

New Product Suites to meet the Complex Challenges of Multi-Network Mobility

Starhome unveils a new strategy designed to dynamically adapt and react to the complex multi-network environment.

The increased use of smart phones, mobile applications and M2M, along with growing demands for extra bandwidth, is fueling the development of LTE networks and creating new challenges and opportunities. Standard roaming solutions will no longer be sufficient, requiring mobile operators to adopt a fresh approach to roaming in order to meeting their business goals.

Starhome is uniquely positioned to provide all the necessary components to meet the multi-network challenges. The company's new suites combine the best features of its field-proven roaming solutions to maximize every revenue opportunity within the operator's network.

The Fearless Data suite encourages data roaming usage and enables operators to offer an unrivaled personalized service. The suite builds and promotes optimally priced tariff packages, customized to individual needs and usage patterns to prevent bill shock and increase revenue. The MobilityPac suite offers a similar solution for general roaming including voice and SMS.

The Wholesale Maximizer suite provides operators with the ability to steer outbound traffic to preferred networks in support of wholesale commitments. Other features include recommendations by the analytical layer to control and manage their daily roaming business.

The M2M suite optimizes and manages embedded mobile device traffic on the network and ensures correct SIM registration according to device profile. The suite also cuts expenses by reducing the amount of signaling messages sent to the home network.

Ensuring Quality of Service during handover between networks is a critical component of the operator's business. Starhome's Quality of User Experience suite employs an innovative approach to performance monitoring, ensuring subscribers receive the best possible service at all times. The Roam4LTE suite provides upgrades from standard roaming value-added services (VAS) to LTE-ready solutions, enabling seamless delivery of VAS services for prepaid/postpaid and inbound/outbound roamers. Traffic steering to preferred LTE networks is also included in the suite.

Shlomo Wolfman, COO and Co-Founder at Starhome explains, "The roaming landscape is changing, and as we move into the new era of multi-network mobility,

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core network capabilities will be merged together, requiring new, customized solutions designed to solve the operators' evolving challenges. Starhome's expertise and industry knowledge has enabled us to upscale our offering beyond traditional off-the shelf products to 'suites of solutions' designed to address the mobile operator's current and future market challenges."

www.starhome.com [1]

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