

ITALIAN PASTA CAFE
ストリート

ポタパスタ カフェ



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

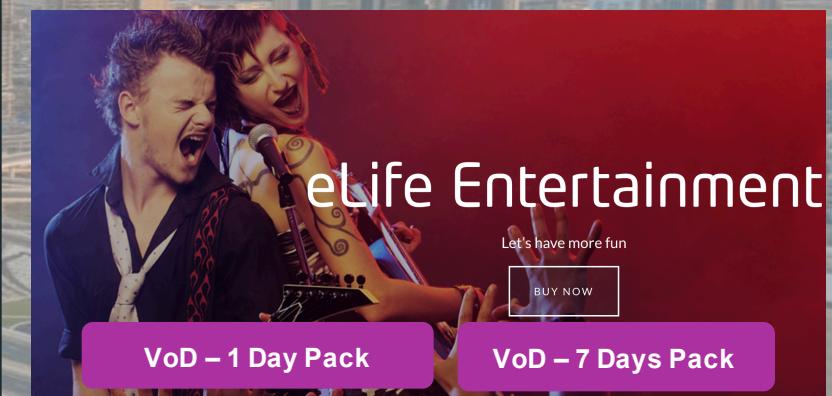
Do Not Sway Away



Market Content



Operator's App to access content
while traveling





Contextual Engagement

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Inbound Roamers

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Have the Best of
Experience

Do Not Sway Away

Promote Local Events



Promote Events, Activities to
travelers





Contextual Engagement

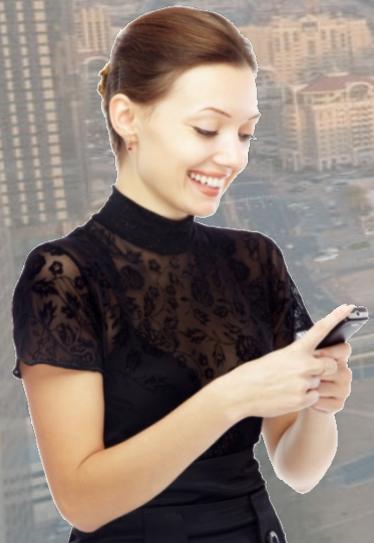
Ensure
Inbound Roamers

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Do Not Sway Away

External Monetization via
Travel Affiliates



*Dear User, You have places to go and people to see while you roam in UAE.
Use Promo Code: ZPE4Q1 and save 20% on your next 5 rides with UBER*

In-roamer Insights monetization via travel companies





Contextual Engagement

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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

