

## STARHOME MACH SOLUTIONS

### LTE ACCELERATOR

Increase inbound data roaming traffic by offering LTE services without LTE agreements

### ACTIVE ROAMING ANTI-FRAUD

Protect roaming revenues with fraud detection and reaction in real time

### SILENT ROAMERS

Gain new revenue streams by identifying and encouraging silent and low-usage segments

### 360° WHOLESALE MANAGEMENT

Improve wholesale business decisions with actionable analytics in real time

Starhome Mach drives mobility forward, adding value through enabling technologies for global and cloud connectivity. We are situated within and between 300 operators in over 130 countries.

We remove boundaries, giving subscribers the freedom to roam across network technologies and geographies.

For operators, our solutions provide one place to manage the wholesale and retail inter-carrier business while deriving more value from underlying networks. We link operators and applications to create truly global mobile applications.

The company has three main offices in Switzerland, Luxembourg and India. It also has a worldwide network of support locations providing local support and professional services.



[WWW.STARHOMEMACH.COM](http://WWW.STARHOMEMACH.COM)

## SILENT ROAMERS

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Gain new revenue streams by identifying and encouraging silent and low-usage segments



## MARKET SCENARIO

According to information from Starhome Mach's customer base of over 300 operators, 50-60% of outbound roamers do not use any data on their mobile devices. In fact, only 1% of active roamers generate 80% of the roaming data traffic. This is a huge contrast to the domestic mobile environment, where data consumption has become the norm.

Silent and low-usage roamers are unaware of the many choices they have in today's fast expanding mobile environment. Although bill shock has traditionally been a major concern, some operators now offer specially-priced packages which can be suited to their subscribers' needs while driving the adoption and usage of data roaming.

Consequently, silent and low-usage roamers have become a significant revenue growth opportunity for mobile operators.



\*Source: Starhome Mach

## OPERATOR NEEDS

The ability to detect 100% of silent and low usage roamers in real time is a key factor in capitalizing on this new source of revenue. Offering lower priced incentives and attractive roaming rates will promote usage.

Operators can empower their silent and low-usage roamers by offering customized tariff packages to meet their individual needs. Simple and easy to understand tariff plans, together with warning thresholds in real time, can have a positive impact on usage by increasing confidence. Moreover, providing subscribers with complete control to manage their spending will help to eliminate bill shock.

## THE STARHOME MACH SOLUTION

The Silent Roamers solution incorporates real-time data exchange files with network information to tackle silent roamers and low usage segments in four basic steps.



- **Planning** - lets operators focus on meeting the needs of their subscribers with tools to identify the various segments and create the optimal strategies to reach these users. Emphasis is placed on usage patterns, visit duration and mobile device type.
- **Execution** - creates effective outbound campaigns based on segment criteria to educate roamers and build confidence. Operators can support these campaigns by steering subscribers to preferred networks to achieve the best wholesale rates.
- **Tracking** - optimizes campaigns in real time by processing information and monitoring data usage.
- **Analysis** - subscriber and traffic reports provide a complete view of campaign impact. Results can be used to adjust the package offering, and in turn, further boost traffic.

## BUSINESS BENEFITS

Maximizes roaming revenue by encouraging usage	Taps into new sources of growth	Reduces customer complaints and refunds
Increases customer loyalty and satisfaction	Identifies valuable segments by using network and billing data	Encourages traffic in preferred visited networks

## SHARED MODULES

The following set of products extend the capabilities of the Silent Roamers solution, and can be used to better match each operator's individual goals and action plans.

<b>Unity Business Management</b>	<b>Sparx</b> Tailored outbound communication with micro-segmentation campaigns	<b>Intelligent Preferred Network®</b> Protects revenues by steering subscribers to preferred networks	<b>Roaming Control</b> Avoids bill shock by monitoring and controlling roaming packages	<b>Subscriber Performance Management</b> Advanced reports to analyze segments and subscription impact	<b>NRTRDE</b> Monitors and identifies usage in near-real time	<b>Traffic Performance Management</b> Set of advanced reports to analyze the business impact on wholesale costs	<b>TAP IN Re-Pricing</b> Re-prices packages in real time
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