

**Keep your subscribers
connected, no matter
where they roam.**



Syniverse Global Interstandard Roaming Solution - UniRoam®

With the growth of mobile technology, the world seems smaller than ever before. And despite disparate CDMA and GSM technologies, your subscribers expect seamless mobile roaming experiences regardless of the network technology being used.

Whether you are a CDMA or GSM mobile network operator, **Syniverse Global Interstandard Roaming Solution - UniRoam**, enables you to offer your customers seamless voice, messaging and data roaming services across any network. You gain instant roaming capabilities with hundreds of operators globally through a single agreement, enabling your customers to use services from their existing domestic phone number and handset while traveling. Thanks to the ease of use, you will see an increase in roaming revenue and more satisfied customers.

For over 25 years, Syniverse has delivered interstandard roaming to operators globally. Gain a competitive edge while protecting and growing your valuable global customer base with this proven interstandard roaming solution.

Syniverse®

We make mobile work





Benefits

- **For mobile operators:**
 - Offers instant voice and SMS roaming capabilities to more than 150 countries with a single roaming agreement (depending on sponsor operator).
 - Provides instant data roaming capabilities to more than 90 countries with a single roaming agreement (depending on sponsor operator).
 - Enhances your competitive position through connectivity to international markets, served by either CDMA or GSM networks.
 - Obtains new revenues from activations, airtime and monthly fees.
 - Retains high-end corporate subscribers by satisfying the need of this key customer segment.
 - Improves customer service and roaming management through timely online information.
 - Allows you to choose roaming partners regardless of technology.
- **For subscribers:**
 - Expands their access to voice and data services internationally with their standard handset.
 - Enables them to view all charges on one home operator bill, making travel easier to budget.
 - Delivers calls automatically to their existing mobile phone number.
 - Eliminates the need for a second subscription from a CDMA or GSM mobile network operator when traveling abroad.

Features

Integrate UniRoam into your own product portfolio, select your CDMA/GSM roaming sponsor operator and negotiate a roaming agreement. By using the sponsor's service, your customers will enjoy the coverage area offered through its roaming agreements.

To implement UniRoam, the subscriber's assigned IMSI and home MIN/ESN are entered in a Syniverse database to enable the mapping necessary for mobility management, including validation, call delivery and billing. Dual- or multi-mode phones (ANSI, GSM) are available, so your subscriber only needs to carry a single device.

The sponsoring network provides:

- A range of IMSIs for your use.
- SIM/R-UIM cards or access to its card vendor.
- Ability to leverage all of its GSM/CDMA voice and data roaming agreements.
- Customer service support.
- Initial setup and testing support.

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Syniverse provides:

- Signaling conversion – translation between the GSM IMSI and the ANSI-41 MIN/ESN.
- SMS mobile origination and mobile termination option for roaming subscribers.
- Data roaming 1X to GPRS option.
- TAP-to-CIBER billing conversions, including currency translation.
- Web tool for troubleshooting and provisioning your subscribers to UniRoam and/or an interface to your provisioning system.
- 24/7 Global Customer Support Center access to assist your network support in troubleshooting problems.
- Initial setup and testing support.

Billing Details & Roaming Rates

UniRoam provides the ability to select your own roaming sponsor and negotiate your own roaming rates to offer your customers high-end service at a reasonable cost. The Syniverse pricing structure is flexible and can be easily integrated into your current pricing methodology. Subscriber usage charges are dependent on your sponsor operator and your roaming agreement. All charges are settled between you and the sponsor operator. The sponsoring network will settle with its CDMA/GSM roaming partners.

Detailed billing records for your subscribers are forwarded to Syniverse, converted to CIBER/TAP format and forwarded to you, so charges can appear on subscribers' bills. Syniverse's UniRoam solution also converts billing records into CIBER/TAP and the sponsor network currency into local currency.

Sponsor Network and Syniverse Provides

- Voice calls priced by minutes of use (MOU).
- SMS MO and MT priced per message.
- Data sessions typically priced per kilobyte or megabyte.

