

**Roaming Elimination
Solution** for operators

Net Futures 2015

onomondo

Telecom Infrastructure



Telecom Operators

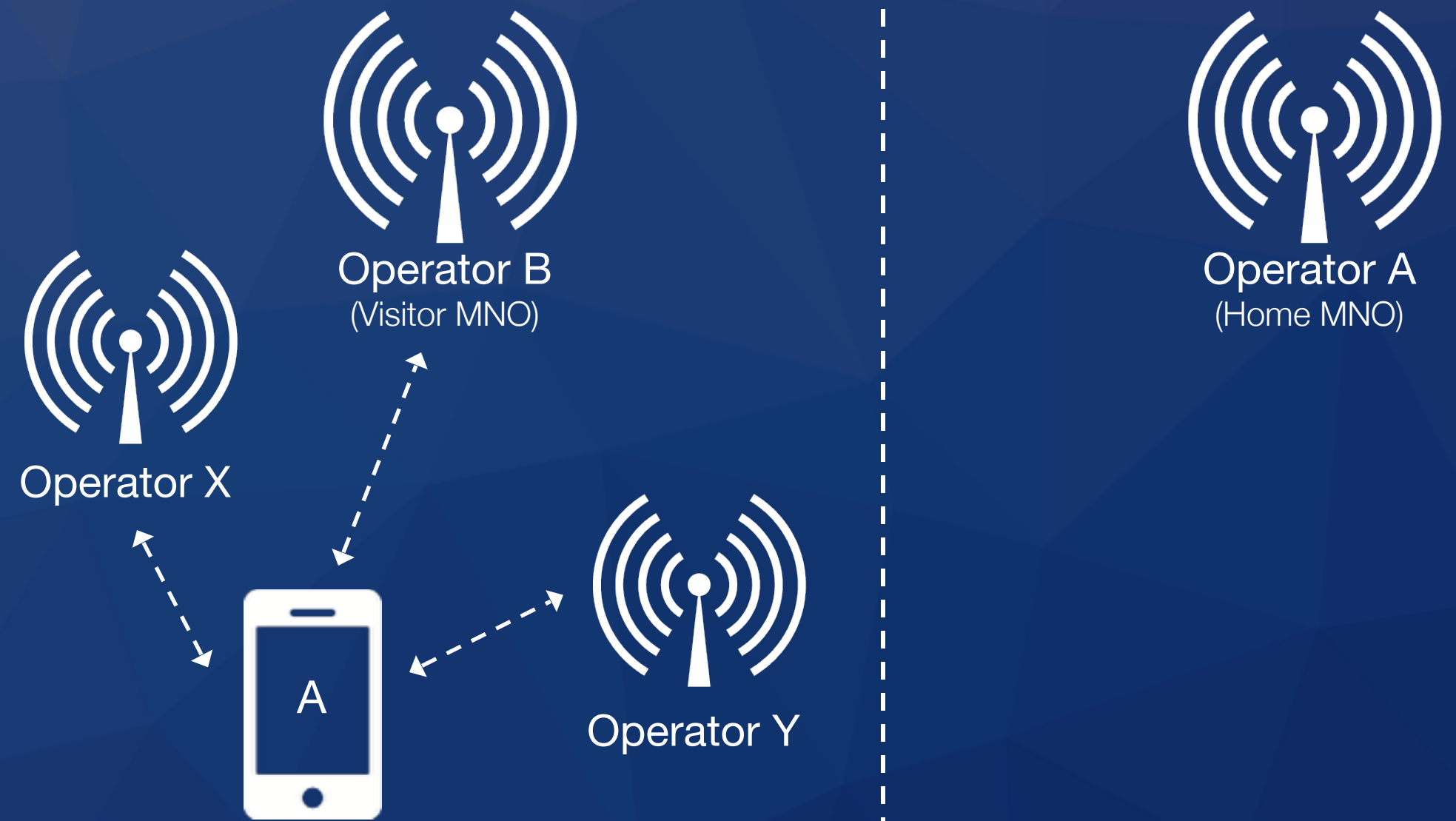
Telecom Infrastructure



Telecom Operators
(groups)

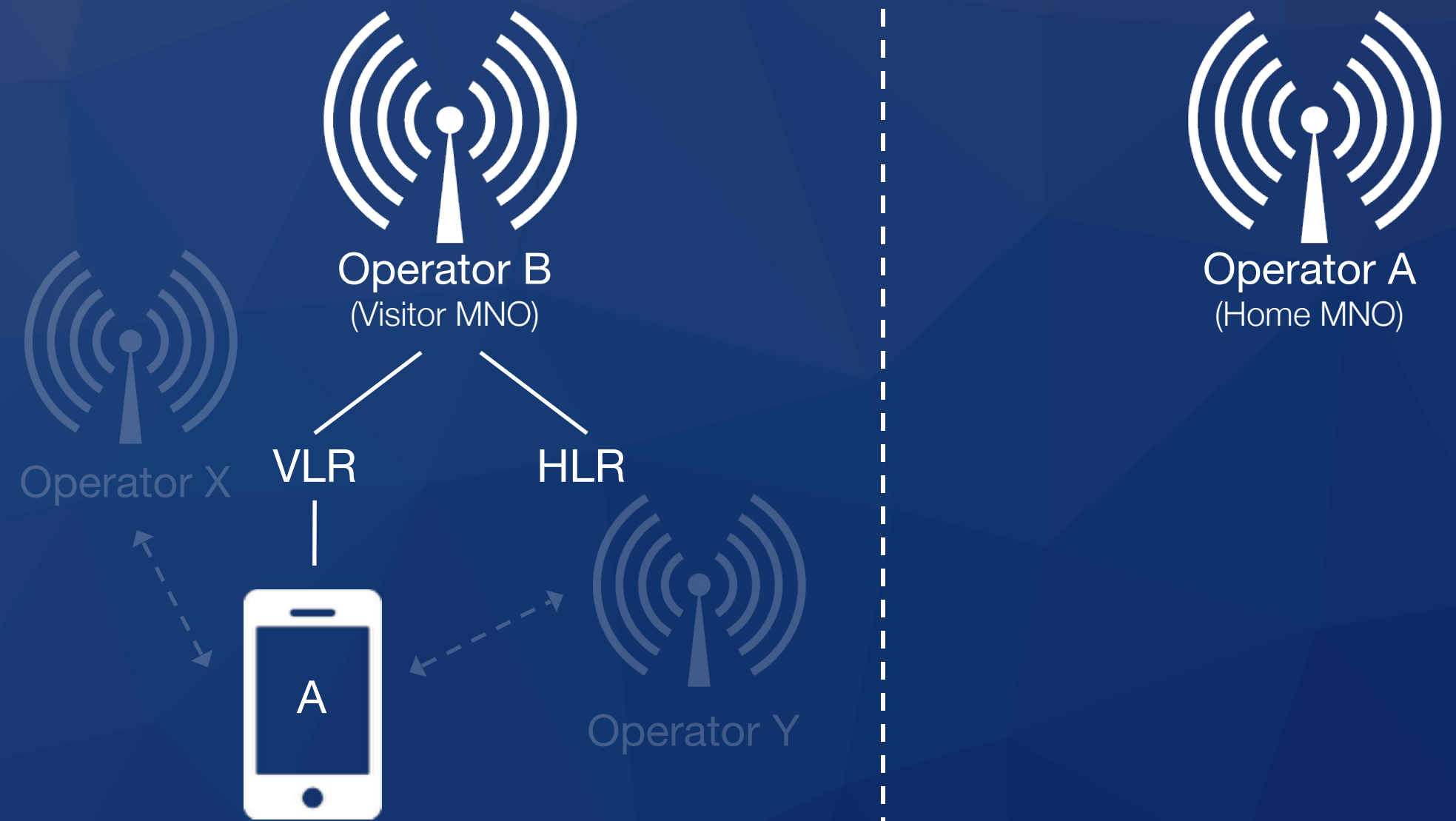
Roaming Scenario Today

- Optional network attachment (risk)



