LinqUs Multi IMSI Optimizer
Extending your roaming footprint
To maximize revenues from key services such as voice, SMS and data, it is essential for mobile operators to offer worldwide roaming capabilities and increase coverage. The traditional route to enlarge coverage through bilateral agreements with foreign partners is a lengthy and complex one, but works well for larger operators. Many smaller operators, however, are struggling to simply appear on the radar of larger and more powerful potential partners.

For these smaller operators, a single contract with a roaming hub is the perfect solution. With bilateral agreements already in place with hundreds of networks, such hubs provide immediate access to worldwide roaming and are accessible through Gemalto’s new Multi IMSI Optimizer.

**Gemalto Multi IMSI Optimizer**

Multi IMSI Optimizer Solution provides access to multiple roaming hubs and partners, for a greater footprint with more competitive tariffs with:
- One phone number
- One authentication key
- One bill
- Multiple IMSIs

At the heart of the solution is a SIM-based application, which manages several IMSIs for the subscriber. The ‘Home’ IMSI is used within the home country and when roaming in a country with an attractive inter-operator tariff (IOT). ‘International’ IMSIs are used in other countries to get better tariffs. Based on the roamer’s geographical location, switching from one IMSI to another is automatic. The business rules governing the choice of IMSI can be updated over the air. Gemalto can also provide a set of IMSIs if required.

This simple concept gives operators enormous flexibility. Small or emerging operators have immediate access to worldwide roaming via a hub, while larger operators can now use a hub to increase coverage without jeopardizing existing agreements. And as relationships evolve, operators can develop new bilateral agreements with selected partners, still using hub-based services for other destinations.

As a managed service, Gemalto Multi IMSI Optimizer is extremely simple to implement. The application is deployed over the air, so it is very quick to start up, and any subsequent changes to country lists are made in the same way. It is also exceptionally robust and reliable, because it is the only service that has been fully tested in a large number of handsets, with a range of SIM vendors and in extreme roaming conditions such as tri-border areas.

**Better for operators**

Gemalto Multi IMSI Optimizer allows all operators – including small or emerging MNOs – to offer worldwide roaming services to their subscribers.

Our service is:
- **Compatible** – our Multi IMSI solution is compatible on LTE cards, which ensures your high ROI, in both short and long term.
- **Simple** – roaming across hundreds of networks is instantly possible, with no effort required from foreign network operators or any billing system updates (TAP files will always contain your IMSI even if a partner IMSI is used).
- **Scalable** – operators connect to a hub in the first instance and subsequently establish bilateral agreements or additional hub agreements.
- **Cost-effective** – access to hubs dramatically reduces the number of contracts to be signed, and the number of end-to-end tests required, while the use of multiple MNO partners ensures cheaper regional IOTs.
- **Reliable** – Gemalto Multi IMSI Optimizer has the backing of a proven infrastructure run by the world leader in mobile service management.

**Better for end-users**

Gemalto Multi IMSI makes life easy for traveling subscribers:
- End-users can make and receive calls wherever they travel, without having to change phone number.
- There’s no need for complex codes: end-users make calls abroad just as they would at home.
- A seamless user experience offers automatic and transparent switching from one IMSI to another, with no effort required from the end-user.