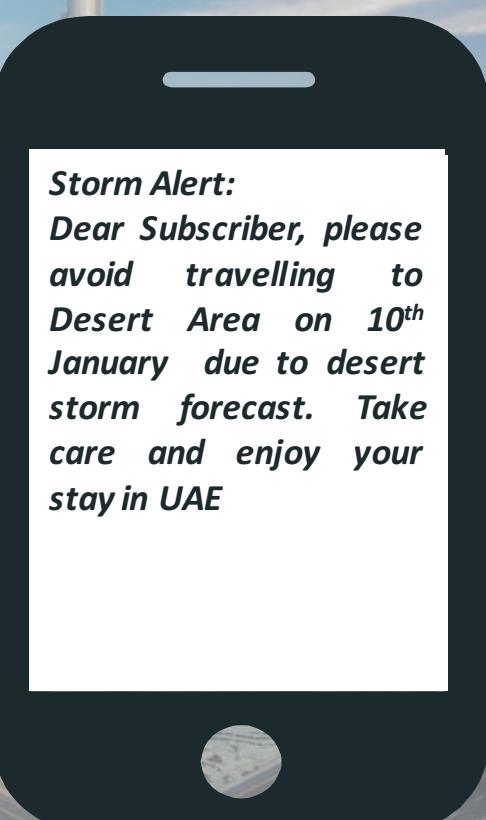
Ensure
Inbound Roamers

Consume Services
on your Network

Have the Best of
Experience

Do Not Sway Away

Broadcasts



Emergency / Informational Alerts

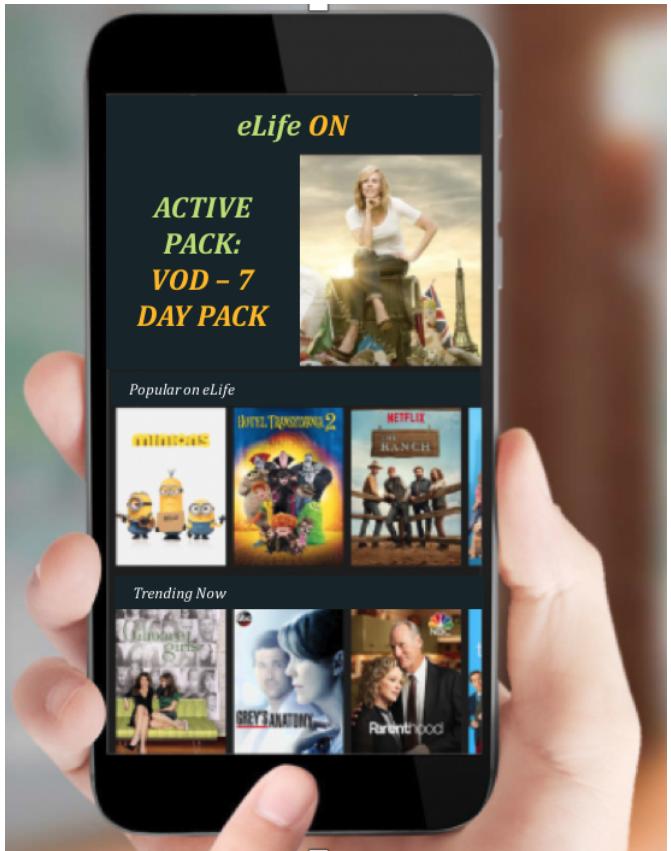