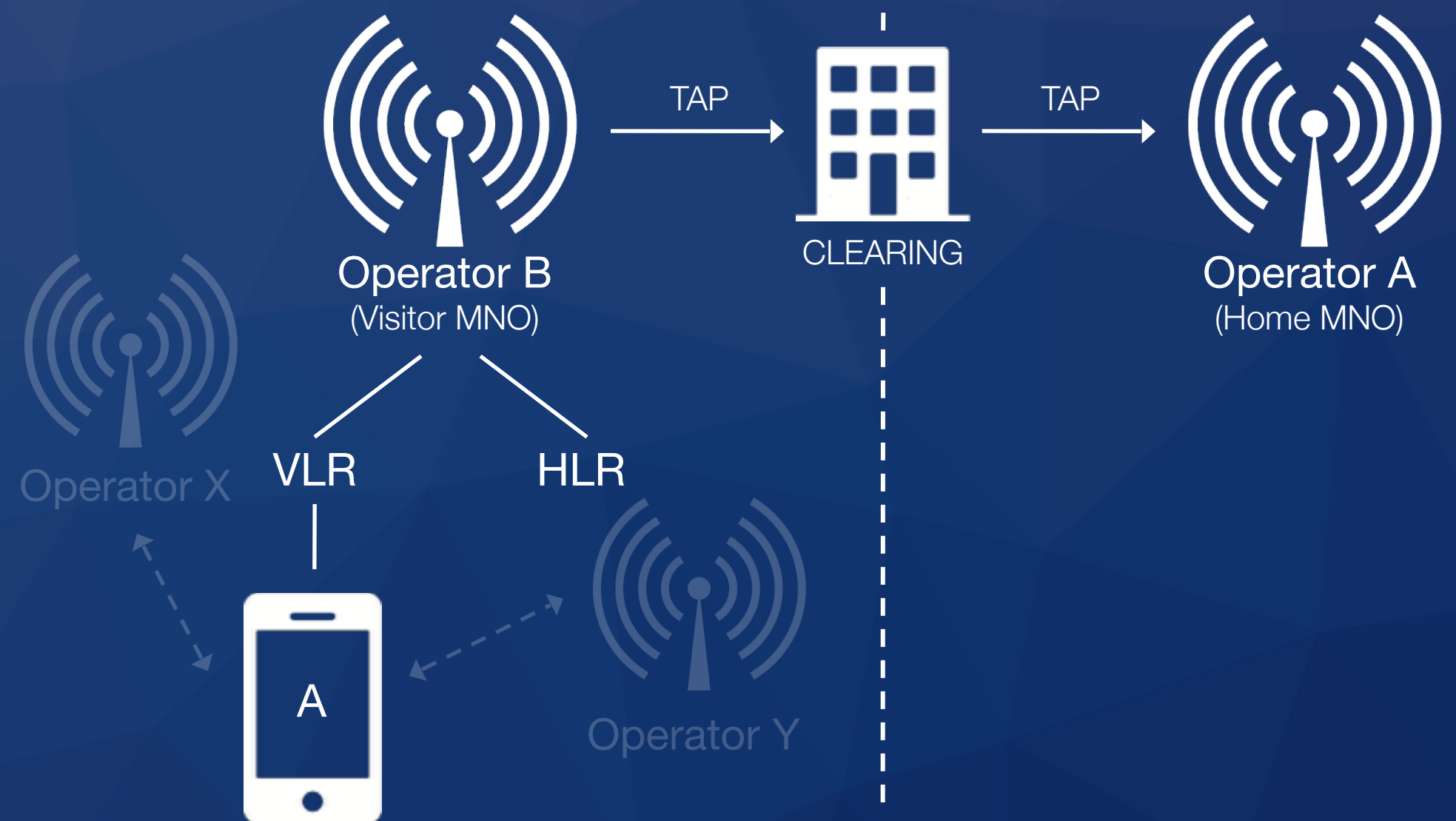
Roaming Scenario Today

- Optional network attachment (risk)
- Customers gets de-prioritized in VLR



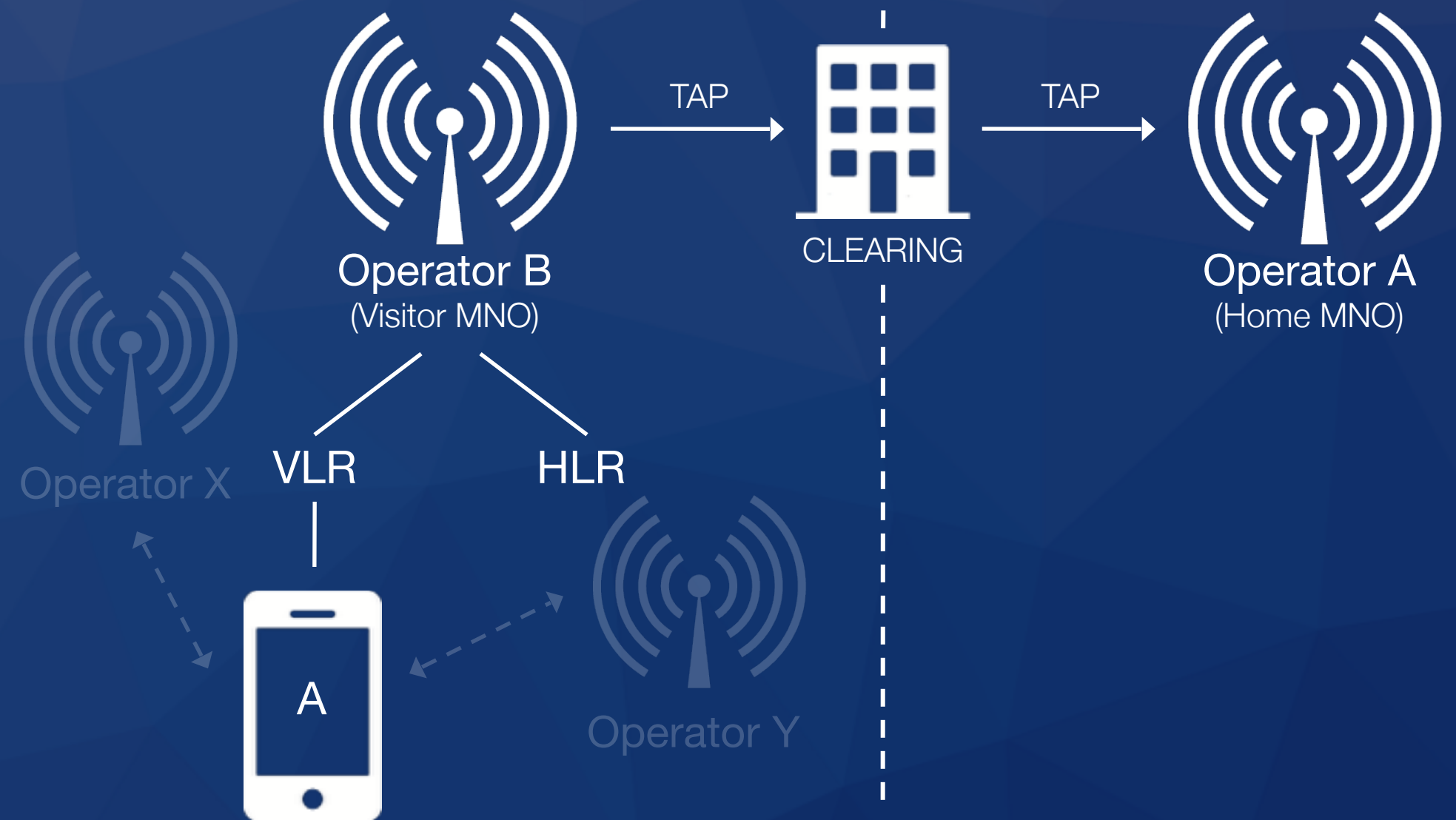
Roaming Scenario Today

- Optional network attachment (risk)
- Customers gets de-prioritized in VLR
- Billing files gets delivered with delay



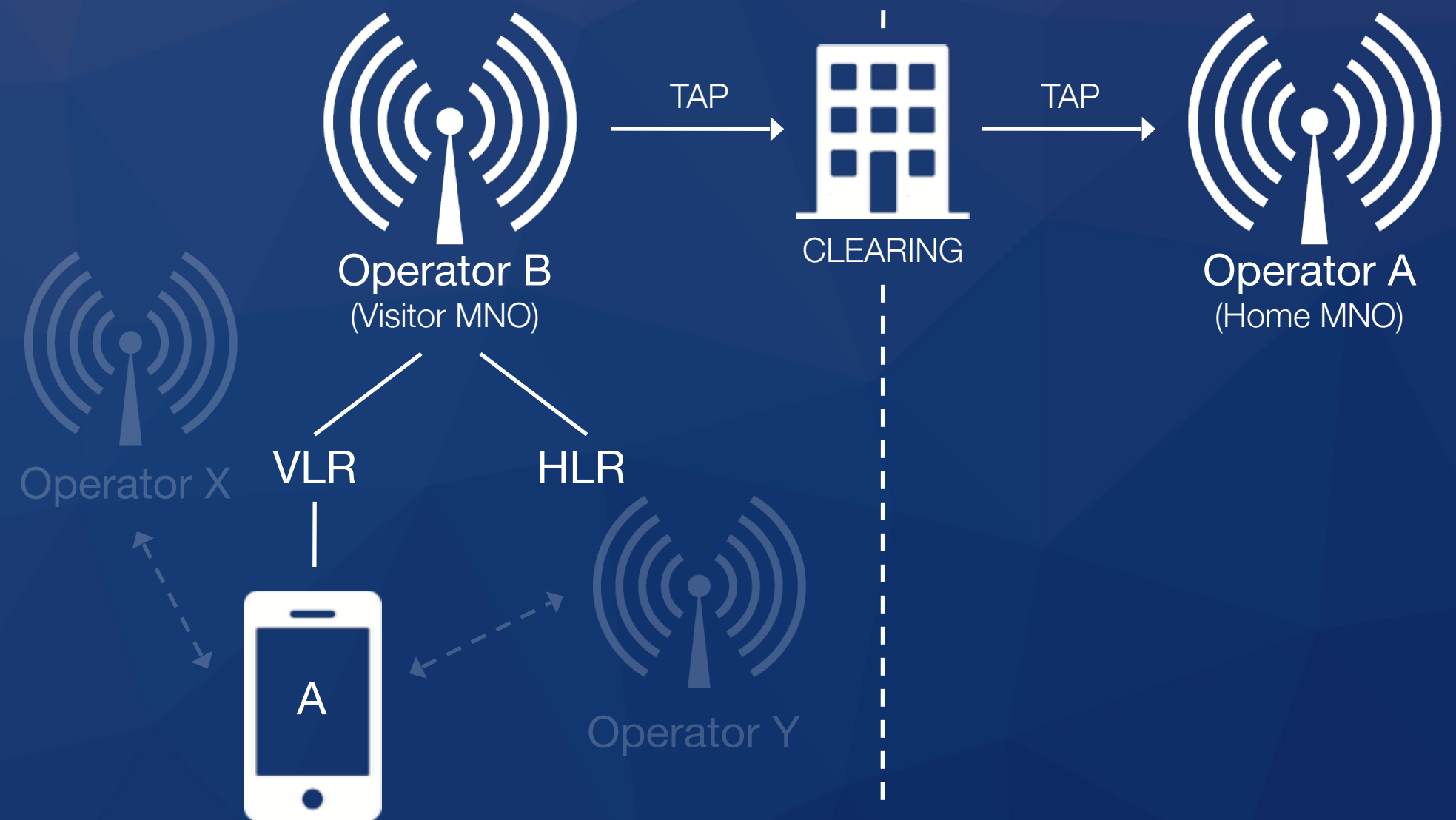
Roaming Scenario Today

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- Analytics are delivered through 3rd party



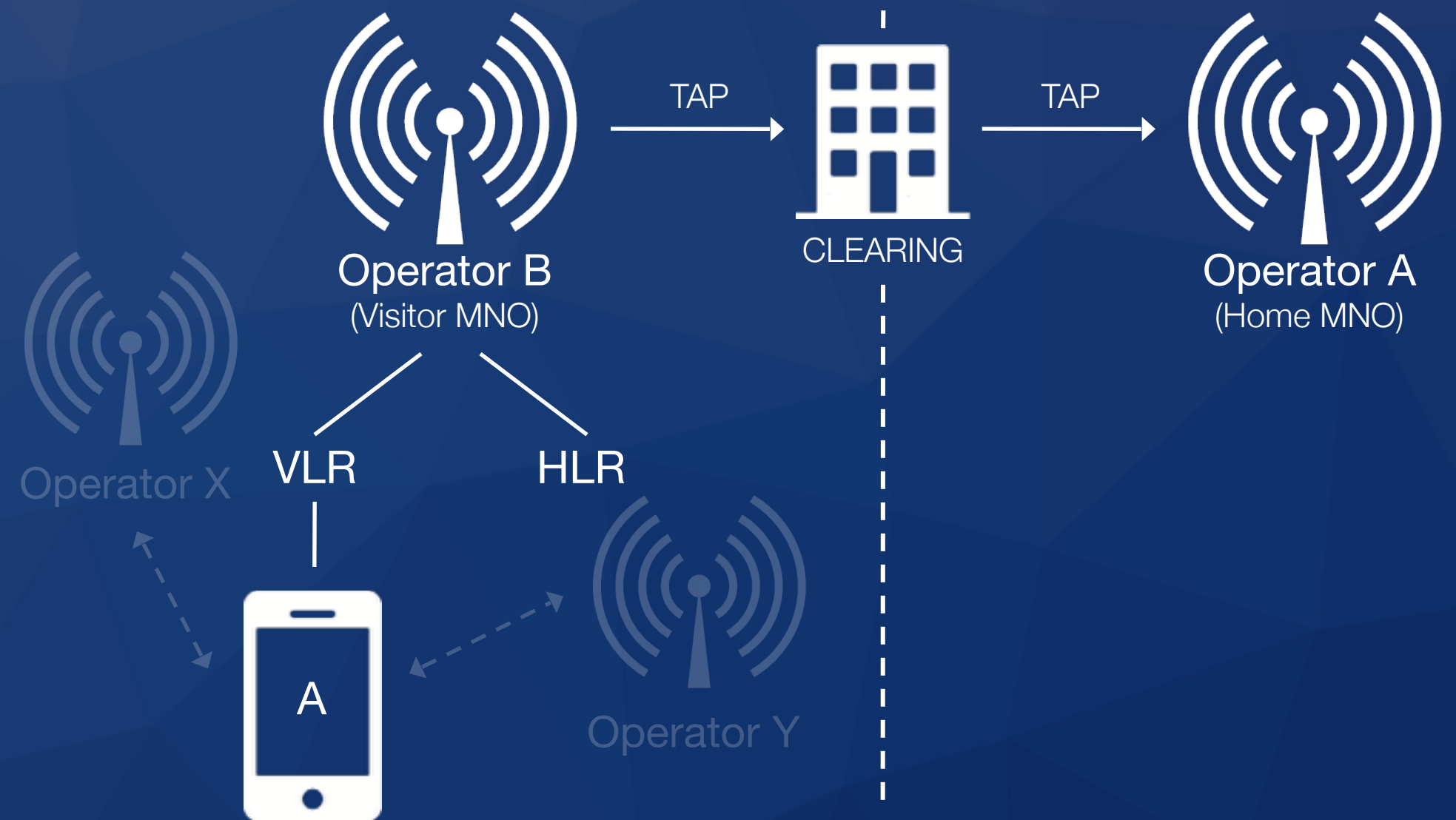
Roaming Scenario Today

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- Analytics are delivered through 3rd party
- VAS (PBX, unified communication etc.) does not work properly



