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# MOBIL-EUM

## Roaming Test Factory





# Business Challenges



No control over **Outbound** roaming quality of service: unsatisfied customers and increased churn



**Inbound roaming quality of service: revenue leakage** (manual selection of competing network, roaming partners modifying steering policies)



No **troubleshooting** activities to validate QoS at key local and foreign destinations (events, holiday seasons, etc.) Where VIPs travel.



Non-Standard scenarios for domestic and roaming scenarios pre-launching are always a challenge On-The-Move and temporary Hot Spots need quick actions



Time consuming testing leads to poor efficiency on **roaming agreement activations**, severely impacting roaming revenues



No control over fast-changing **fraudulent activities** leading to high revenue leakage and impact on QoS

*Telefonica*



Roaming IN/OUT, Troubleshooting, IREG



Roaming IN/OUT, Domestic, Troubleshooting



**TIM**



Roaming IN/OUT Revenue Assurance

*Personal*



Roaming IN/OUT, Domestic, Troubleshooting



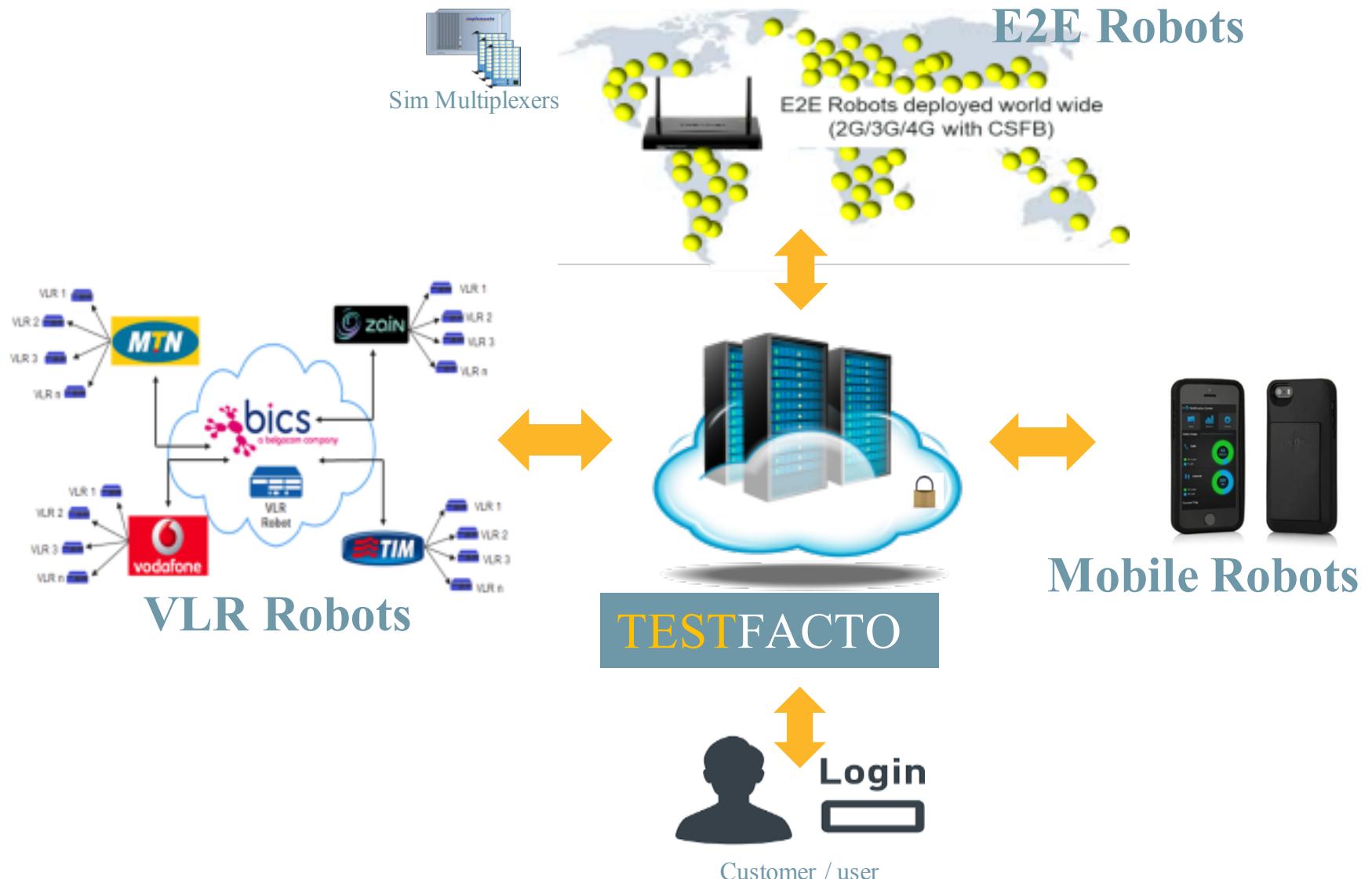
Roaming IN/OUT, Domestic, Troubleshooting



