

Key Benefits

- **Lower Total Cost of Ownership** - transparent signaling interception dramatically reduces the core network signaling load over that of competing solutions – i.e. avoid the need for performance upgrades to overburdened HLR's, STP's and GW-MS-C's as required by competing solutions.
- **Improves negotiation of favorable roaming agreements** by ensuring SLA commitments
- **Keep roaming revenue** within an operator group
- **Negotiate the best tariffs**, load balance traffic to maximize profitability
- **Ensure subscribers have access to advanced services** by steering them to preferred networks
- **Increased subscriber usage and satisfaction** by ensuring QoS and availability of familiar services
- **Intuitive and flexible steering rules creation** for network engineers or Marketing team
- **Highly granular real time control system** for establishing steering rules

Steering Of Roaming Summary

Optimize Steering Results

Mobile operators are continuously striving to improve top-line and bottom-line revenue in today's highly competitive market place. Roaming revenues are some of the most profitable sources of income for an operator. Therefore, taking a closer look at how to improve that side of the business is absolutely critical. One method of achieving this goal is to implement a Steering of Roaming (SoR) solution as many operators have already done and now are reaping the benefits.

Maximize Revenues within Roaming Groups

Group operators want to achieve a fine balance of maximizing revenues within the group versus achieving a positive subscriber experience. Mobile operators would like to ensure subscribers will access a network which provides all of their familiar advanced services. Therefore they need a rules-based SoR solution to dynamically steer their outbound roaming subscribers to preferred visited networks. This enables the operator to send traffic to different partners based on criteria such as:

- Negotiated SLA's for traffic volumes in a bilateral agreement
- Operator group membership
- Network coverage
- Availability of subscriber services – i.e. 3G voice and data, Post/Prepaid, MMS.

Doing so will help increase subscriber usage and ensure that on average the lowest possible wholesale roaming rates are achieved thus increasing revenue and improving margins.

Standards Based Solution

The MessageSENTRY SoR system is a standards-based solution (GSMA IR.73) that provides mobile operators a highly granular policy-based real-time control system for automating dynamic rules for which network a subscriber will connect to at any given time. The MessageSENTRY SoR application leverages our unique transparent SS7 network border filtering feature. This dramatically reduces the signaling load on core network assets like International GW, MSC's, STP's and HLR's. This reduces the excessive burden on these high value resources which ultimately provides a much lower cost and more reliable solution over competing products.



Key Features

Transparent Signaling Interception

The SoR system leverages our transparent signaling interception capability which is the only solution on the market that dramatically reduces the signaling load on expensive core network elements like HLR's, STP's and GW-MSC's.

Plug & Play Connectivity – easy install

With our transparent platform, the SoR system is literally plug and play, no network re-engineering required. Not a single network element needs to be reconfigured.

Network or Country Steering Rules

Operators can steer based on network operator or country.

Load Distribution Steering Rules

Operators can load balance specific percentages of traffic to specified carriers.

Roamer Profile Steering Rules

Steering rules can be set based on the type of services a subscriber expects to be available when roaming, i.e. Prepaid, Postpaid, 3G.

Date & Time Based Steering Rules

Steering rules can be set based on the time of the day, the day of the week, specific date or date range.

VLR Based Steering Rules

Steering rules can be applied to specific VLR's.

Blacklist Rules

Allows the operator to create exception rules for certain IMSI's to block steering operations on those mobiles allowing them free access to any network.

Denial of Service Detection/Prevention

Allow registration after a preset number of rejections

Intuitive Web-based Provisioning

Provisioning tools are very intuitive to use. Whether you are in the network engineering team or the marketing team, it's fairly straight-forward to implement new rules on the system.

Visibility & Reporting

KPI reports, detailed network reports, statistical reports in addition to a wide array of fully customizable reports.

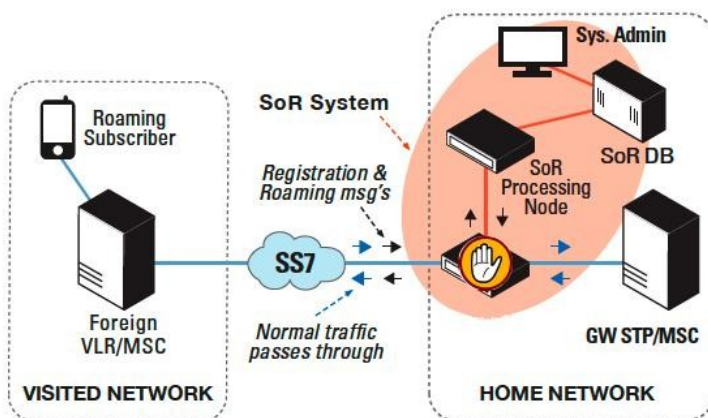
Standards-based Solution

GSMA IR.73

Scalable Distributed Platform

Cost effective for Tier 3 carriers yet easily scalable to support Tier1 carriers.

Steering Of Roaming Network Architecture



About NewNet Communication Technologies

NewNet Communication Technologies is a recognized leader in signaling and messaging solutions for wireless, IP, and wireline networks. The robust, scalable signaling platforms have enabled rapid development and deployment of a wide spectrum of carrier grade, revenue generating and compliance applications. NewNet is a pioneer in the development of standards based SS7 signaling solutions and is committed to providing unparalleled service and value to our customers. For nearly two decades, NewNet has been synonymous with messaging excellence and is the trusted name in SS7 and SIGTRAN signaling solutions.

For more information on our products and services, visit our website at: www.newnet.com

NewNet Communication Technologies, LLC

Trumbull Corporate Park
35 Nutmeg Drive,
Trumbull, CT 06611

www.newnet.com

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