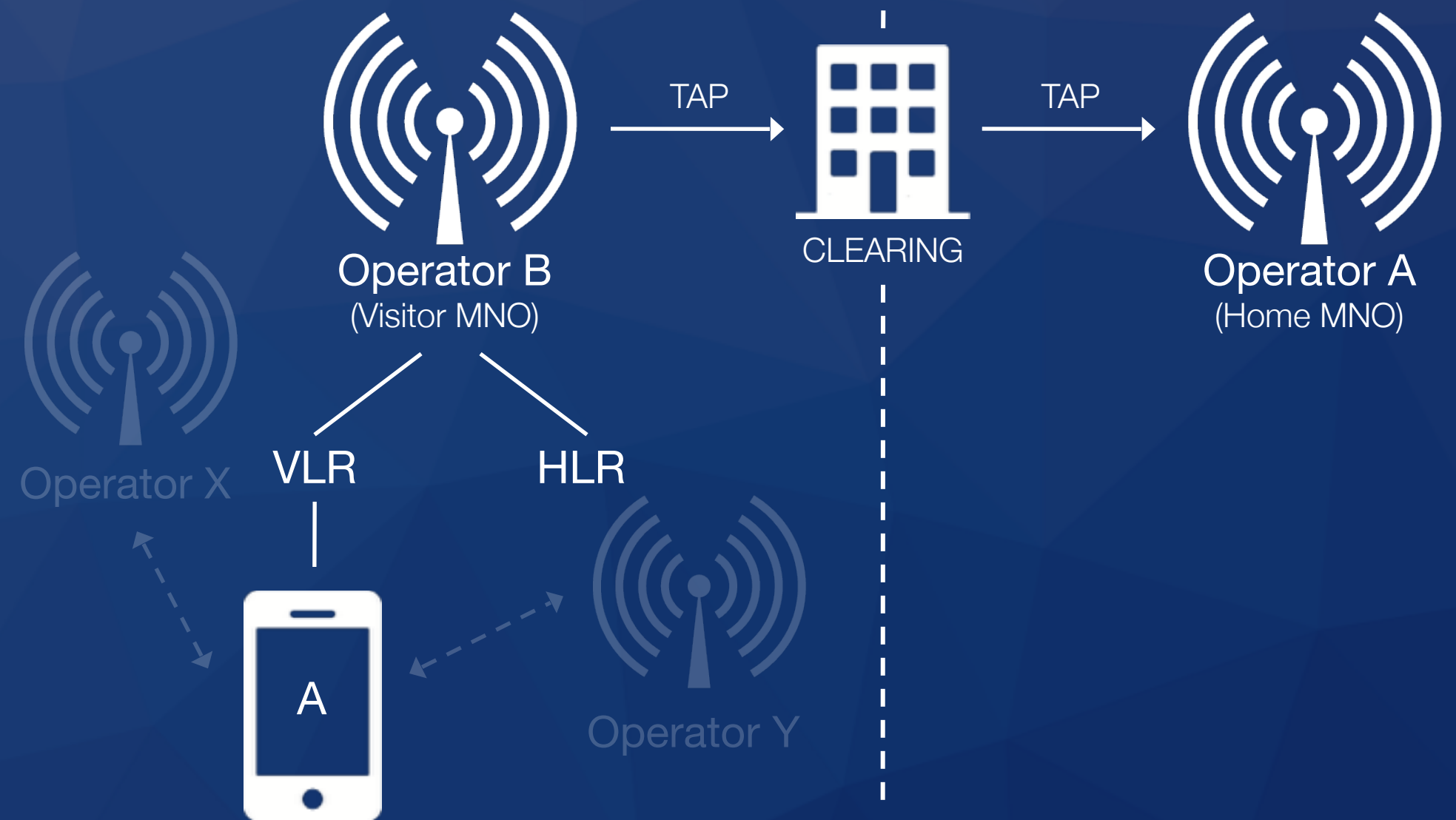
Roaming Scenario Today

- Optional network attachment (risk)
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- Billing files gets delivered with delay
- Analytics are delivered through 3rd party
- VAS (PBX, unified communication etc.) does not work properly
- Roaming tariffs discourages traffic consumption



Roaming Elimination Solution Onomondo

Our solution is a NO-roaming scenario



Roaming Elimination Solution Onomondo

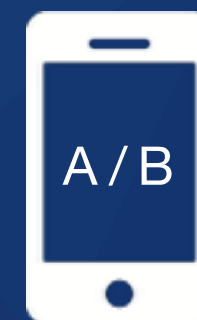
Our solution is a NO-roaming scenario



Operator B
(Visitor MNO)



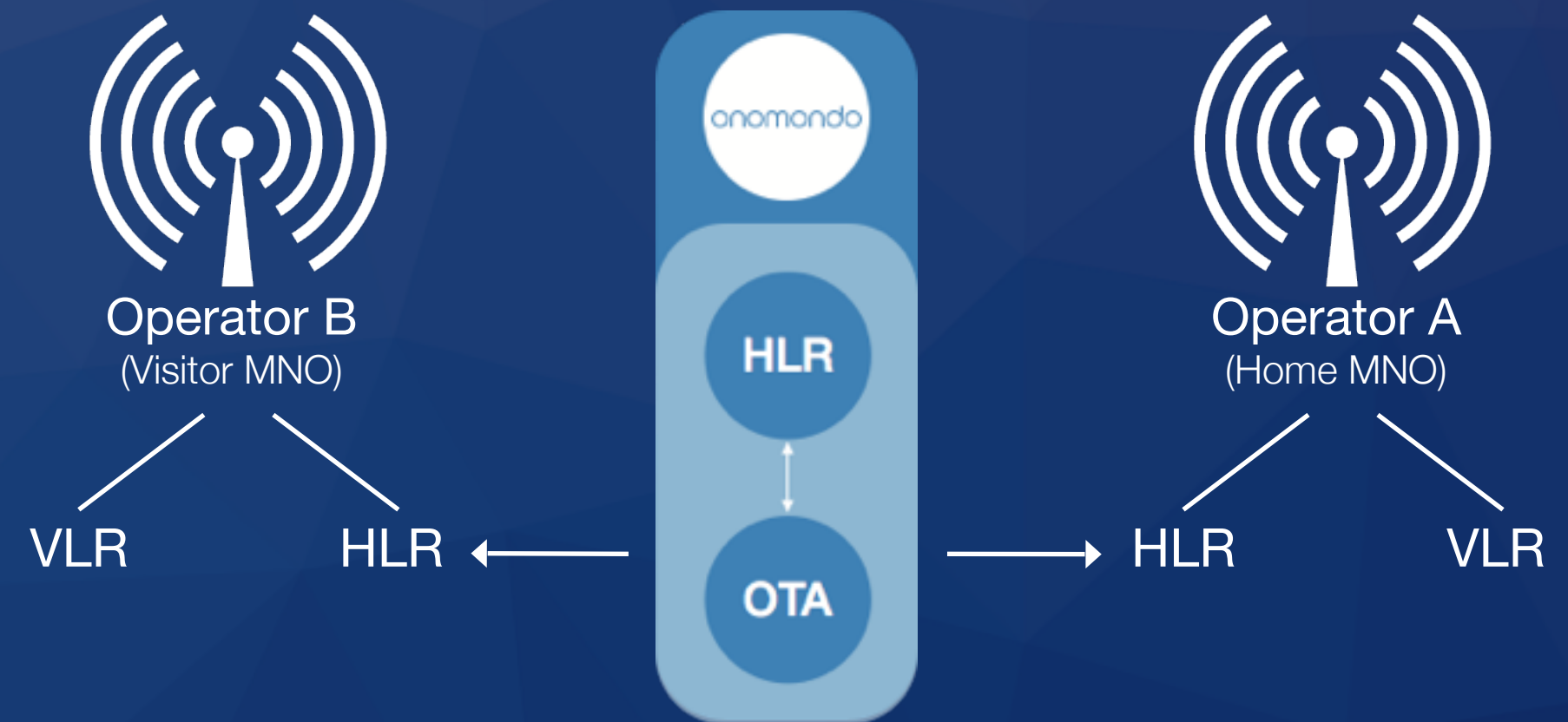
Operator A
(Home MNO)



Roaming Elimination Solution Onomondo

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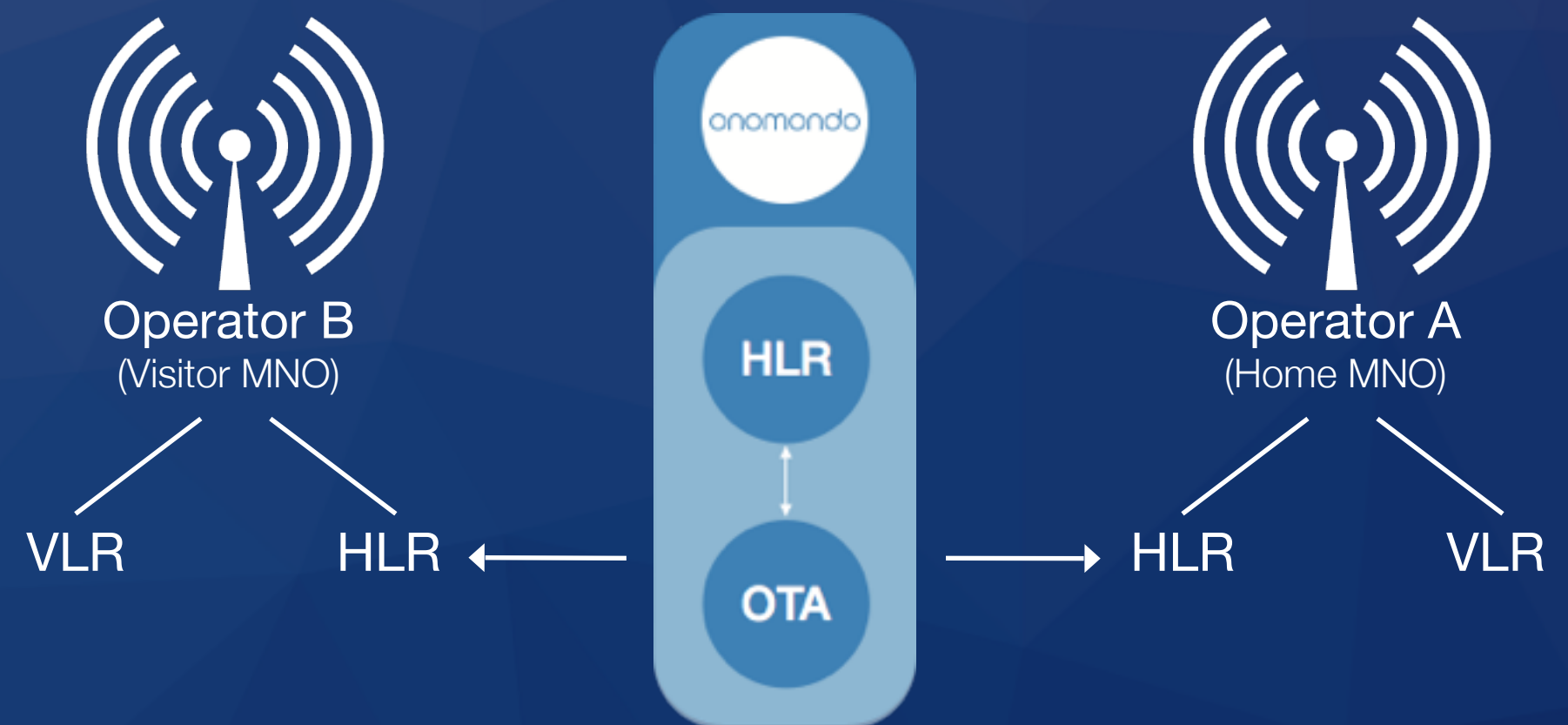
- Onomondo interfaces with existing infrastructure