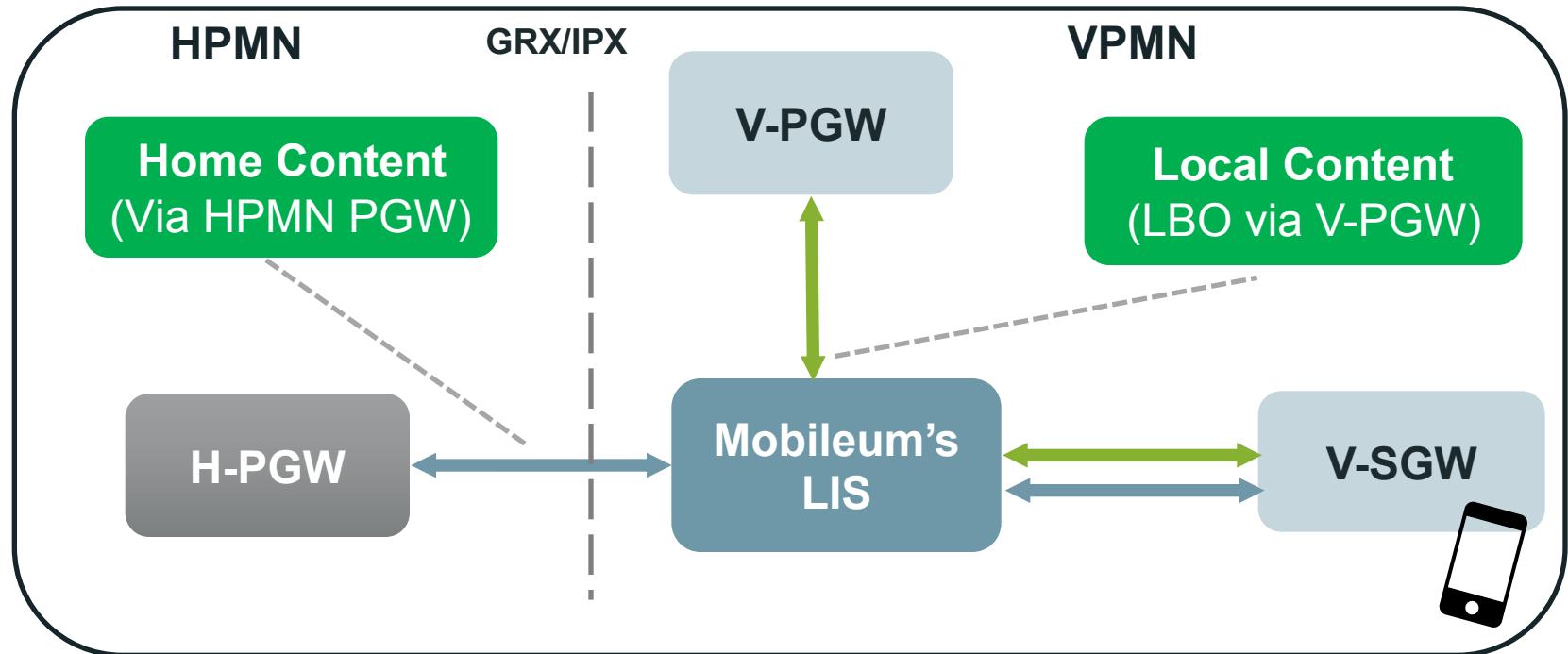
Content Based Local Breakout

Content Bundle via App

Access data without fear of Bill shock



Additional Revenue
Subscription based service

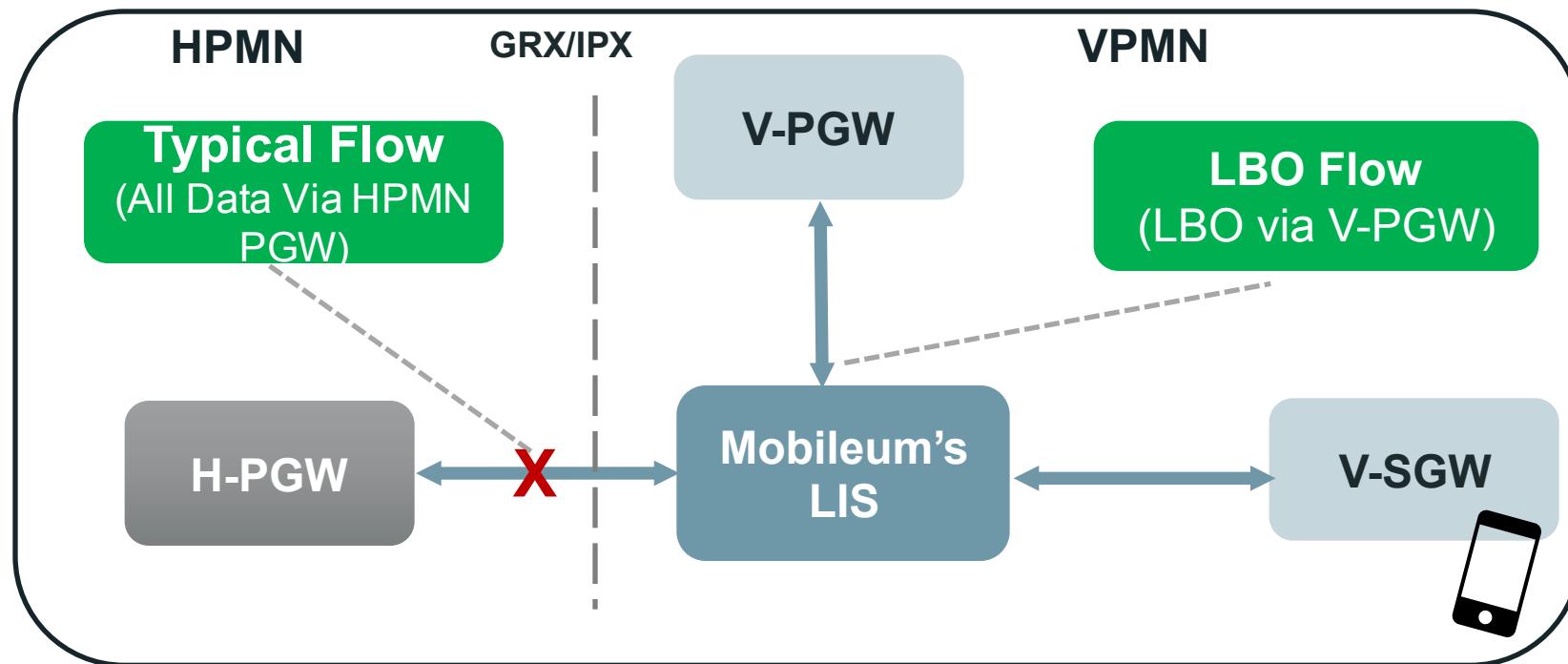




Local Breakout With Alliance

