Roaming KPIs

Tekelec's Integrated Applications Solution (IAS) provides the visibility operators need to track the activity of roaming subscribers. The solution supplies vital data that enables operators to make informed decisions regarding service offerings, rate plans and premium content based on customer behavior. IAS is a flexible tool which can be easily adapted to specific parameters, including:

- **International Roamer Traffic.** Detects update location/registration problems per country, per roaming partner, and/or switch
- **National Roamer Traffic**. Detects update location/registration problems per country, per roaming partner, region, or switch
- **Top 10 Roamers (making inter-operator calls)**. Identifies potential fraud by analyzing high activity of subscriber International Mobile Station Identity (IMSI)

Benefits

- **Increase revenues**. Improves roaming quality, which, in turn, can increase the number of roaming subscribers in the network
- **Improve network performance.** Tekelec's IAS Roaming KPI Service Package collects valuable roaming statistics, integrates content and provides the data operators need to measure network performance, ensure QoS, and manage growth
- **Market intelligence.** Operators can monitor subscriber behavior information to create targeted marketing programs that generate revenue and improve customer loyalty

Use Case 1 - Reduce SIM Card Cloning Fraud

Problem

Cloning subscriber identity module (SIM) cards and then reselling them to foreign users is a

common type of fraud. It can only be discovered when the foreign operator sends transferred account procedure (TAP) files, which contain detailed billing data, to the home operator. The discovery process can be lengthy, allowing many calls to be placed before the SIM cards can be blocked.

Solution
Tekelec's IAS can detect "update locations" messages, which cloned SIM cards usually generate over a short period of time. The solution identifies cloning activity by pinpointing the subscribers generating the highest number of updates. This valuable information makes it possible to block the subscriber and alert the roaming partner to the fraud.

Benefits

- Reduces SIM card cloning fraud, thus minimizing the loss of revenue, and reducing customer dissatisfaction related to incorrect billing
- Improve roaming quality and revenues

Use Case 2 - Improve Roaming Quality and Revenues

Problem
A service provider without a comprehensive centralized performance and service management system in place to analyze roaming traffic, relies solely on customer complaints to launch investigative actions. The complaints do not identify the full scope of the problem, and resolution is often too late to satisfy impacted customers. Without vital network and customer data, the operation, customer service and marketing teams are unable to proactively track and resolve issues before they impact the customer experience, resulting in lost revenue and subscriber churn.

Solution
By monitoring their international mobile application part (MAP) link with the IAS system, the operator can generate reports that detect performance problems with roaming partners and identify the impacted visitor location registers (VLRs). Using this data, the operator can clean up all configurations of their main active roaming agreements. As a result, quality increases significantly, and the operator is able to make informed decisions about roaming quality in order to retain existing subscribers and attain new business subscribers.

Benefits

- Increased roaming revenue and less churn
- Improved roaming service