Roaming Elimination Solution Onomondo

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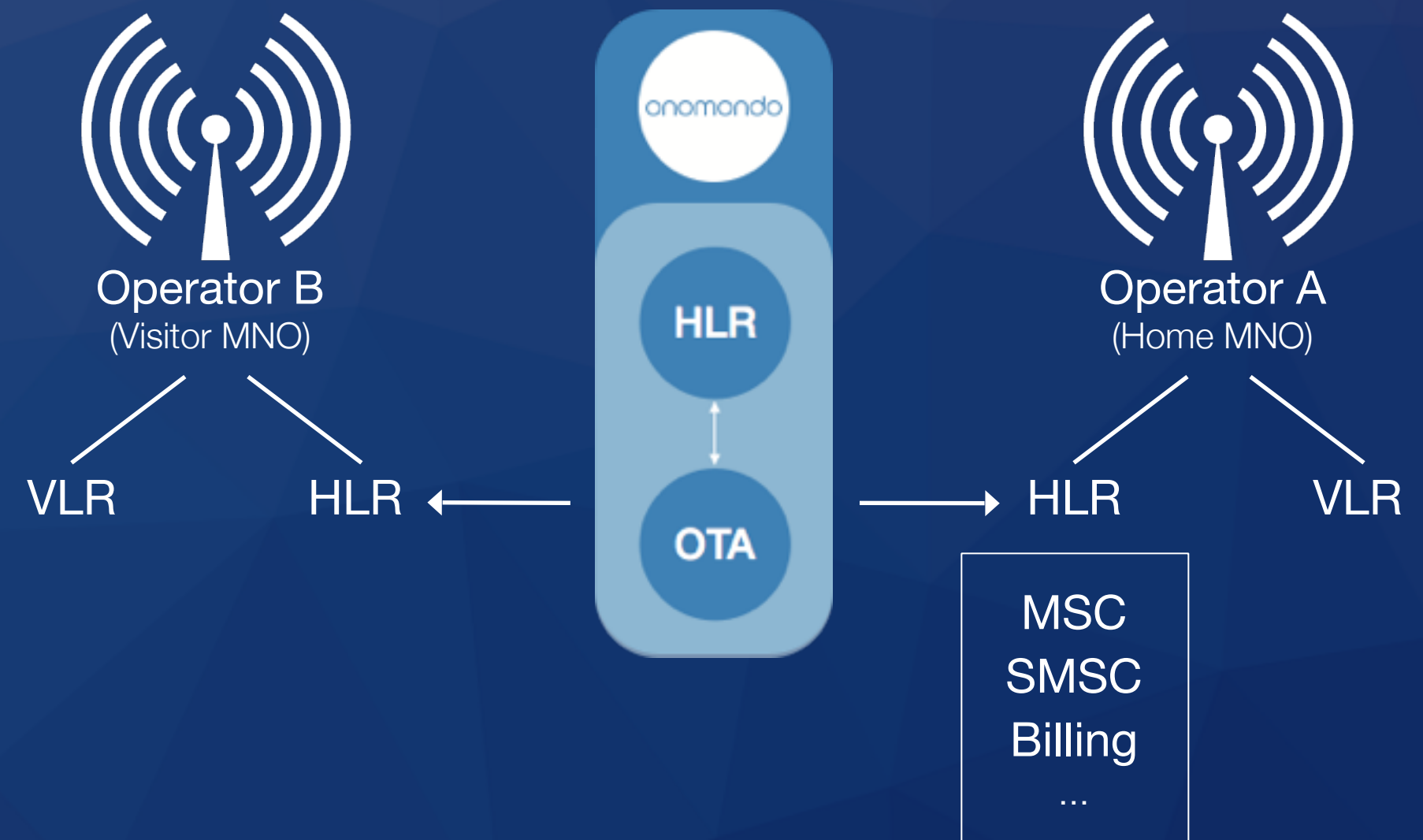
- Onomondo interfaces with existing infrastructure
- Network agnostic adaptation



Roaming Elimination Solution Onomondo

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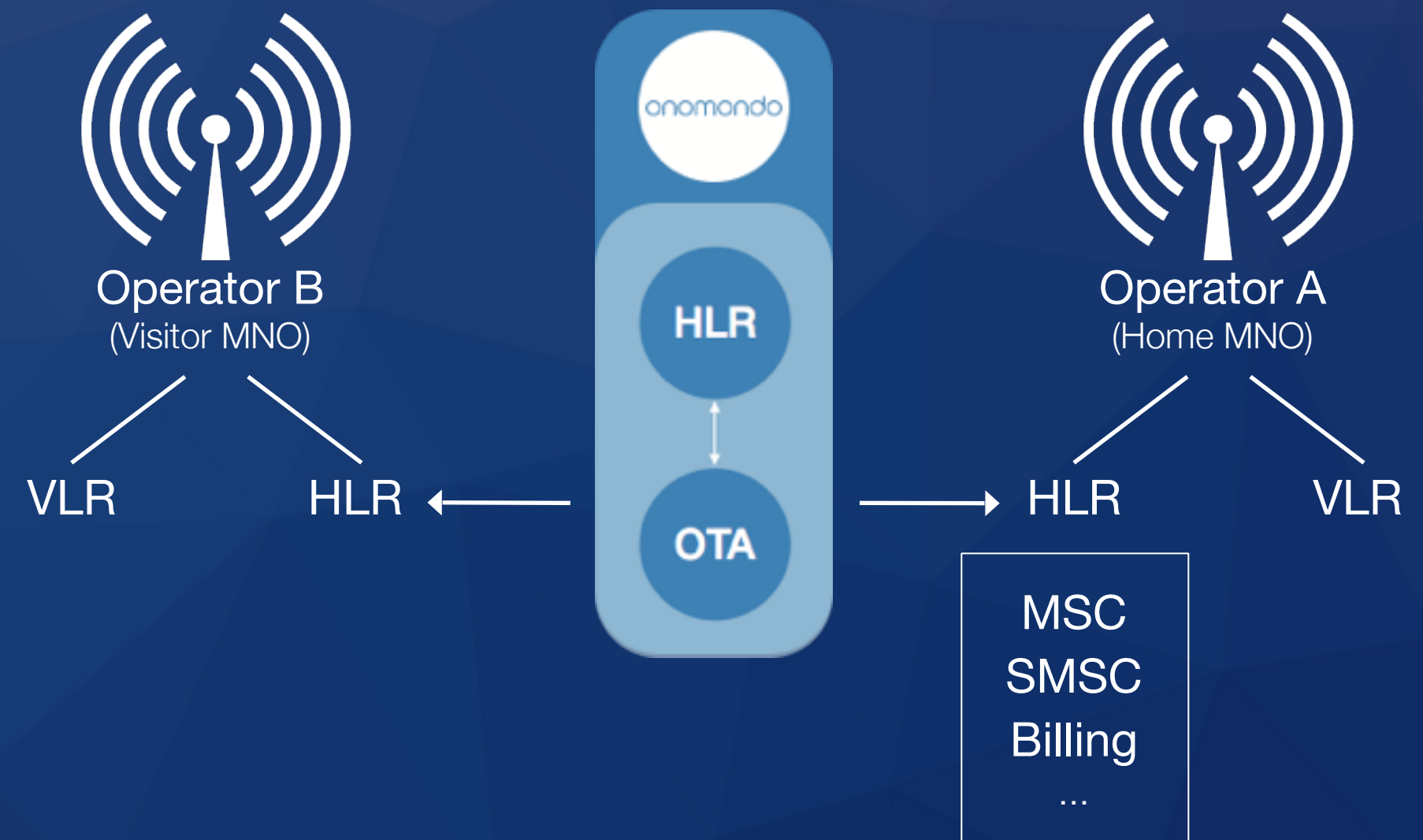
- Onomondo interfaces with existing infrastructure
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- No development from the operator side



Roaming Elimination Solution Onomondo

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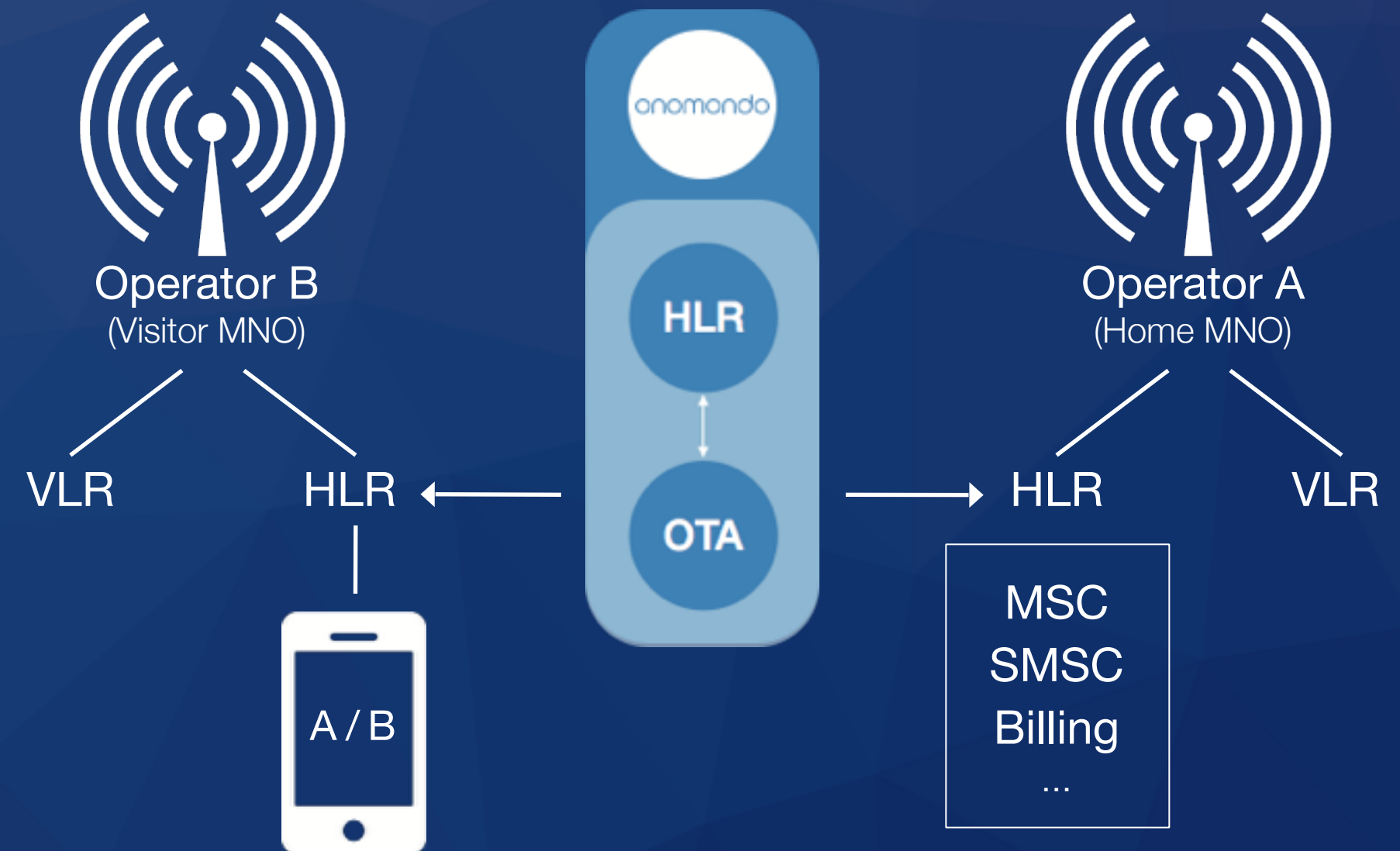
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Roaming Elimination Solution Onomondo