Welcome SMS Service

This service allows you to welcome subscribers with an SMS text message(s) when they reach their roaming destination. Simply provide the message content to Syniverse and we will automatically deliver the message. You also can give subscribers general roaming instructions or clarify how to make international calls while roaming. Features include:

- Recognition of whether the message needs to be generated upon registration by the subscriber.
- Content tailored to the roaming location.
- Language flexibility – you designate the language of choice for the message (some restrictions may apply, depending on character set).
- Adequate message capacity to provide subscribers with the right amount of information (message size limit is 160 bytes).
- Operator-defined parameters to ensure subscriber does not receive duplicate messages.

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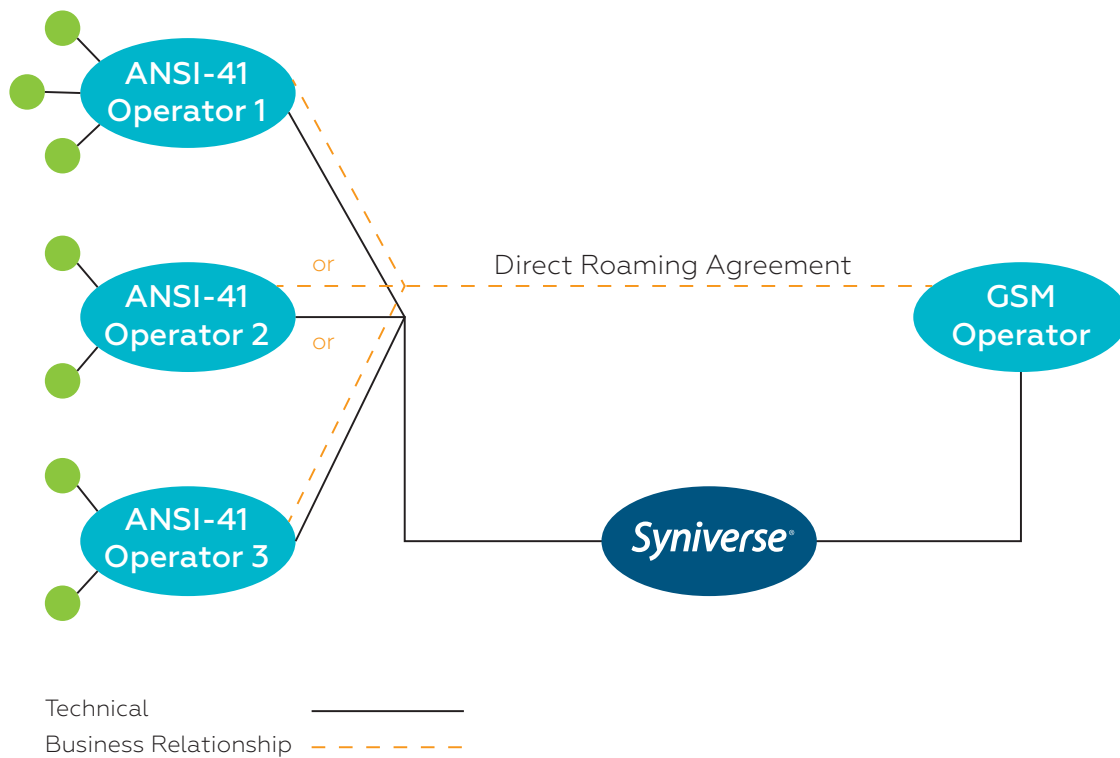


Additional Features

- Supports conversion between WIN and CAMEL standards for prepaid interstandard roaming.
- Integrates with Syniverse real-time intelligence solutions for network monitoring to enable troubleshooting and customer care.

How it Works

Technical Interstandard Roaming Data Flows and Business Relationship with UniRoam



Get Started Today!

Syniverse is a global mobile solutions specialist that connects more than 1,500 mobile service providers and consumer companies in nearly 200 countries. We specialize in enabling the world's mobile users to connect with each other regardless of device, network or location. Our advanced cloud-based solutions deliver superior user experiences through always-on services and real-time engagement. For more than 25 years, we have been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere.

[Contact us today](#) for more information or visit www.syniverse.com to learn more.

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