



PeykAsa Welcome Roamer

Increases Awareness of the Visited Network Services



Introduction

PeykAsa Welcome Roamer is a solution with the ability to send greetings to travelers when they roam into the visited network. This system enables mobile operators with a wide range of configurable operations to react when a subscriber enters/exits to/from the network. It also utilizes a powerful web application which can be used on regular web browsers over the internet to monitor the inbound/outbound traffic in the network.

Key Features of PA-Welcome-Roamer:

- ▶ Defining, Configuring and Managing All Location Related Parameters of Roamers
- ▶ Creating Specific Groups of Roamers and Setting Different Rules for Each Group
- ▶ Enabling MNOs to Have a More Accurate Analysis Based on the Generated CDRs for Inbound and Outbound Traffic
- ▶ Generating Technical Customized Reports
- ▶ Supporting SIGTRAN Protocol Layers
- ▶ Sending Advertising/Informative Messages
- ▶ Monitoring and Controlling All Components of the System
- ▶ Supporting SNMP Protocol
- ▶ Supporting Both HSL/LSL Links

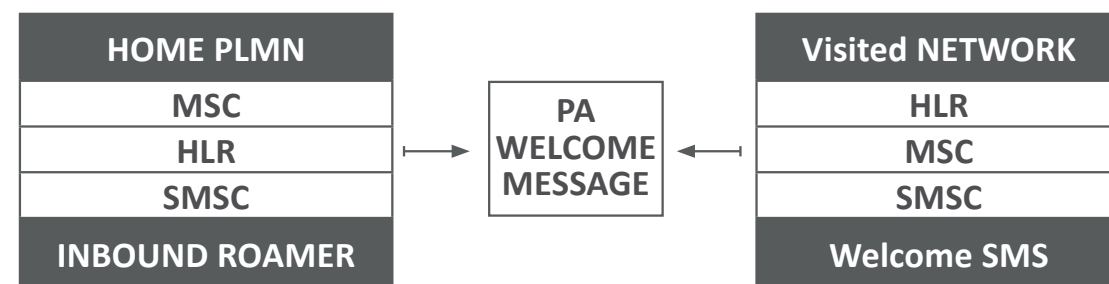


How does it work?

PA-Welcome-Roamer can be located in various networks such as GSM, GPRS, 3G and even 4G.

Depending on its location in the network and by utilizing signaling links and IP protocols, this product can connect to the adjacent nodes and interact with them.

Based on the gathered information about the roamers' arrival, departure and movement, **PA-Welcome-Roamer** sends predefined messages to roamers and informs them about their situation in the visited network.





Benefits for Operators:

- ▶ Delivering a Vast Variety of Services to Roamers
- ▶ Effective Marketing by Recognizing Target Customers
- ▶ Encouraging Roamers to Select the Operator which Provides Welcome Roaming
- ▶ Understanding the Subscribers' Behavior

Benefits for Subscribers:

- ▶ Receiving Informative Messages about the Most Attractive Places in the Visited Country
- ▶ Being Noticed about the Enforced Laws and Rules in the Visited Country
- ▶ Being Aware of Their Current Location
- ▶ In the Case of Outband Roamers, **PA-Welcome-Roamer** Would Send Them Informative Messages about the Services



This Product Is Configurable to:

- ▶ Be Compatible with Different Operators
- ▶ Send Messages in Different Languages
- ▶ Schedule Sending Messages
- ▶ Store the Last Time of Roaming

Comprehensive Reporting:

This solution also provides various comprehensive reports including:

- ▶ Online Inbound Roamers
- ▶ Online Outbound Roamers
- ▶ Inbound Roamers Archive
- ▶ Outbound Roamers Archive