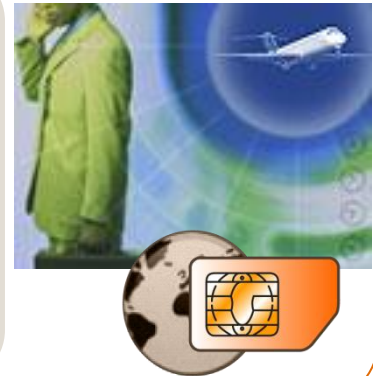


Understanding Steering of Roaming & Inbound Traffic-increase Solutions

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



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) | > IOT |
| > SIM & OTA | > QoS |
| > Smart Roaming (Toolkit) | > VLR/HLR |
| > Steering of Roaming | > GLR |
| > SS7 Probing & active solutions | > UDV / RNA |



Day 1

Day 2

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
- > 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)

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)
- > Combined Solutions
 - Combined SIM, OTA & SS7 solution for optimized traffic steering
 - Operator already equipped – pros & cons

Intelligent Border Roaming & National Roaming

- > Concept
- > Details

Inbound Roaming

- > Introduction
 - Definition Outbound / Inbound roaming*
 - Some key figures (examples of revenue to be gained or lost)*
 - WhySolutions – 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
- > Detection of Anti-Steering
- > PLMN
- > Steering policy changes

Concrete examples of how to deploy & Use Traffic Steering Solutions

- > Case studies
- > Optimising operation
- > Best Practices

Other Roaming Strategies

- > Revenue-based steering
- > Future trends, including how steering will work in LTE
- > ...