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

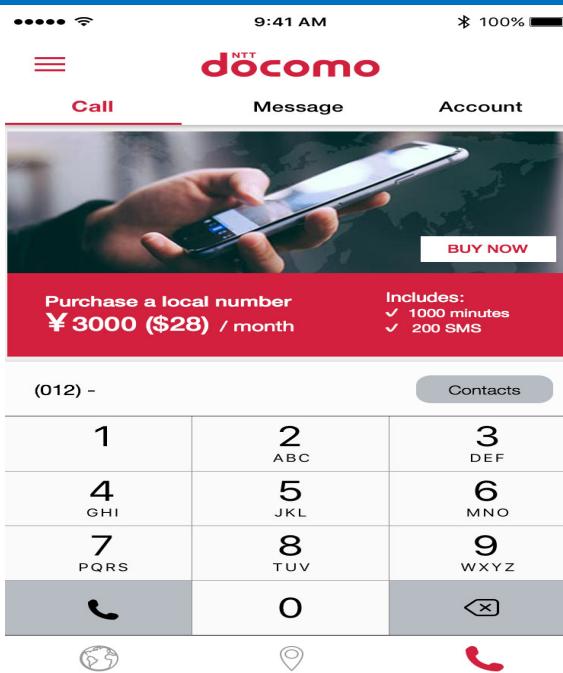
Subscribe a local Number to connect

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



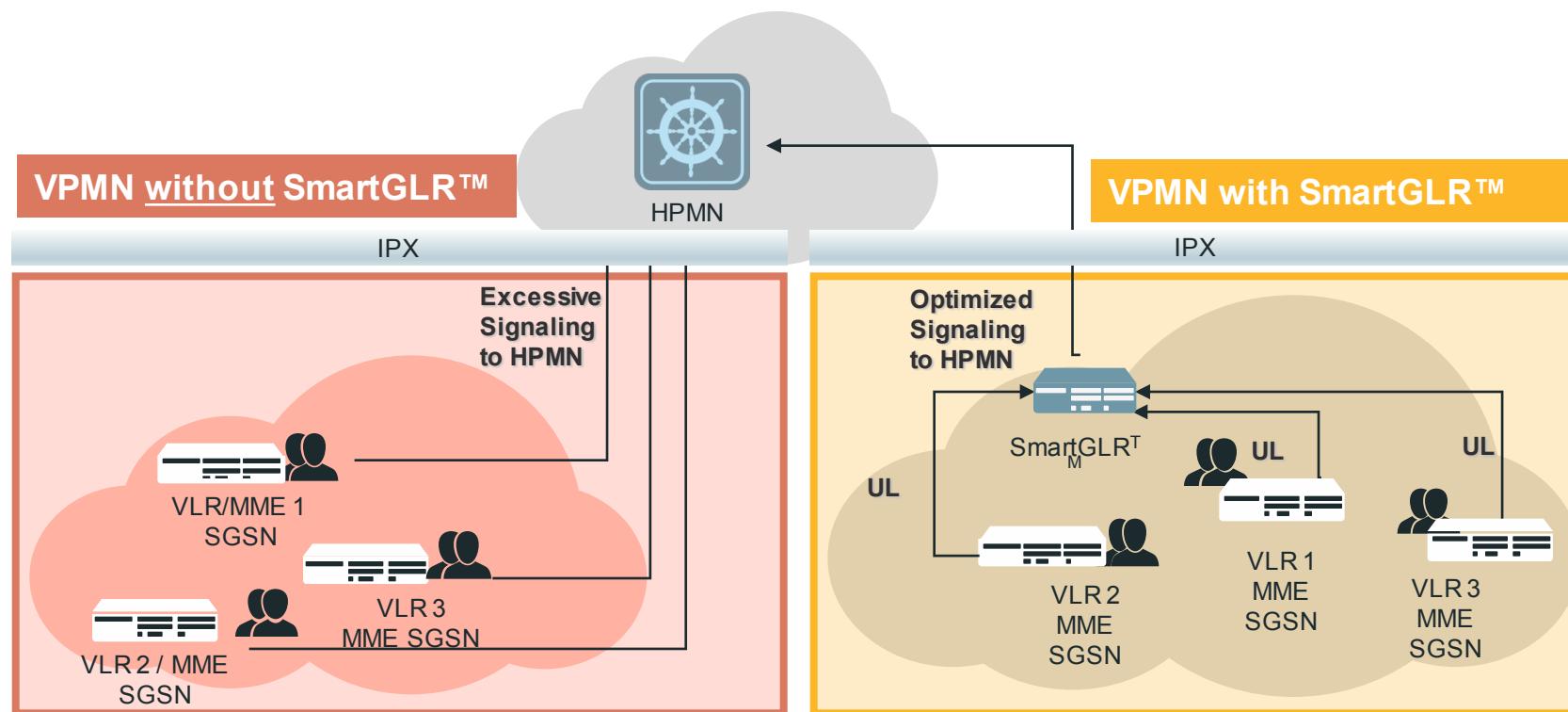