Fraud Detection  
Roaming IN/OUT



# TESTFACTORY Ecosystem



Simple to Use

Customer Test SIMcards are placed in SIMMUX

User selects location and robots to be tested and scheduling the test cases

Backend establishes a session with the robot and execute the tests

Results are uploaded

Results are presented



# Solution Overview

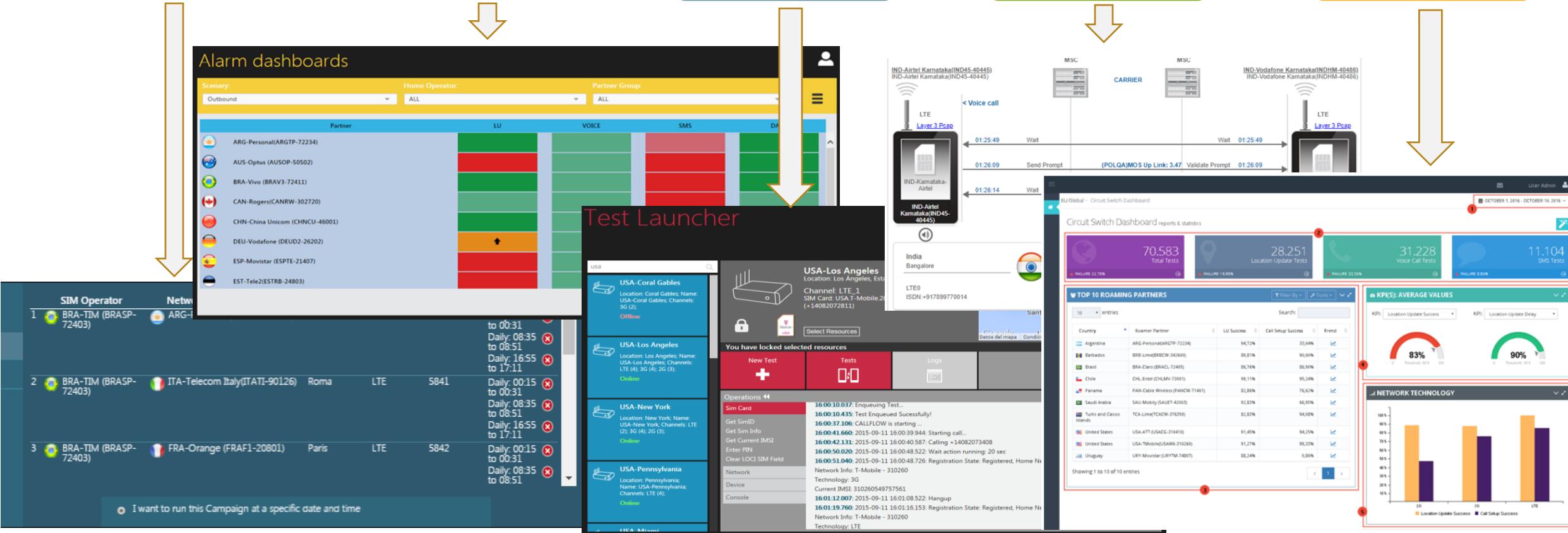
Automated Testing

Operational Follow Up

Root Cause Troubleshooting

Detailed trace views

Managerial Reporting





# ROI and Investment

## QoS

- Troubleshooting Time Efficiency
- Proactive Care of VIP Users
- Reducing Call Center Calls
- Quality Assurance Marketing Activity

## IREG

- Speed up Roaming Agreements
- Revenue enablement having more agreements in less time
- Troubleshooting Time Efficiency

## Domestic Scenarios

- Reducing impact in maintenance windows
- Pre-Launch Service Testing enclosing smoothie rollout
- Rev Assurance Verification preventing billing gaps

## Fraud

- Proactively identification of Simboxes
- Enabling actions through combination with Analytics platform
- Preventing losses having control of fraudulent numbers

## On-The-Move

- Cost effective than standard Drive Test
- Walk testing using same equipment
- Quality Assurance Marketing Activity during sponsored events



We believe despite of how big or small business is, every operator should consider “Quality” as a Differentiator.



# Why Mobileum?

1. We understand the industry and are an active member and influencer in GSMA, WAS, FASG, CFCA, RAG
2. Technical leader with 220 patent applications, 95 awarded
3. Experienced player in Roaming market with +600 customers
4. Multiple products which can be combined building integrated and tailored solutions
5. Flexible business and deployment models
6. Cloud testing platform ready for immediate Demo and PoC showing instant value
7. Multiple technologies within unique user interface which ensures intuitive handling
8. Regional Support and Manage Services to speed up Testing Plan definition and implementation
9. Flexibility management of change request and customizations
10. Innovation in new techniques and technology



THANK YOU