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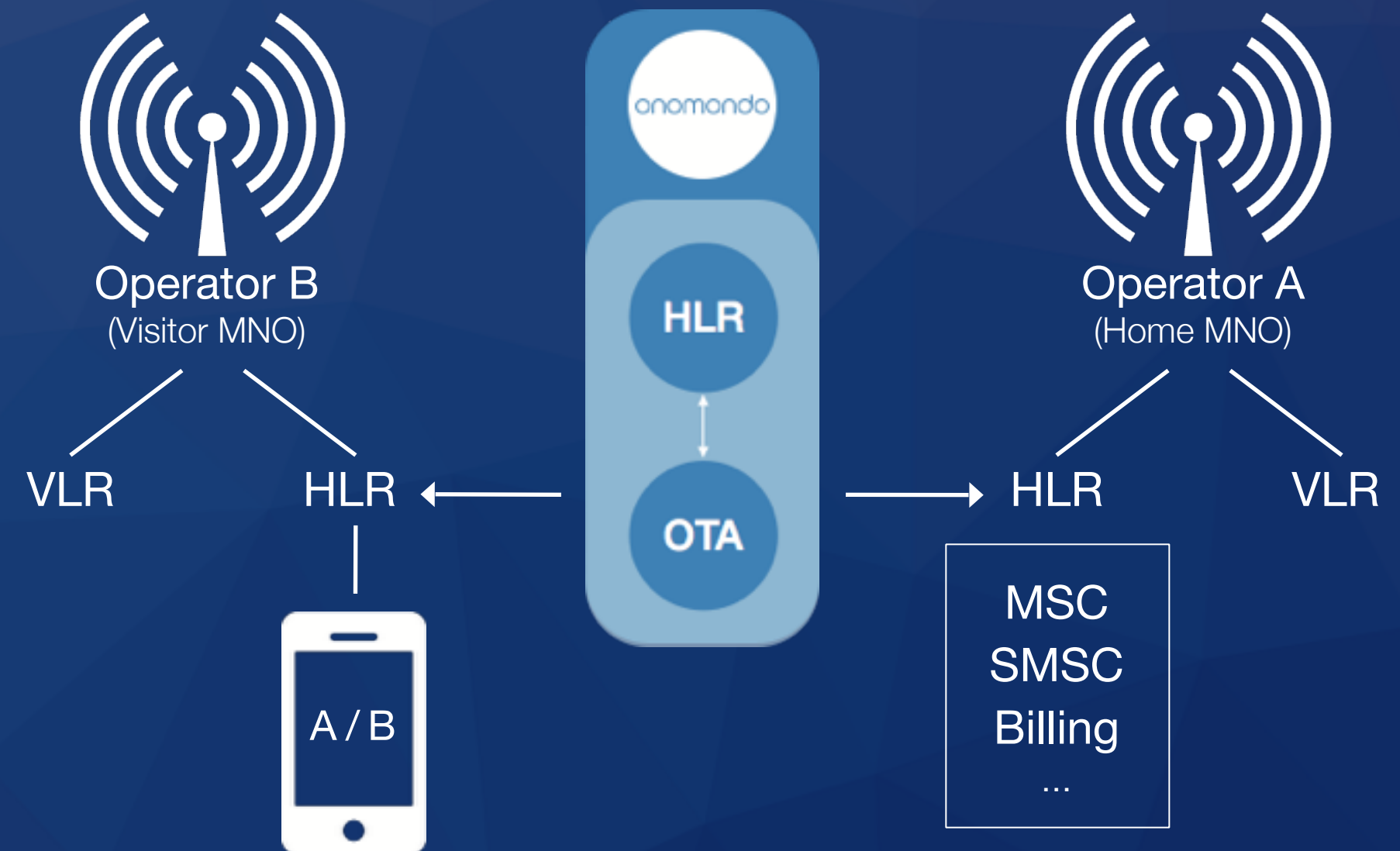
- Onomondo interfaces with existing infrastructure
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- Customers are now 100% local on both networks simultaneously (the do not roam)



Roaming Elimination Solution Onomondo

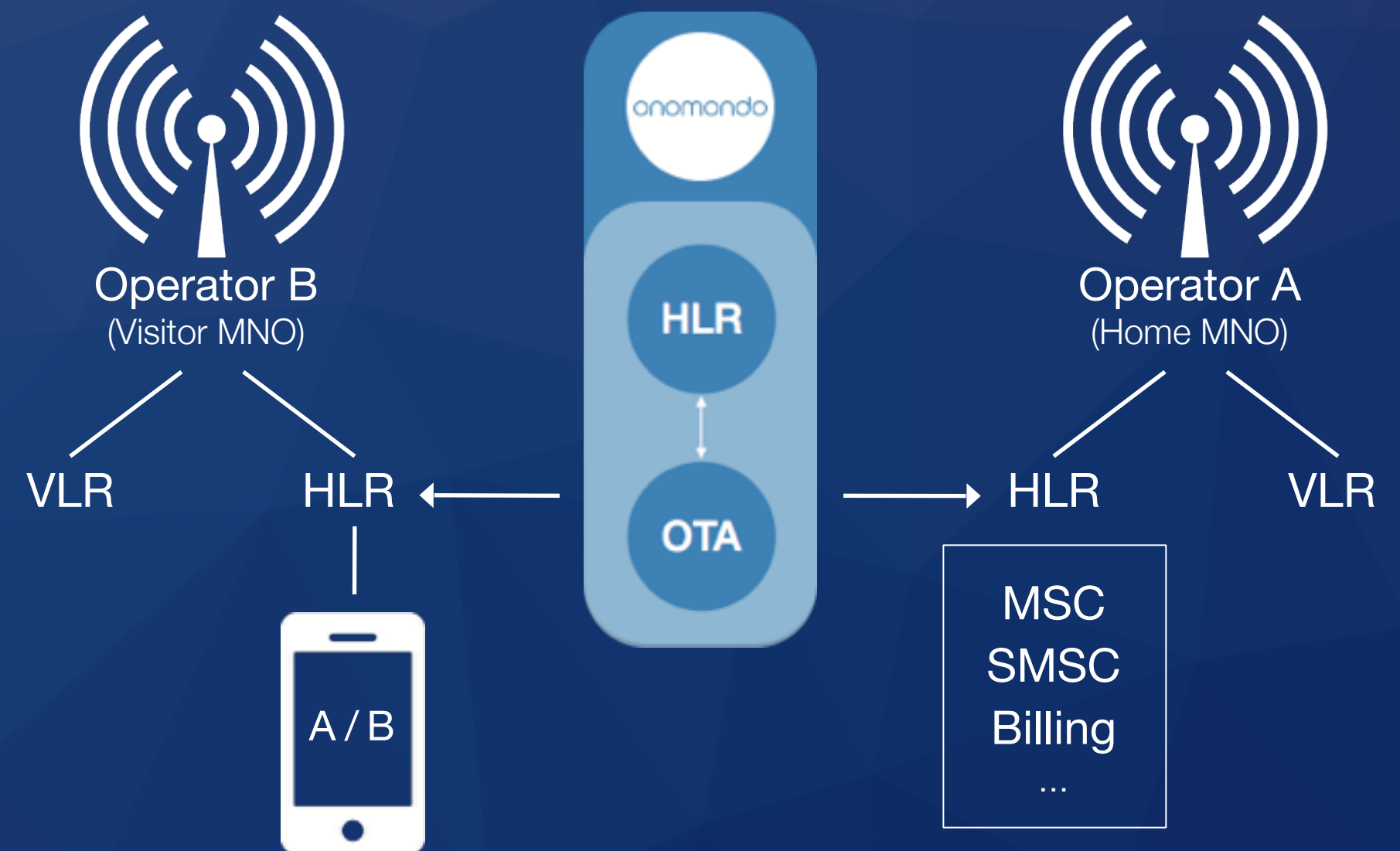
Our solution is a NO-roaming scenario:

- Onomondo interfaces with existing infrastructure
- Network agnostic adaptation
- No development from the operator side
- Operator security intact
- Customers are now 100% local on both networks simultaneously (the do not roam)
- **No need for roaming steering** (always Operator B)



Roaming Elimination Solution Onomondo

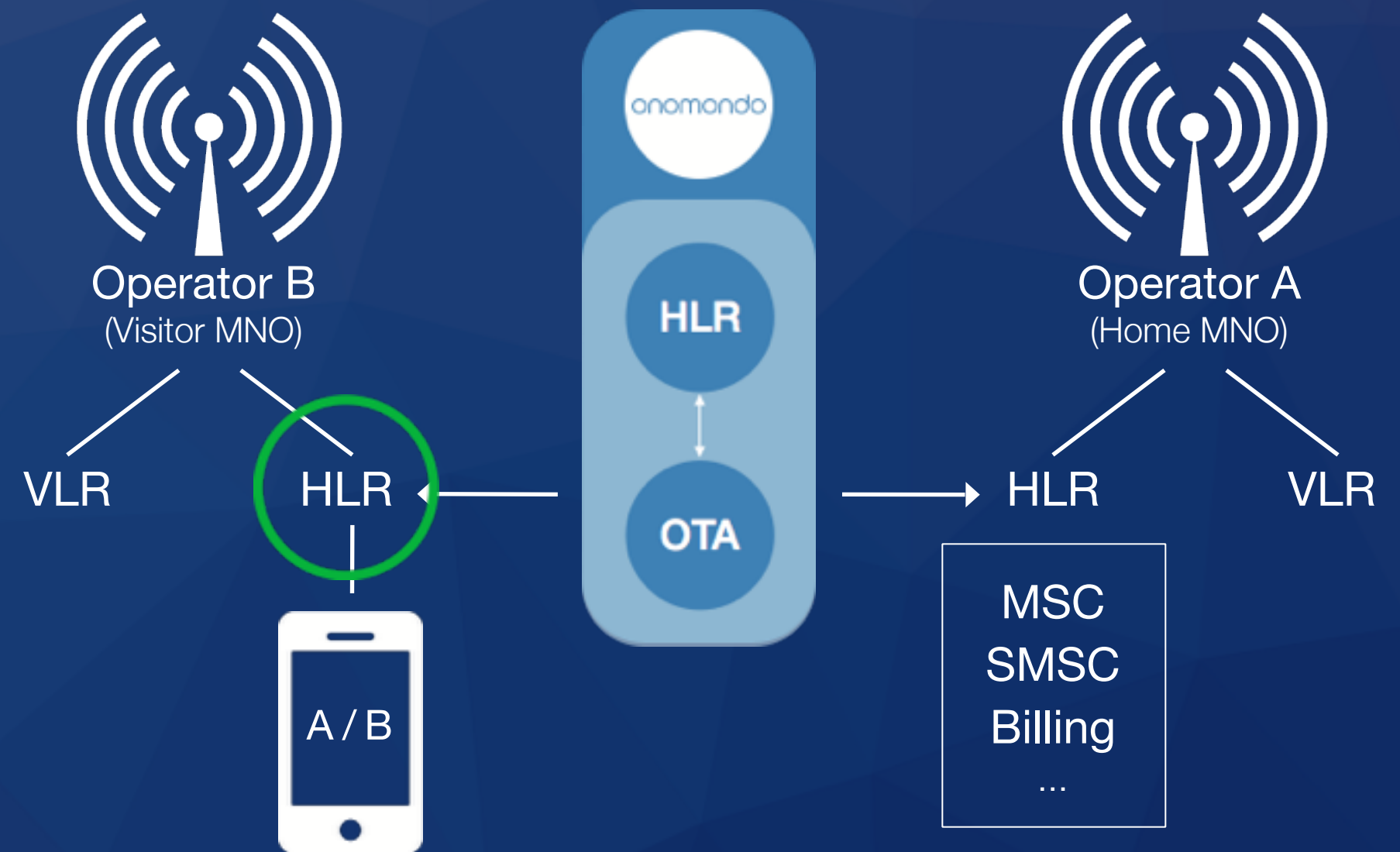
Value for the operator customers:



Roaming Elimination Solution Onomondo

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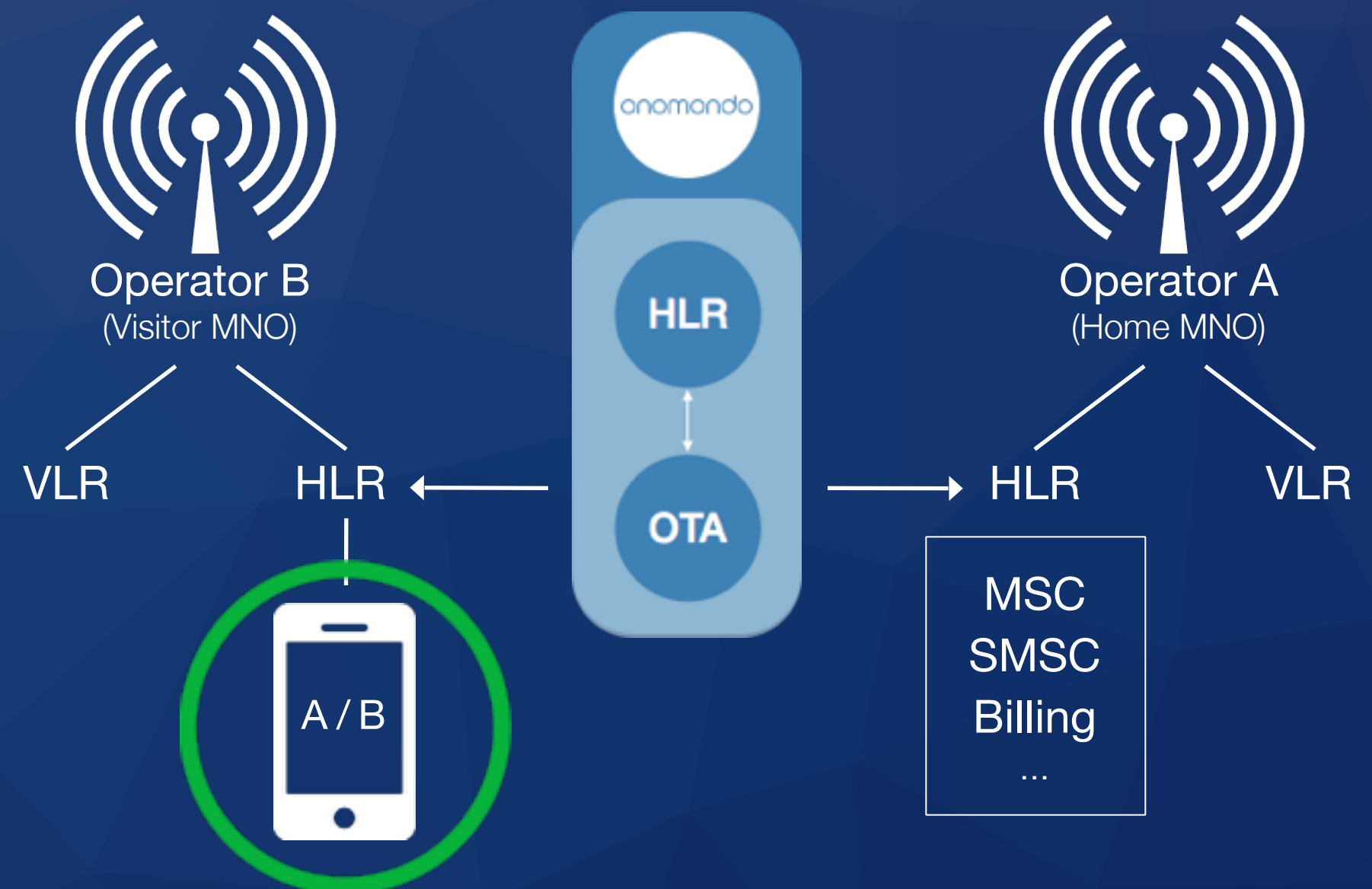
- Heightened QoS (no roaming)



Roaming Elimination Solution Onomondo

Value for the operator customers:

- Heightened QoS (no roaming)
- International VAS now works



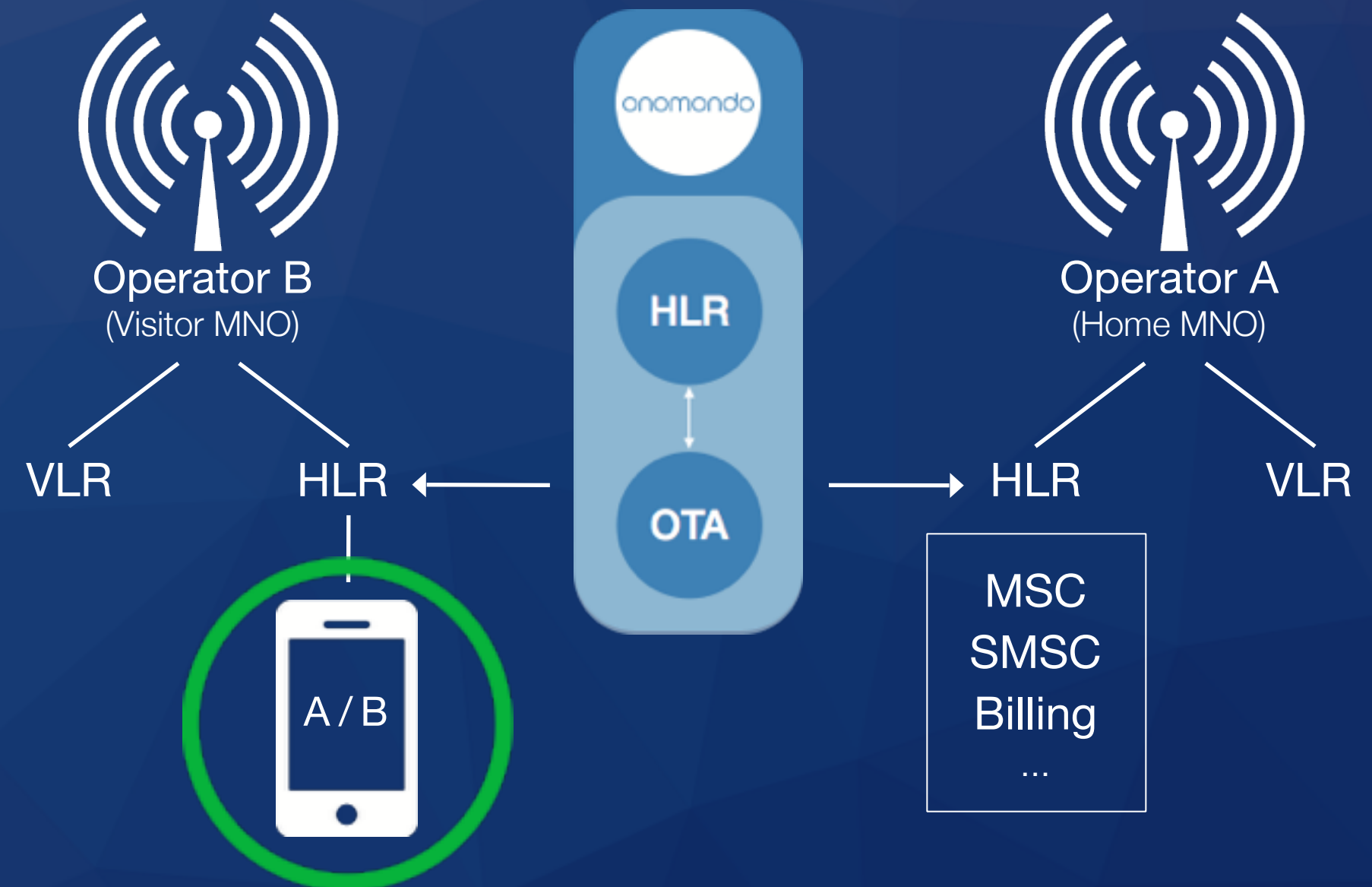
Roaming Elimination Solution Onomondo

Value for the operator customers:

- Heightened QoS (no roaming)
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Value for the operators:

- Increased ARPU & reduced churn



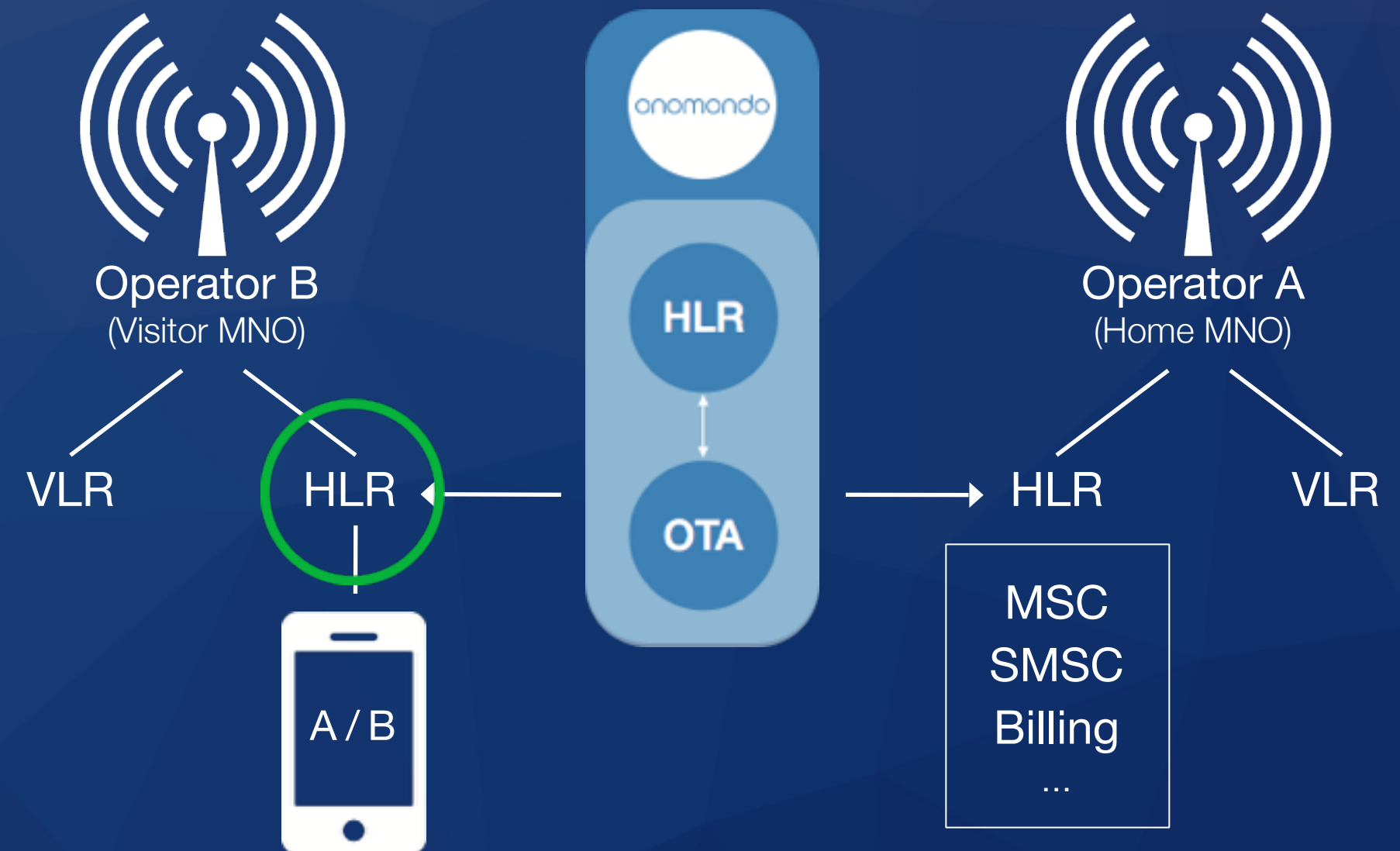
Roaming Elimination Solution Onomondo

Value for the operator customers:

- Heightened QoS (no roaming)
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Value for the operators:

- Increased ARPU & reduced churn
- Optional increased margin on all traffic



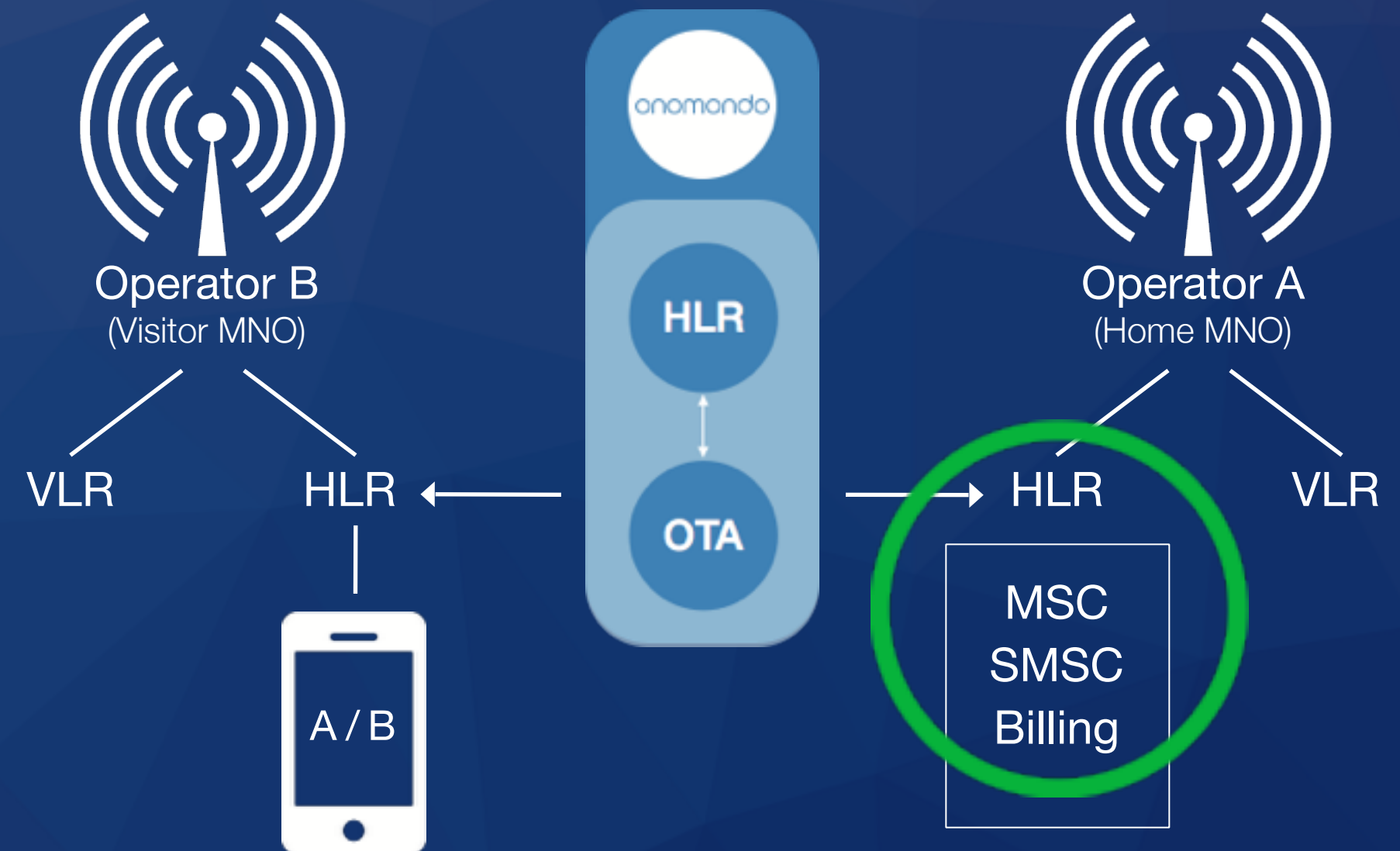
Roaming Elimination Solution Onomondo

Value for the operator customers:

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Value for the operators:

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- Optional increased margin on all traffic
- No more clearing costs between networks



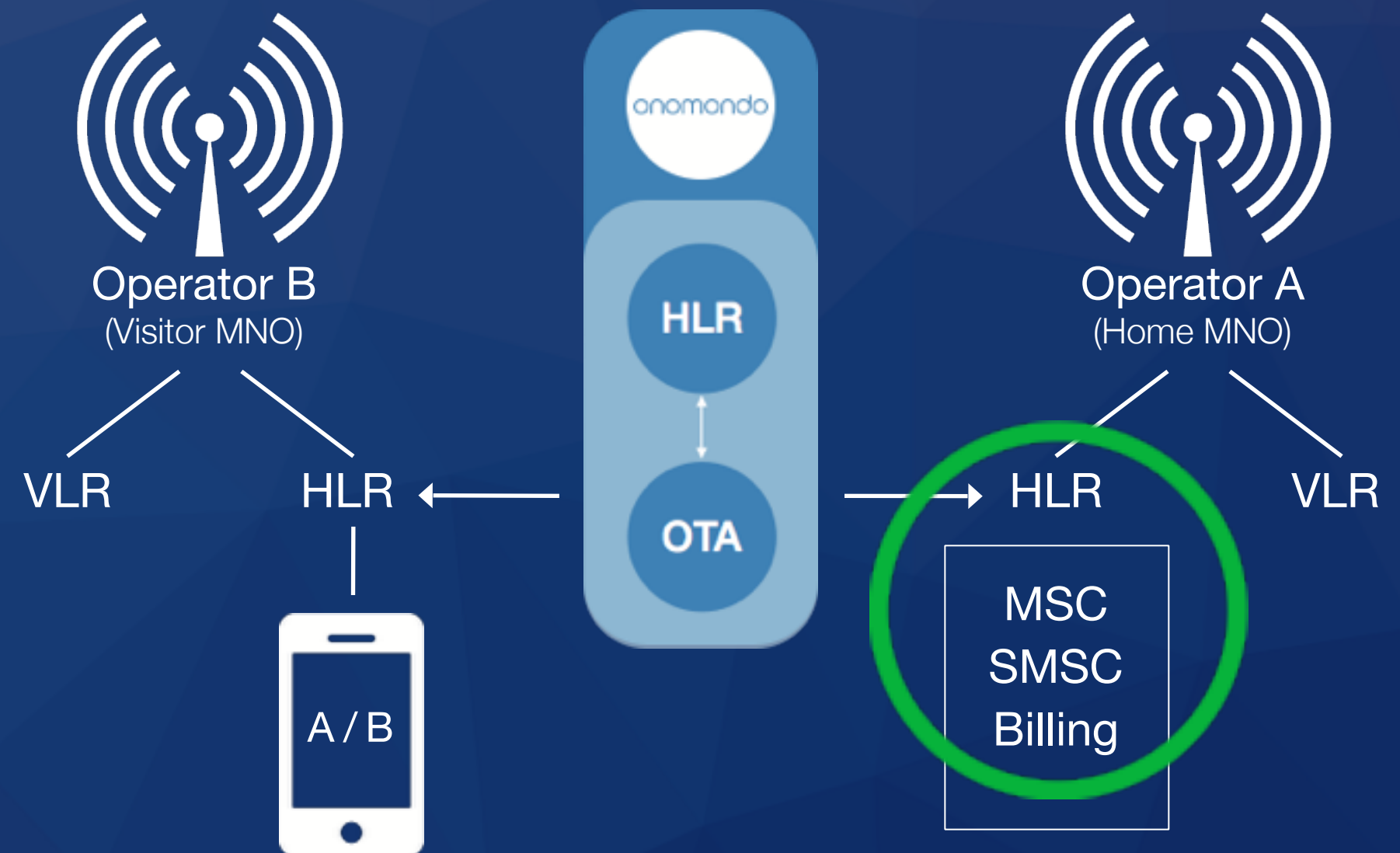
Roaming Elimination Solution Onomondo

Value for the operator customers:

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- Realtime fraud management & analytics