Avoid Signaling Overheads with SmartGLR

Reduce Signaling to HPMN

Save on Signaling Cost, across Consumer / IoT devices

Retain Inbound Roamer *

Prevent Steering from HPMN



30%
Estimated MSU Reduction

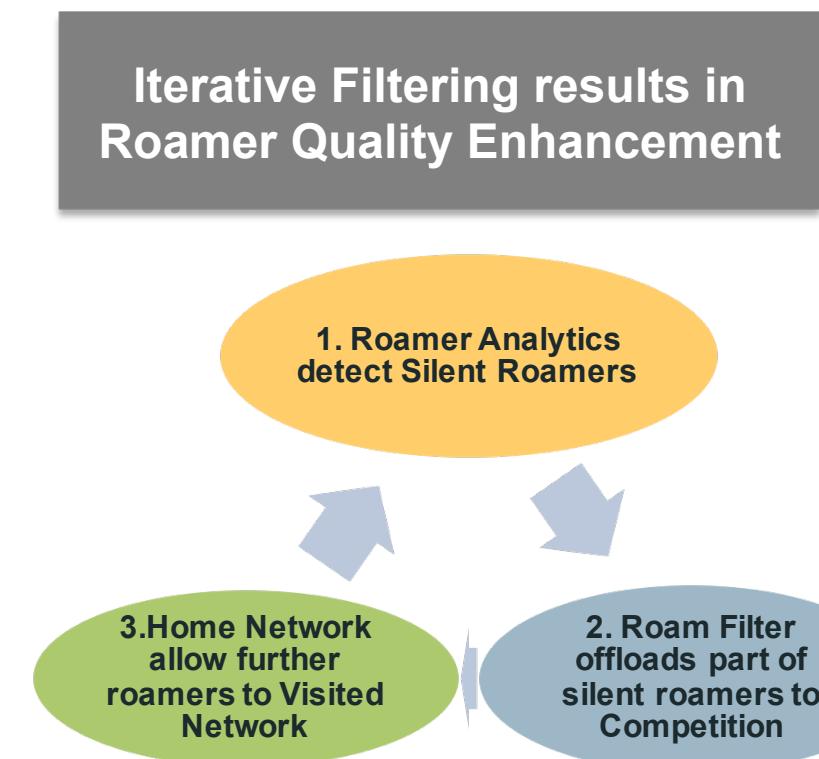
