Hybrid Steering

**Advanced solution to enhance the roaming experience**

While a European Commission survey from February 2014 revealed that a quarter of Europeans switch off their mobile phones when traveling, regulations have pushed operators to launch more and more “roam like home” offers. These allow travelers to use their devices abroad for no, or very little, additional cost. Moreover, with LTE launched in more than 175 countries, roaming will certainly become data-centric.

These new trends clearly emphasize a current need for operators to direct subscribers to the best networks and to enhance the customer experience. Many steering solutions currently focus purely on cost optimization and have reached their limits due to poor customer experience, device incompatibility and vulnerability to anti-steering.
Hybrid Steering

Offer overview
Gemalto’s hybrid steering solution maximizes efficiency whilst delivering the best possible end-user experience.

The pure network steering solution can achieve about 75% steering efficiency. However, by combining the network steering with Over The Air (OTA) commands, operators can steer more than 95% of roaming traffic onto the most suitable networks for subscribers, therefore maximizing roaming revenues and profitability. Depending on the needs of the operator, the hybrid steering solution is available for in-house deployment or as a service managed from Gemalto’s Hosting Centers.

Key features

> Enhanced steering efficiency
Gemalto’s solution improves the network steering efficiency by updating PLMN lists and LTE files in the SIM using OTA messages. It ensures the subscribers are connected to the preferred network, taking into account the right technology (3G for non LTE eligible subscribers, 4G for LTE eligible users if coverage available). In addition, it reduces the reconnection time via our refresh applet. As a result, the hybrid steering solution provides an enhanced customer experience by eliminating the problem of subscribers without connections, and by providing quicker reconnection.

> Device awareness
LTE devices support different frequencies, voice calls methods and speeds, and are not compatible with all LTE networks. This forces subscribers to fall back onto 3G. Without taking into account the end user’s device, it is impossible to offer a “like at home” experience. Our device knowledge database enables MNOs to adapt their steering policy in real time, ensuring the best network is selected, whatever the device. Gemalto’s solution identifies the end user’s device, analyzes its capabilities and returns the information to the network steering platform, thereby optimizing steering effectiveness and customer satisfaction.

> Protection against anti-steering solutions
As revealed by a survey carried out by the GSMA in October 2013, anti-steering solutions are widely used and are generating significant additional costs for operators. Resistance to anti-steering can be easily achieved through SMS-based traffic redirection.

Gemalto’s hybrid steering solution also offers a proof of execution feature to ensure that the OTA files update is done correctly and that subscribers will no longer connect to any networks using an anti-steering solution.

Benefits for operators

> Maximized operator revenues and profitability
The hybrid steering solution is critical to secure roaming profitability. The efficient and real-time steering solution also facilitates the inter-operators tariff negotiations.

> Improved customer satisfaction
As LTE roaming deployment grows, operators need to be focusing on offering a flawless end-user experience. Gemalto’s OTA steering platform and device awareness features enable smooth and immediate network access, along with a “roam like home” experience.

What our customers are saying*

> “With the Roaming Module, steering efficiency has dramatically increased. We now achieve 99%.”
> “The efficiency of the traffic steering tool determines the results of my commercial negotiations.”
> “Anti-steering is a serious issue we are all facing and the OTA does help a lot.”
> “We can switch our traffic from one partner operator to another within a day.”
> “We were able to increase the revenue related to outbound retail and data by at least 10% to 15%.”
> “We can ensure that our users are steered to the partner who is giving the best customer experience.”

*References available on demand