



Advanced Roaming Services

Provide affordable, unique, and enticing options for traveling data users

ADVANCED ROAMING SERVICES DELIVERS:

Zero-Rating

Unlimited usage of a single or multiple applications and content.

Bill Shock Prevention

User receive advice of charge notifications.

Application-Based Plans

Ability to offer plans with in-demand applications that have a differentiated pricing and a prioritized QoS.

Consistent Quota

Users have the access to their at-home data allowance for a daily or weekly fee.

Location-Based Plans

Data bundles for regions or locations based on customers frequently visited areas.

MARKET OVERVIEW

With globalization and the ever-increasing reliance on mobile devices, more and more people want to stay connected – with friends, with loved ones, with their online lives in general – while they travel the globe. More than that, they also want to have the same access to online tools and applications that provide on-the-go information and simplify actions, such as transit and dining, as they do at home.

However, many users are too afraid of receiving those infamous roaming bills – that can add up to more than the trip itself – and opt to be “silent users” by choosing to hop from WiFi signal to WiFi signal. Relying on WiFi creates two major problems for silent users: inconsistency of connection, as there are no guarantees of finding signals outside of major locations, and many WiFi spots pose security risks as they are unsecure. And from the operators’ perspective, unmanaged silent users can have a huge impact on missed revenues.

Aside from the initial fear of roaming bill shock, users do want to pay for roaming plans that don’t meet their needs or are too complicated to understand. Similar to non-roaming plans, users are often confused by bytes and need a simpler way of managing their consumption – especially when travelling.

For the network operators, there is an opportunity to differentiate themselves in the market by offering relevant and reasonable roaming plans in the eyes of consumers. From a revenue perspective, operators get some – versus the current “zero” – share of wallet from consumers in return for value and a connection. Roaming plans are also an effective way to increase ARPU and further monetize the network in markets that have gone unlimited.

77% of operators surveyed said that real-time visibility of spending would encourage subscribers to use data roaming services



Source: www.syniverse.com



ADVANCED ROAMING SERVICES BEST PRACTICES:

1. **Affordability:** Apply usage or bandwidth caps on roaming data, or offer time-based passes or bolt-ons.
2. Empower customers with real-time and advanced spending control in order to give peace of mind. Can include:
 - Custom spending thresholds with notifications
 - Automated roaming data activation notifications
 - Data roaming usage (in-app, portal, notifications)
3. Offer more personalized plans like location-based plans or application-based plans
4. Keep it simple by allowing customers to use their in-home bundle for roaming
5. Deliver real-time charging so customer knows exactly how much they have used

Sandvine lets mobile network operators offer a range of plans that appeal to mobile roamers who want more than just a basic roaming plan

SOLUTION OVERVIEW

Similar to Sandvine's Advanced Data Services and Zero-Rating and Application-Based Plans, there are endless opportunities for innovation when it comes to service delivery. Plus, by leveraging the insights from Sandvine's analytics engine operators can offer the best plans – based on behavior and usage – that achieve network efficiency and profitability.

Sandvine's Advanced Roaming Services solution offers:

- Accurate detection of roaming traffic – and on a per-application basis
- Precise usage measurement
- Real-time enforcement actions (e.g., user notifications, advice of usage, and network optimization)

There are many approaches operators can take when creating roaming packages and Sandvine provides immense configuration flexibility, including but not limited to:

- Time
- Volume
- Day pass
- Application-based charging
- Zero-rating

As with other Sandvine Data and Voices use cases, the final step to ensure successful service delivery is the engagement piece, which plays an even more critical role when it comes to roaming users. With Sandvine, operators have access to a complete solution that includes: threshold updates, top-up offer notifications, and self-service portals for self-management. (For full details see Engagement solution brief).

With Sandvine, operators have the ability to offer the same level of personalization and value that users are accustomed to by creating predictable, interesting, and unique plans. By simply taking away the threat of large overages, operators can benefit from increased revenue, a stronger value proposition in the market, and increased customer satisfaction and retention.

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ABOUT SANDVINE

Sandvine helps organizations run world-class networks with Active Network Intelligence, leveraging machine learning analytics and closed-loop automation to identify and adapt to network behavior in real-time. With Sandvine, organizations have the power of a highly automated platform from a single vendor that delivers a deep understanding of their network data to drive faster, better decisions. For more information, visit sandvine.com or follow Sandvine on Twitter at [@Sandvine](https://twitter.com/Sandvine).



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