



Managed Steering of Roaming (SoR)

Syniverse Managed Steering of Roaming (SoR) allows you to direct, or steer, roamers onto a preferred network, so you can ensure QoS and cut costs.

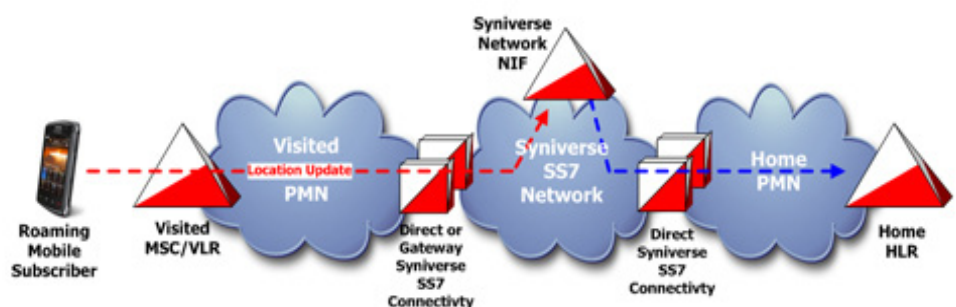
Operators need to efficiently manage their roaming businesses to remain profitable, which can be a complicated task for a couple of reasons. First, you, as the home operator, may not be able to monitor the quality of service (QoS) your roamers are receiving on other networks, potentially resulting in poor user experiences and churn. Additionally, roaming charges differ based on the network and roaming agreement, which can hinder profitability when your subscribers are on more costly networks.

Helping you overcome these challenges and more, **Syniverse Managed Steering of Roaming (SoR)** allows you to direct, or steer, roamers onto a preferred network, so you can ensure QoS and cut costs. You'll be able to keep your customers satisfied by monitoring QoS and steering them to the best available network. And at the same time, you can reduce your spending since your roamers always will be on the network charging the lowest roaming tariffs.

Syniverse Managed SoR is your solution for managing your roamers and optimizing your roaming operations. Don't wait to boost your profitability by taking advantage of this service!

Benefits of Syniverse Managed SoR

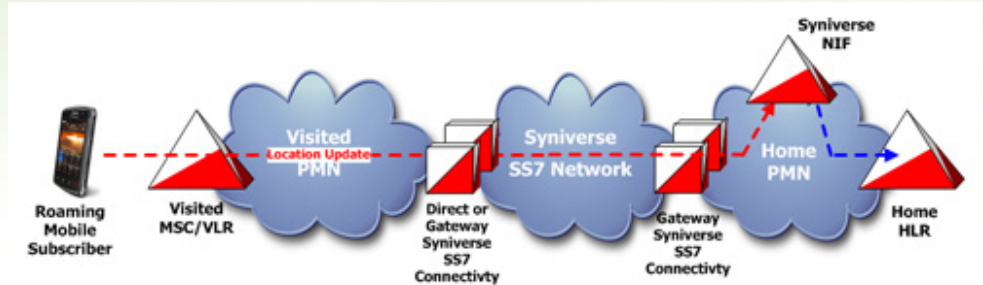
- Minimizes costs by up to 40 percent and improves roaming margins. Save on:
 - Outbound roaming IOT costs for voice and data.
 - Upfront CAPEX – the service is provided on a service-bureau basis instead of as a turn-key platform.
 - Maintenance costs – Syniverse will operate and manage the service on your behalf.
 - Operating costs – no platform license upgrades are required by Syniverse.
- Reduces churn and increases outbound roamers' satisfaction because you can provide high-quality roaming experiences with real-time control of QoS.
- Increases your revenue because you can negotiate better IOT rates, which:
 - Guarantee your network receives a certain level of roaming traffic.
 - Make partnering with you more attractive to other operators because you can guarantee certain levels of traffic on your roaming partners' networks, increasing their revenue.





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- Intelligent network (IN) platform allows you to launch services quickly and cost effectively
- Steer subscriber groups to the most suitable VPMNs based on the subscriber type or subscriber service usage

Option 2 - Steering of Roaming Network Overview - Customer Site NIF



Features of Syniverse Managed SoR

- Intelligent network (IN) platform allows you to launch services quickly and cost effectively without requiring existing architecture replacements. The platform reduces IN infrastructure costs by:
 - Allowing you to deploy multiple services on one platform, instead of having to deploy multiple point solutions.
 - Taking advantage of the most modern servers and equipment, thereby providing the best possible price performance.
 - Allowing you to share IN resources across multiple operating companies by using the IN platform's multi-tenancy architecture.
- Steer subscriber groups to the most suitable VPMNs based on the subscriber type or subscriber service usage. For example:
 - Steer subscribers using data to a VPMN with 3G.
 - Steer Subscriber A on VPMN 1 for voice and Subscriber B on VPMN 2 for data.
- Easily modify preferred roaming partner networks since they may change over time.
- Set up, negotiate and monitor roaming partner commitments easily.
- Gain a stronger negotiating position by clearly seeing roaming partners' network statistics.
- Compliant with GSMA "Steering of Roaming Implementation Guidelines" (BA.30 and IR 73).
- Legacy-free environment (no risk of vendor lock in) – the service runs over standard hardware and software and is based on open standard JAIN SLEE.
- Supports anti-steering detection.
- Based on future-proof technology.
- Can be bundled with our core services, such as signaling and other value-added roaming services.
- Mobile operator groups or group carriers can easily adopt the solution because of our innovative business models (e.g. white labeling, centrex steering of roaming).
- Works across GPRS and voice.
- Lets you define targets that steer certain percentages of your outbound roamers to



Syniverse Technologies

Serving more than 800 communications companies in over 160 countries, Syniverse Technologies (NYSE:SVR) offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers.

specific networks. For example, if you have the most cost-efficient agreement with Network A, you can ensure the majority of your roamers use that network.

- Unique and configurable algorithm (automatic net error tolerance heuristic) optimizes the subscriber experience while maximizing accuracy toward targets. Full target set configurable per:
 - Service-active mode on a per-country basis
 - Country codes
 - Steering limit
- Generates an operator warning if users access non-preferred networks.
- Uses logic to determine where users should be steered:
 - Steers on IMSI, such as groups of business users.
 - Can ignore service for defined subscribers.
- Performs offline analysis of anti SoR and CDRs.
- Reporting tools with online, real-time features. Reporting is based on a variety of events and data:
 - Country code (ISO two-character code)
 - Operator name
 - Attempt number (number of update location attempts, including the successful one)
 - Visited network list (the VLR or SGSN numbers of each location update)
 - Time stamp (the time of the location update)
- Automatically generates alarms and logs in to Syniverse if there is a service error:
 - Time, date and scope
 - Level of importance: unique identifier, module affected, service affected and cause, and type of alarm

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