



Appalachian Wireless Boosts Mobile Roaming Services

Business Challenge

Appalachian Wireless has provided wireless telecommunication services since 1995, and has grown to become the fifth largest Rural Cellular Association member. It has actively invested in its portfolio and has now evolved to offer a comprehensive suite of voice and content services, via a CDMA network.

Appalachian Wireless wanted to strengthen and expand its mobile roaming program with a reliable solution set that maintains and improves its already high standard of service to its customers.

Solution

Appalachian Wireless is implementing fourteen of TNS' roaming, network and database solutions. TNS will help Appalachian Wireless boost its voice and data roaming coverage, gain efficiencies from improved roaming analytics and enhance customer care.

This latest move by Appalachian Wireless supports the expansion of its roaming footprint through a direct link into TNS' CDMA call processor. Appalachian Wireless has also become a member of TNS' global roaming hub for CDMA operators, which has been designed to simplify roaming agreement management, by enabling each member to automatically access voice and data roaming with others.

Appalachian Wireless is also using TNS' accurate call routing and number portability solutions, as well as wireless clearing and settlement.

Outcome

Gerald Robinette, CEO at Appalachian Wireless, said:

"It is hugely beneficial to have a single-source relationship with a company like TNS which has the expertise and capability to deliver a full suite of services to us."

"We were attracted to TNS because of its continuous commitment to the small North American operator market, as well the larger industry players. Implementation with TNS was organized well, ran smoothly and was completed on time by a team of caring experts who made our customers and our needs a priority throughout. As a result and thanks to TNS, we were able to maintain our rigorous focus on providing excellent service to our customers during this stage."

Why Join the TNS Roaming Hub for CDMA?

Features

- **Single roaming agreement** - with only one contract to sign, TNS sets up and manages multiple roaming agreements streamlining your roaming operations.
- **Pre-established roaming relationships** - new Hub members gain instant access to an immediate roaming footprint across multiple countries, including suggested inter-carrier roaming rates and policies.
- **Extensive coverage** - Hub members represent a group of CDMA operators spanning the globe, with current and targeted members from the United States and Caribbean/Latin America (CALA) to Africa, Asia and the Middle East.
- **Flexibility** - the TNS Roaming Hub for CDMA allows members the flexibility to override the default serve rates and establish more favorable, bilateral rates between members. Members can also supplement their Roaming Hub relationships with ad hoc bilateral relationships to achieve their unique strategic goals.
- **Streamlined operations** - membership also includes monthly technical data updates and coverage lists that allows you to search roaming coverage by country.

Benefits

- **Reduce costs and complexity** - With just roaming agreement, the TNS Roaming Hub for CDMA offers an economical way to provide expanded roaming. TNS manages agreement negotiations, so members are spared the time and legal expense required to negotiate multiple, bilateral roaming agreements.
- **Extend global roaming footprint** - Offer seamless voice and data services to your subscribers as they travel the world, and provide service to foreign visitors.
- **Increase speed to market** - TNS Roaming Hub for CDMA enables faster rollout of roaming services by reducing agreement setup time, testing time, data provisioning time and signaling/network design. Quickly enables the launch of new services without major capital expense or administrative drain.
- **Reduce risk of fraud** - Through fraud management tools and a simplified process of billing, settlement and clearing, TNS helps to maintain the profitability of your roaming services.
- **Custom service bundles** - When you join the TNS Roaming Hub for CDMA you gain access to privileged discounts and flexible service bundles offered only to Hub members. Available in a single contractual bundle, an operator can select only the services it needs from a complete suite of supplementary CDMA roaming services.

For More Information Please Contact Us Today!



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