CALLUP SoR (Steering of Roaming)

The MNO Challenge

Saving money in outbound roaming while providing first class service to customers
There are several possible networks with coverage and a valid roaming agreement. However, not all are equally preferred. Several criteria, such as tariff, user profile, agreements, or other business needs, determine the best preferred network section. In today's economy, operators must perform intelligent selection of the visited network. Operators must also manage all roamers effectively, based on their subscription and individual potential to consume voice and data.

The Solution

CALLUP SoR enables SIM OTA and SS7 provisioning of roaming preferences, based on real-time roaming events (Location Update - LU) received. CALLUP SoR runs on the CALLUP SIM OTA platform, an advanced, robust easy to use OTA platform*). The CALLUP SoR engine is based on a configurable intuitive business logic that automatically evaluates received roaming events, utilizes data from the CALLUP SIM OTA repository and applies the most appropriate action. These actions range from friendly welcome messages to roaming steering by refreshing the PLMN (Public Land Mobile Network) file. The advanced CALLUP SoR business logic allows carriers to determine lists of groups/countries/networks in the PLAMN file. The roaming lists are updated dynamically putting the prioritized networks for the subscriber's current zone in the first positions. The CALLUP SoR method uses the standard SIM Toolkit Refresh command to enable an instant effect after roaming list updates. Additional specialized SIM Application Toolkits (STKs) such as Bill Shock Preventer can be used as well.

Features
Real-time Network Event Reception

Roaming events detection is performed using several methods:

- HLR feature for third party location update.
- SS7 proxy before the HLR (Home Location Register), for MAP Location Update messages .can be used as well.

Configurable Business Logic for Roaming Steering

The steering is done by CALLUP SoR Business Logic, through a configurable, event driven scenario. It provides a flexible, dynamic engine platform for developing and configuring roaming steering logic and meeting new business needs, without the need for changes in the program code.

Friendly, Comprehensive Reports

CALLUP SoR built-in reports have been developed together with CALLUP SoR customers.
A drag & drop GUI enables easy creation of new reports of any type easily.

Border Roaming Control

A sophisticated mechanism blocks customers from registering to foreign networks. This is important for improving customer satisfaction by avoiding accidental roaming near borders and being hit with bill shock.

Informative Messages Sent to Your Roamers

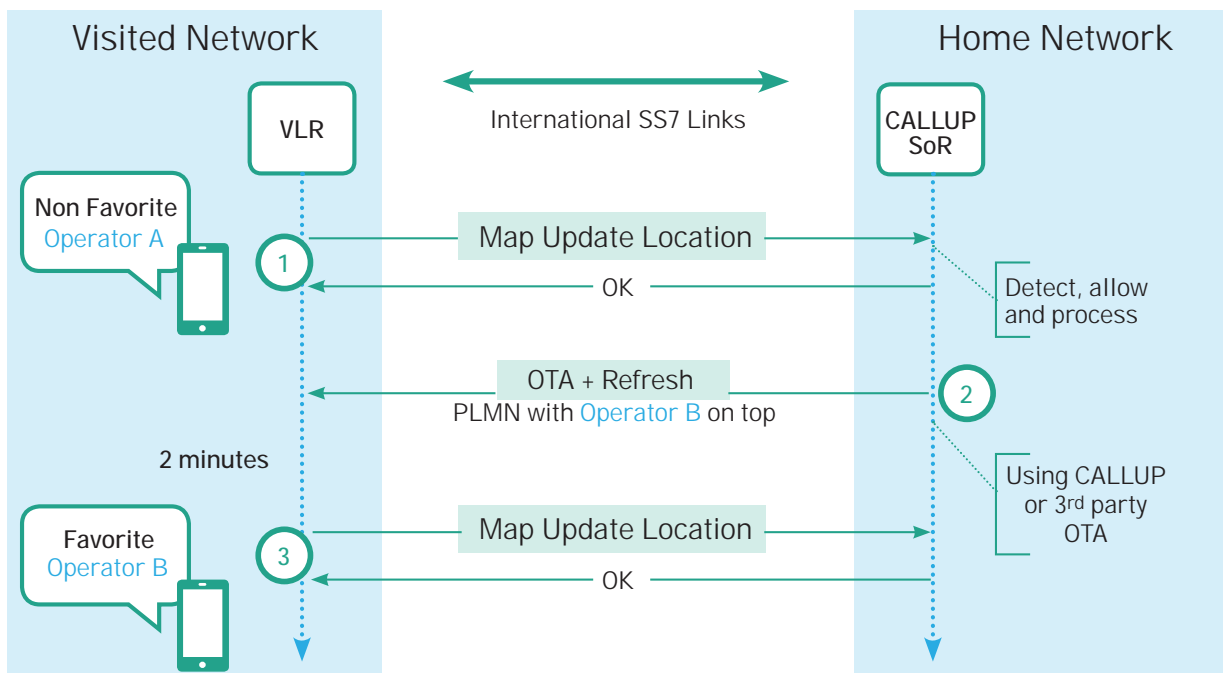Traditional welcome and farewell messages.

Open to Integration with other OTA Platforms

CALLUP SoR can make use of existing OTA platforms. Integration with an existing OTA platform is simple and straightforward.

Cloud-based SoR

CALLUP SoR platform can be installed in the cloud. This type of implementation is carrier-grade, with 99.999% up time and fully secure.

CALLUP SoR - Hybrid Steering High Level Flow

CALLUP
ONE1 TELECOM DIVISION