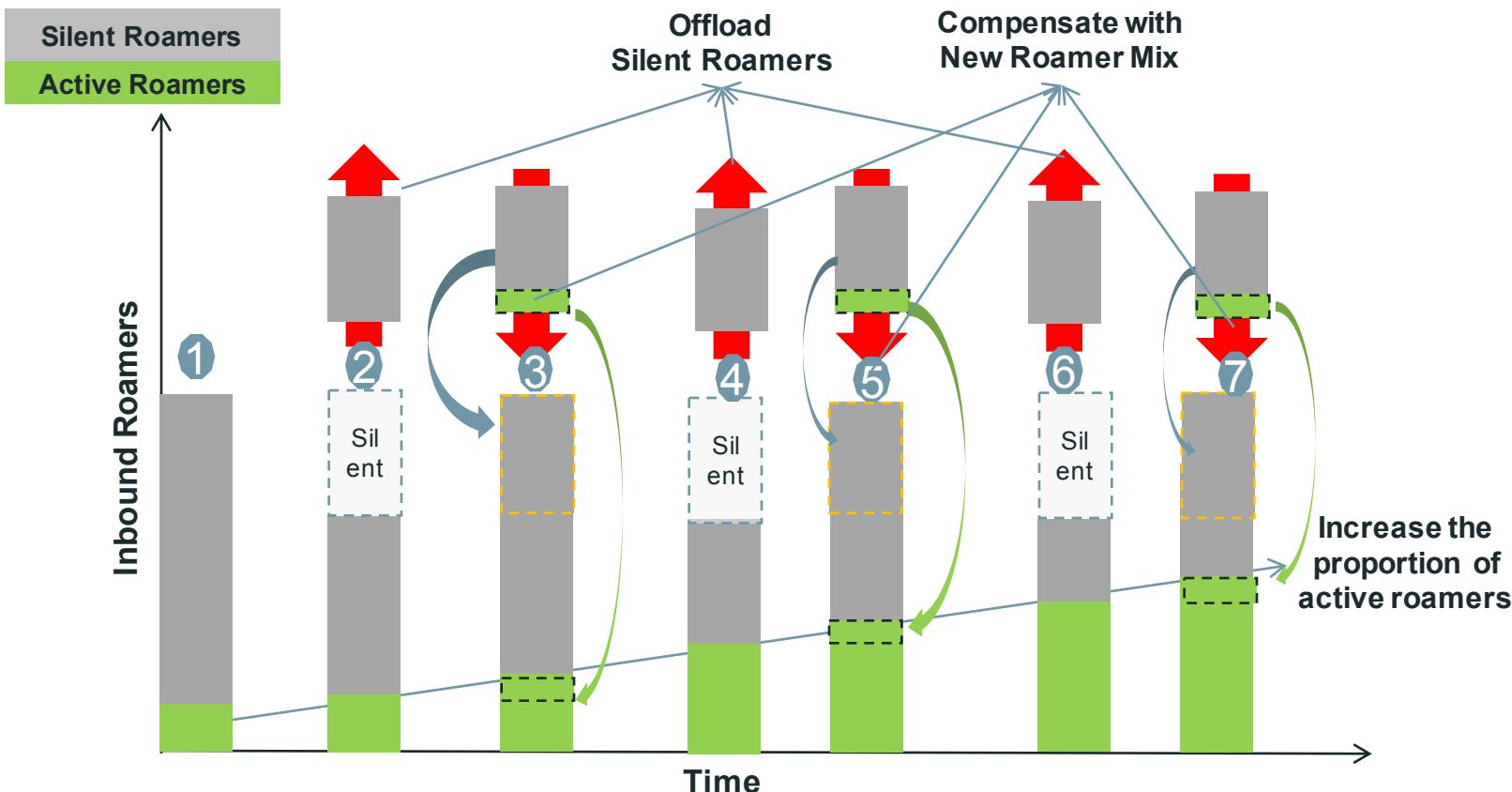


Analytics driven Inbound Filtering

Identify Silent Inbound Roamers
Filter Out of Network

Allow low Revenue Roamers
to experience other Networks

Increase the Proportion of
Active Roamers





THANK YOU