



How much influence do you have over your wholesale costs? Are you ensuring a high QoS roaming experience for subscribers?

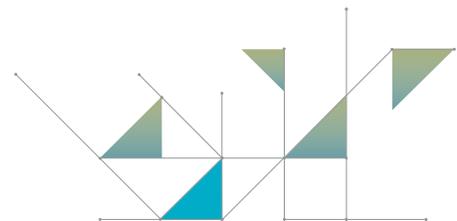
Syniverse Steering of Roaming

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 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®

We make mobile work





Benefits

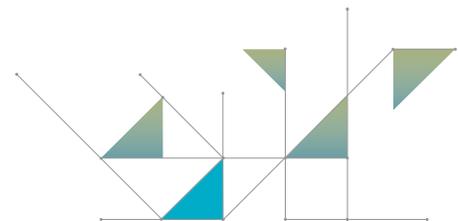
- Minimizes investment required to operate a precise, highly flexible and reliable traffic steering solution.
 - Upfront CAPEX is avoided – the service is cloud-based and provided through a service-bureau.
 - Maintenance costs – Syniverse will operate and manage the service on your behalf.
 - Operating costs – no platform license upgrades are required by Syniverse.
 - Additionally time to market is significantly reduced compared to traditional in-house systems.
- Enables significant outbound roaming IOT cost reductions for voice and data. Up to 40% improvements can be achieved.
- Reduces churn and increases outbound roamers' satisfaction because you can provide high-quality roaming experiences with real-time control of QoS.
- Allows you to have full control of your outbound roaming traffic cost. For example, if you have the most cost-efficient agreement with Network A, you can ensure the majority of your roamers use that network.
- Mobile operator groups can easily adopt the solution thanks to the innovative multi-tenancy architecture.

Features

- Compliant with GSMA "Steering of Roaming Implementation Guidelines" (BA.30 and IR 73).
- Can be bundled with other core services, such as signaling and other value-added roaming services.
- Intelligent network (IN) platform allows you to launch services quickly and cost effectively without requiring existing architecture replacements.
- Works across GPRS and voice.
- 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.
- Uses logic to determine where users should be steered.
- Easily modify preferred roaming partner networks since they may change over time through a simple on line GUI.
- Legacy-free environment as the service runs over standard hardware and software and is based on open standard JAIN SLEE.
- Offers detailed reporting via Syniverse online portal CrossroadsSM.
- Automatically generates alarms and logs to Syniverse if there is a service error.
- Generates an operator warning if roaming subscriber accesses a non-configured network.

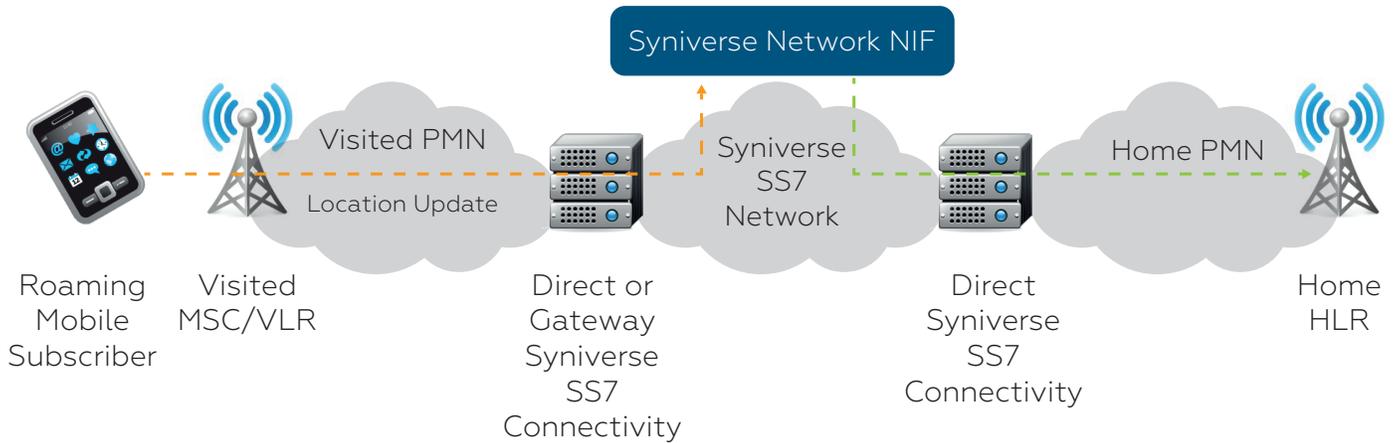
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How it Works

Steering of Roaming Network Overview – Syniverse Network NIF



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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