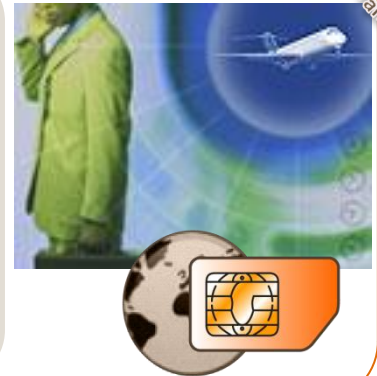


Understanding Steering of Roaming & Inbound Traffic-increase Solutions

Gain a detailed insight into steering techniques to optimise your roaming traffic & costs

With roaming revenues representing 20 to 30% of profits, Mobile Network Operators have challenges to deploy user-friendly solutions for **traffic redirection** and to develop convenient solutions attracting new roaming. **Roaming revenues** can be maximized with **SS7, SIM/OTA-based traffic redirection** and innovative services.

This seminar will explain how to **optimize steering** of roaming via the different technologies, with **real-life examples** of existing solutions



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Training Website

At the end of the training you will

- > Assess the impact of steering efficiency on your roaming costs
- > Get a clear view on how steering of roaming works
- > Understand the different techniques of traffic steering solutions and market trends
- > Understand the impact of steering via demos

Who should attend

- > International Roaming Manager & Team
- > Steering Product Manager
- > SIM - OTA Manager
- > Network Interconnect teams
- > IT & System Engineers...

Pre-requisites:

- > A basic knowledge of GSM networks would be useful

This course is held in English

Key topics

- | | |
|--|--|
| <ul style="list-style-type: none"> > PLMN (Preferred Networks) > SIM & OTA > Smart Roaming > Steering of Roaming > SS7 PROBING | <ul style="list-style-type: none"> > IOT > QoS > VLR/HLR > GLR > UDV / RNA |
|--|--|



Day 1	Demos
<p>Introduction to Steering of Roaming</p> <ul style="list-style-type: none"> > Roaming Market (History & Trends) <ul style="list-style-type: none"> <i>Key figures of roaming market</i> <i>New travel patterns</i> <i>EU regulation impacts on business</i> <i>New trends (data roaming, blackberry usage)</i> > Role of Traffic Steering in IOT negotiation <ul style="list-style-type: none"> <i>Revenue gain by optimising</i> <i>Agreements, Tariff negotiation & quota</i> <i>Impact on zone-based pricing</i> <i>Business case for traffic steering</i> <p>How Does Network Selection Work?</p> <ul style="list-style-type: none"> > PLMN Selection And Roaming Management <ul style="list-style-type: none"> <i>What is roaming, what is a PLMN, how does auto/manual handset search for networks, roaming agreements, sequences at handset start-up</i> > Role of the (U)SIM <ul style="list-style-type: none"> <i>Standardised Roaming files & their roles</i> <i>2G versus 3G</i> <i>Data roaming</i> <i>Post-issuance management of Roaming files</i> > Handset role & limitations <ul style="list-style-type: none"> <i>How handset interacts with SIM card roaming files</i> <i>Different Handset behaviour due to Standards implementations or releases (Release 99)</i> <i>Attaching & Detaching to networks</i> <i>Refreshing Files which have been modified (OTA or Toolkit)</i> <p>Traffic Steering Solutions</p> <ul style="list-style-type: none"> > OTA campaigns <ul style="list-style-type: none"> <i>Intro to OTA process</i> <i>Massive PLMN update campaigns (frequency, optimisation...).</i> <i>Real life experience/examples</i> > SIM applet <ul style="list-style-type: none"> <i>SIM Toolkit Applet (Smart Roaming)</i> <i>Refresh mechanisms & limitations – handset support of refresh</i> <i>Real life experience/examples</i> > SS7 steering <ul style="list-style-type: none"> <i>Intro to SS7 & MAP</i> <i>SS7 solutions: UDV or RNA – pros and cons</i> > OTA steering <ul style="list-style-type: none"> <i>Real-time OTA</i> <i>OTA reselection</i> <i>Roaming applet</i> <i>Future : Refresh for steering (release 8)</i> > Hybrid Solutions <ul style="list-style-type: none"> <i>Combined SIM, OTA & SS7 solution for optimized traffic steering</i> <i>Operator already equipped – pros & cons</i> 	<p>Card Admin file browsing of principal Roaming related SIM files</p> <p>Universal Tracer tool to show network reattach after OTA PLMN update & proactive refresh</p> <p>Roaming Director video (steering solutions & monitoring)</p>



Day 2	Demos
<p>Intelligent Border Roaming</p> <ul style="list-style-type: none"> + Concept + Details <p>Inbound Roaming</p> <ul style="list-style-type: none"> + Introduction <ul style="list-style-type: none"> <i>Definition Outbound / Inbound roaming</i> <i>Some key figures (examples of revenue to be gained or lost) (Why)</i> <i>Solutions – main concepts (GLR, Cell Leakage Identifier - LID)</i> <i>Standards</i> <i>Legal aspects & directives</i> + GLR Details + Business case example <p>“Anti SoR”</p> <ul style="list-style-type: none"> + Anti-steering techniques + GSMA latest policy <p>How to Protect your Steering Against “Anti SoR”</p> <ul style="list-style-type: none"> + Overview on how to detect and prove anti-steering + Anti-Steering Detector - ASD + PLMN + Steering policy changes <p>Concrete examples of how to deploy & Use Traffic Steering Solutions</p> <ul style="list-style-type: none"> + Case studies + Optimising operation + Best Practices 	<p>Roaming Director demo</p>