Success Story
Inbound Market Share

KEY FACTS
Customer: Mobile Network Operator in North-America
Technology: Steering of Roaming
Scope: Inbound Market Share
Background
The customer outlined their need to find out more about the steering strategies and type of steering used by mobile roaming partners when roaming in Canada. This is only possible when performing Active testing via GlobalRoamer.

Scope of service and challenges
The usual test SIM cards received from the roaming partners by the customer cannot be used for this purpose since Steering is disabled. Retail post-paid, and pre-paid SIM cards had to be procured from the roaming partners to analyse the steering behaviour and the type of steering applied (OTA or via signaling). For this purpose, SIGOS developed the decoding part of the OTA message in GlobalRoamer which was then successfully implemented by the R&D department in a timely matter.

The Managed Service includes comprehensive reporting for Network Operations and Roaming Wholesale Management as well as the procurement of 13 pre-paid and 13 post-paid SIM cards. These could be purchased thanks to our worldwide network of partners and local offices.

RESULTS & CONCLUSION
The monthly campaigns are running successfully, and customers’ executives can now understand the distribution of their inbound roaming better. This gives them the right information to quantify the total amount of potential traffic and revenues. This valuable information is then used in discussions with roaming partners to adjust steering strategies and to negotiate better IOT Agreements.