

PREPAID LOCAL NUMBER

Cost effective, add-on local prepaid subscription for inbound roamers

Inbound roaming is a significant source of revenue for mobile operators. Despite the pervasiveness of GSM today, a vast majority of traveling prepaid subscribers have either limited or no roaming service on their mobile phones when they arrive at their destinations. This under-served base of prepaid subscribers represents a lucrative revenue opportunity for mobile operators.

Roamware's Prepaid Local Number (PLN) enables travelers to use their mobiles when they travel, by obtaining a local subscription, to complement their home operator subscription. Visited operators can use the PLN platform to offer a local prepaid number to the roamers, without the need to change the original SIM card housed in the handset. The subscriber is able to enjoy the best of both worlds - the use of a local number that enables a cost-effective mobile experience, coupled with accessibility on the home number. The visited operator is now able to tap into an additional source of revenue from incremental local subscriptions from such roamers, to complement existing roaming revenue inflows.



SALIENT FEATURES

Dual Profile

PLN maintains the local prepaid profile simultaneously with the normal home profile of inbound roamers who subscribe to the service. Inbound roamers can change their profiles using easy-to-use interfaces and make calls using either profile.

Seamless Service Experience

Subscribing roamers are able to receive calls on the home, as well as the local number. Further, there is no need to change the SIM card, as would be the case if they were to procure a local SIM card to be able to use their mobile when traveling. In the latter case, there would be the additional drawback that they will no longer be reachable to callers trying to reach them on their home numbers. The PLN service eliminates these issues and ensures a seamless user experience.

CLI Selection

Subscribers can choose to display their home numbers or local prepaid numbers to the called party when placing calls.

Billing

PLN subscribers are billed based on the profiles that they select.

Single Carrier Solution

The solution is deployed in the visited network and is independent of the home network.

Multiple Subscription Interfaces

The PLN solution supports multiple subscriber interfaces such as SMS, USSD or a proprietary Roamware-enabled interface depending on the call and SMS settings of the inbound roamer and the deploying operator's network capabilities.

Blacklist

The deploying operator can disable the prepaid roaming service at a country or network level, thereby ensuring that an inbound roamer from a particular country or network will not be able to subscribe to the service.

BENEFITS

Mobile Operators

Increase Revenue by Attracting Inbound Roamers

Enables operators to attract inbound roamers and register them as local subscribers, thereby increasing network traffic and resulting in rapid ROI.

Minimum Capital and Operating Investment

The solution does not involve capital-intensive network upgrades for prepaid roaming, nor does it require the operator to issue a new range of prepaid top-up vouchers.

Subscribers

Home Number Availability

The call capabilities (MO/MT) of the home number are intact and the subscriber can change CLI, as well as switch between profiles.

Cost Savings

The inbound roamer can enjoy local tariffs and avoid costly USSD call back or roaming calls.

Simple Logistics

The prepaid inbound roamer need not buy a local SIM card in order to be able to make and receive calls at local rates. Unlike USSD call back, the service provides simplified dialing without a prefix. Inbound roamers can top up their accounts using the visited operator's service infrastructure.



Roamware Inc. is the leading provider of voice and data roaming solutions that enhance the roaming experience for users in more than 130 countries worldwide. Roamware's suite of solutions is the result of continuous and insightful innovation and has helped over 325 mobile operators manage their roaming business in tune with the varied trends in the global mobile roaming industry.

With over 180 patent submissions and awards in the domain, Roamware's thought leadership has led to the introduction of products and services that have resulted in quantum shifts in the roaming landscape. In 2007, Roamware introduced a highly acclaimed suite of digital media services that are designed to help operators leverage investments in data-centric infrastructure and applications. This has broadened the scope, reach and value that operators can realize from their relationship with Roamware.

Roamware's product portfolio consists of over 30 solutions across the GSM and CDMA domains that are built on the Roamware Service Delivery System (SDS). The Roamware SDS facilitates seamless deployment and integration of applications and services with a mobile operator's network operational and IT infrastructure.

Roamware's leadership in innovation and track record of success has been widely recognized in the industry. The company has won several accolades, including being named to the global Red Herring 100 list as one of the Top 100 Private Companies in the world in 2007 and the Inc.5000 list for 2008 that recognizes the fastest growing companies in America.

Founded in 2002, Roamware is headquartered in San Jose, California, with research and development, sales and support offices across the world.