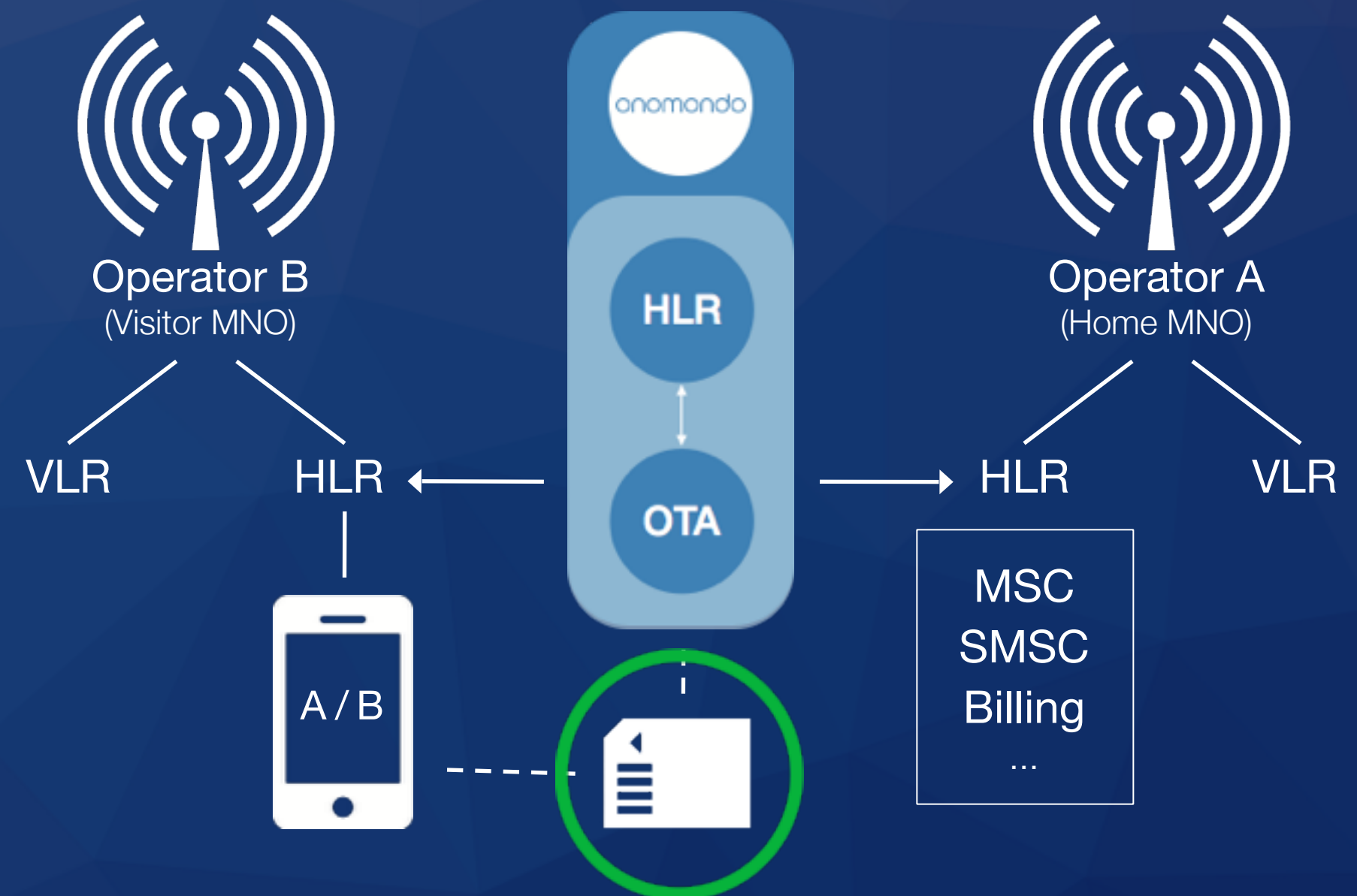
Roaming Elimination Solution Onomondo

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- Add new markets easily



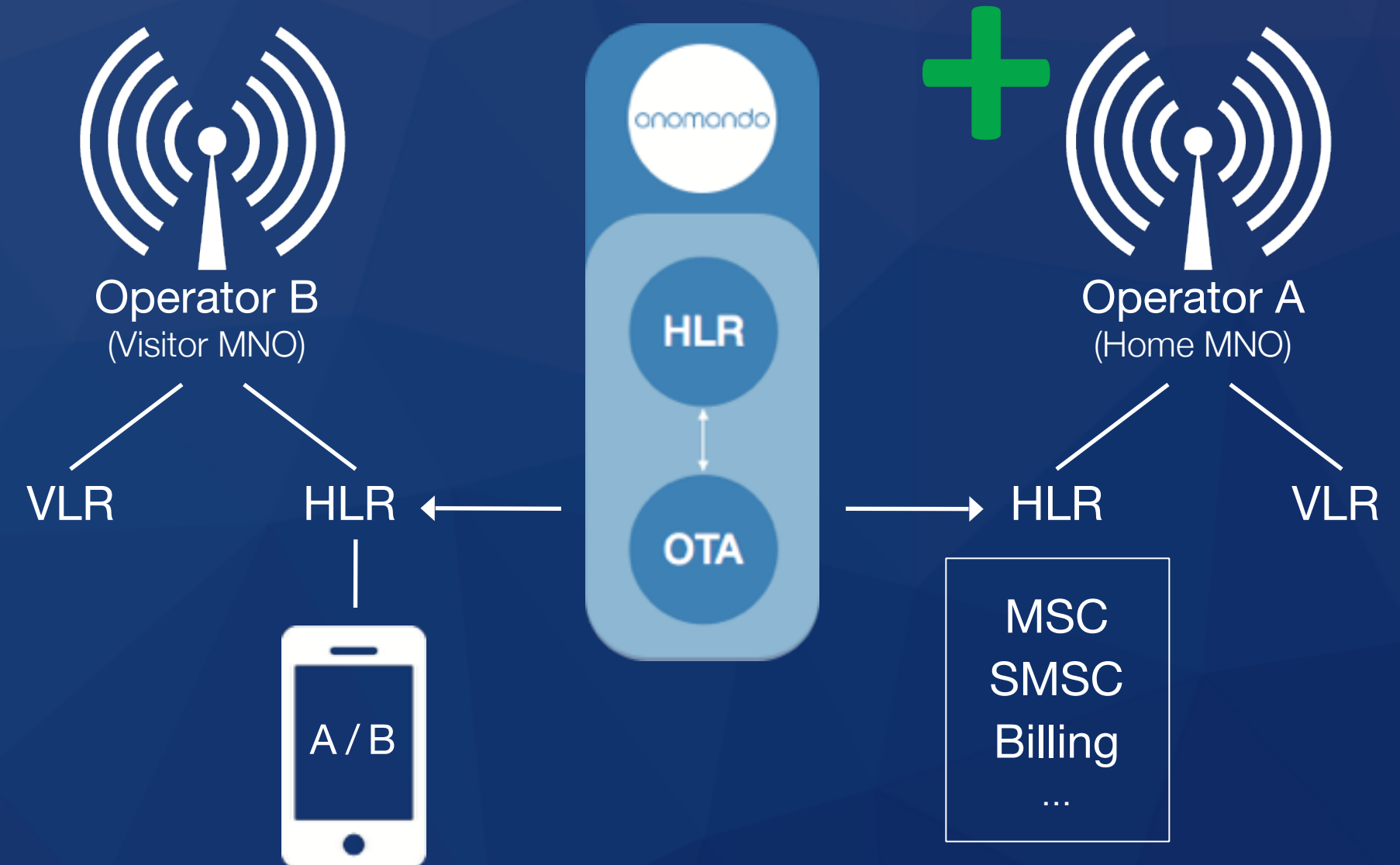
Roaming Elimination Solution Onomondo

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Value for the operators:

- Increased ARPU & reduced churn
- Optional increased margin on all traffic
- No more clearing costs between networks
- Realtime fraud management & analytics
- Add new markets easily
- Unified wholesale solution across markets



What does this mean for you?

- You can turn off roaming when you travel



What does this mean for you?

- You can turn off roaming when you travel
- Keep your subscription abroad



What does this mean for you?

- You can turn off roaming when you travel
- Keep your subscription abroad
- Get the same quality & services when abroad



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What does this mean for you?

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- Get the same quality & services when abroad
- No international calling
- No apps, no installment



FIWARE / Impact Accelerator

How could we build a product using FIWARE?

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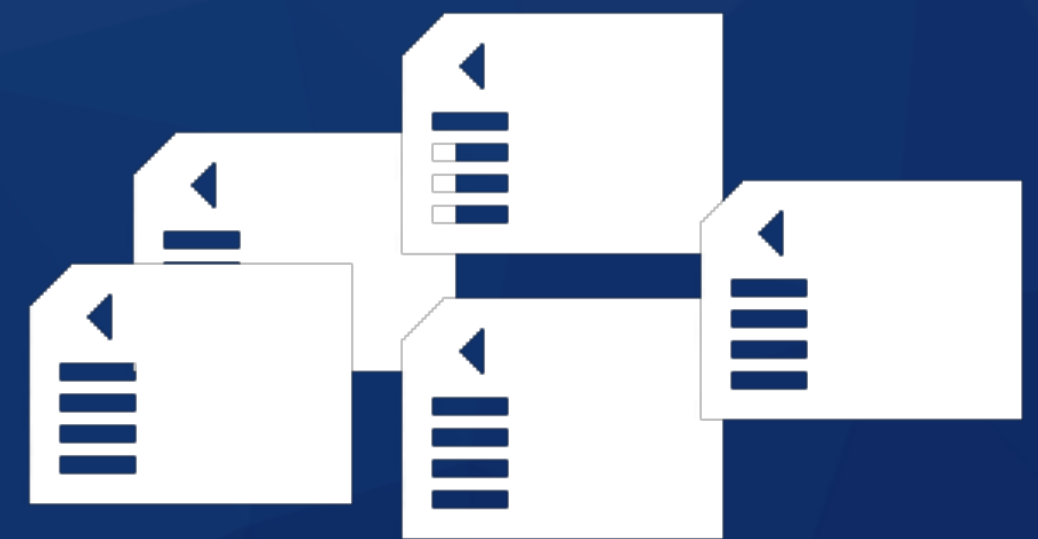
- Cloud based SS7/SIGTRAN communication platform



FIWARE / Impact Accelerator

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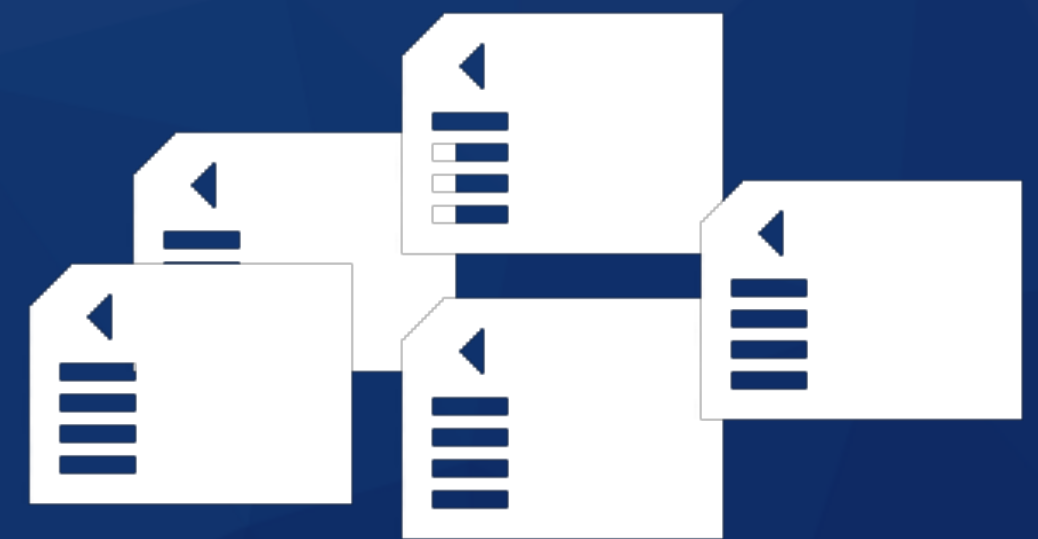
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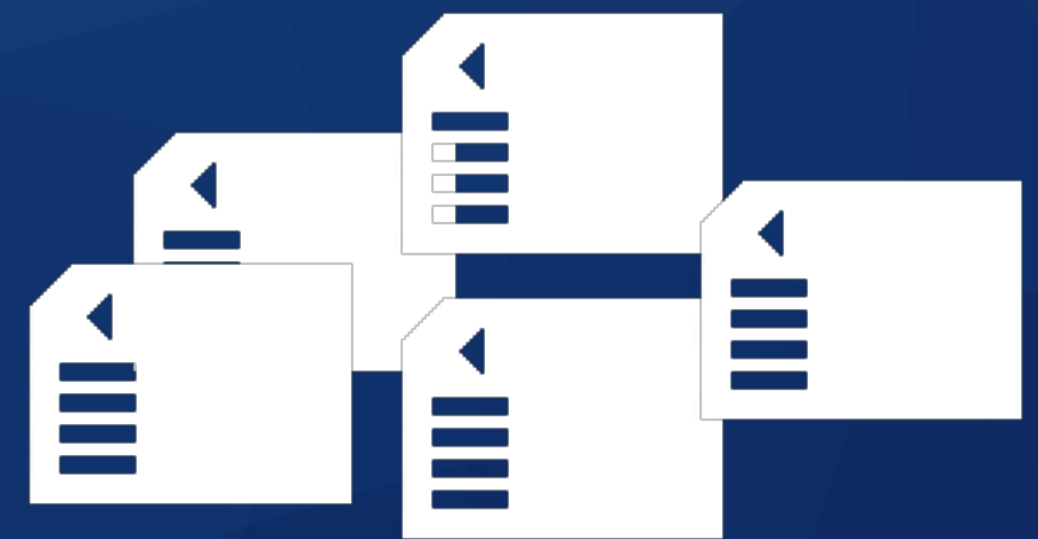
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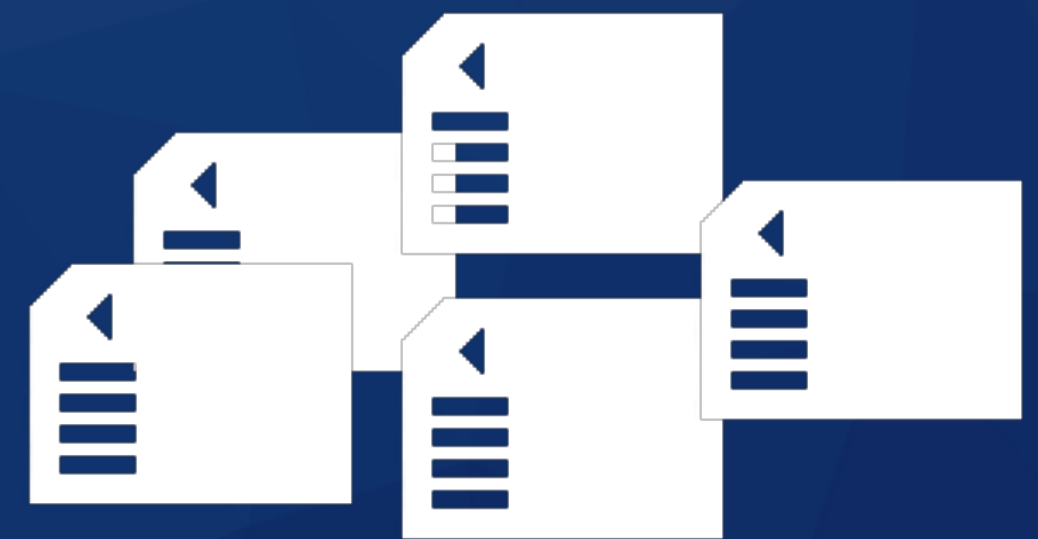
- Cloud based SS7/SIGTRAN communication platform
- SIM management capabilities (API)
- Object Storage → Context Broker



FIWARE / Impact Accelerator

How could we build a product using FIWARE?

- Cloud based SS7/SIGTRAN communication platform
- SIM management capabilities (API)
- Object Storage → Context Broker
- Internet of Things...



Thank you!

Ask me anything...

Michael Bak

CEO & Co-Founder

+45 27 148 248 // mb@onomondo.com

