Operators Can Address Disproportionate Wholesale Roaming Costs

TNS Transaction Network Services

The rapid penetration of smartphone technology and 're-emergence of unlimited data plans' has caused an explosion in data consumption. While operators have plans in place to address capacity issues, many are experiencing disproportionate wholesale roaming costs relative to usage and revenue. This infographic looks at this issue in greater detail and a solution which has been designed to address the problem.

What is the cause?

- **'Always on' persistent data connections**
- **Fast launch IP applications**
- **Background apps consume data even when the handset is not actively in use**
- **Accidental, returning and national border roaming factors**

How does this impact roaming?

- Subscribers remain connected to roaming partner networks in overlapping areas even when home network becomes available
- Inflated wholesale roaming costs
- Potential negative impacts on subscriber experience
- Profitability eroded quickly by high data consumption

Why are existing steering solutions ineffective?

- Originally developed to manage voice roaming calls from feature phones, not smartphones
- Deployed for price plans based on MOUs, not always-on data consumption with variable price plans
- Update location requests are easily intercepted by anti-steering solutions
- SIM card updates typically do not take effect unless the device reboots

The new alternative

TNS Roamer Control and Roamer Reconnect

- Direct and continuous control over handset connections to partner networks
- Distribute traffic across roaming partners
- Prioritize using parameters such as cost or quality
- Prevent in-market roaming
- Detect and defeat anti-steering attempts
- Ensure the home network is always preferred
- Force regular rescans to check for home network and preferred partners
- Tear down data sessions where necessary and reconnect without disrupting flow of data to the device
- Disconnect and reconnect once voice sessions ended

Reap the benefits

Achieve results - Current users have seen wholesale roaming costs reduced by up to **40%**

Limit roaming exposure → Control wholesale roaming costs → Become more cost-effective and efficient → Deliver best service to subscribers

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