Fundamentals & Technology

2 days

Course Reference : T1020S
Webstore Reference : -

Understanding Steering of Roaming & Inbound Traffic-increase Solutions

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

Go To Schedule Click here Training Website

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

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

> PLMN (Preferred Networks)
> SIM & OTA
> Smart Roaming
> Steering of Roaming
> SS7 PROBING
> IOT
> QoS
> VLR/HLR
> GLR
> UDV / RNA

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Course Schedule

Day 1	Demos
Introduction to Steering of Roaming > Roaming Market (History & Trends) *Key figures of roaming market* *New travel patterns* *EU regulation impacts on business* *New trends (data roaming, blackberry usage)* > Role of Traffic Steering in IOT negotiation *Revenue gain by optimising* *Agreements, Tariff negotiation & quota* *Impact on zone-based pricing* *Business case for traffic steering*	
How Does Network Selection Work? > PLMN Selection And Roaming Management *What is roaming, what is a PLMN, how does auto/manual handset search for networks, roaming agreements, sequences at handset start-up* > Role of the (U)SIM *Standardised Roaming files & their roles* *2G versus 3G* *Data roaming* *Post*-issuance management of Roaming files	Card Admin file browsing of principal Roaming related SIM files
> Handset role & limitations *How handset interacts with SIM card roaming files* *Different Handset behaviour due to Standards implementations or releases (Release 99)* *Attaching & Detaching to networks* *Refreshing Files which have been modified (OTA or Toolkit)*	Universal Tracer tool to show network reattach after OTA PLMN update & proactive refresh
Traffic Steering Solutions > OTA campaigns *Intro to OTA process* *Massive PLMN update campaigns (frequency, optimisation…).* *Real life experience/examples* > SIM applet *SIM Toolkit Applet (Smart Roaming)* *Refresh mechanisms & limitations – handset support of refresh* *Real life experience/examples* > SS7 steering *Intro to SS7 & MAP* *SS7 solutions: UDV or RNA – pros and cons* > OTA steering *Real-time OTA* *OTA reselection* *Roaming applet* *Future : Refresh for steering (release 8)* > Hybrid Solutions *Combined SIM, OTA & SS7 solution for optimized traffic steering* *Operator already equipped – pros & cons*	Roaming Director video (steering solutions & monitoring)

Course Schedule

Day 2	Demos
Intelligent Border Roaming ✦ Concept ✦ Details **Inbound Roaming** ✦ Introduction *Definition Outbound / Inbound roaming* *Some key figures (examples of revenue to be gained or lost) (Why)* *Solutions – main concepts (GLR, Cell Leakage IDentifier - LID)* *Standards* *Legal aspects & directives* ✦ GLR Details ✦ Business case example **"Anti SoR"** ✦ Anti-steering techniques ✦ GSMA latest policy **How to Protect your Steering Against "Anti SoR"** ✦ Overview on how to detect and prove anti-steering ✦ Anti-Steering Detector - ASD ✦ PLMN ✦ Steering policy changes **Concrete examples of how to deploy & Use Traffic Steering Solutions** ✦ Case studies ✦ Optimising operation ✦ Best Practices	Roaming Director demo