

Business Need

Optimize Wholesale Roaming Margins



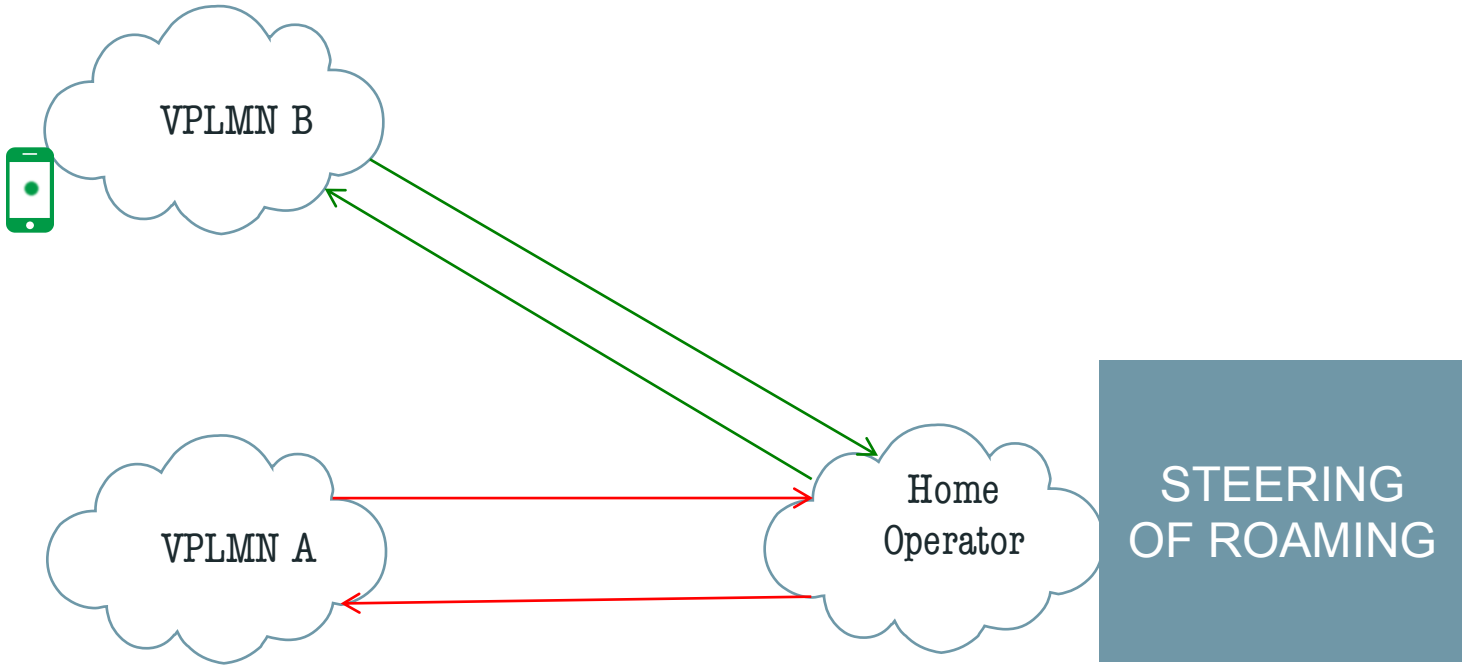
Seamless Steering Across Networks

Assure Customer Experience

Manage Commitments Across Segments

© 2019 Mobileum, Inc. All rights reserved. Confidential and Proprietary Information of Mobileum, Inc.

Steering Overview



- Roaming Wholesale Commitment
- Device Capabilities
- Network Quality
- Subscriber Segment
- Technology supported by network

© 2019 Mobileum, Inc. All rights reserved. Confidential and Proprietary Information of Mobileum, Inc.

NTR Value Proposition

- Securing wholesale revenue commitments of home operator
- Support of all technologies (2G,3G, LTE, VoLTE)
- Fine balance between subscriber experience and wholesale commitments
- Ensuring best quality network for key subscriber segments
- On-demand steering – independent of subscriber triggers
- IoT and Enterprise Steering Support
- Advanced reports with Steering Analytics

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.

© 2019 Mobileum, Inc. All rights reserved. Confidential and Proprietary Information of Mobileum, Inc.

Our Steering Footprint

350+ TELCOS

180+ DEPLOYMENTS

100+ LTE ENABLED

© 2019 Mobileum, Inc. All rights reserved. Confidential and Proprietary Information of Mobileum, Inc.

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

© 2019 Mobileum, Inc. All rights reserved. Confidential and Proprietary Information of Mobileum, Inc.

Business Case

Key Parameters	Without Steering (100K Subscribers)	With Steering (100K Subscribers)
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

© 2019 Mobileum, Inc. All rights reserved. Confidential and Proprietary Information of Mobileum, Inc.

© 2019 Mobileum, Inc. All rights reserved. Confidential and Proprietary Information of Mobileum, Inc.