



## SOLUTION OVERVIEW

Ensuring roaming partner readiness for World Events is only one of the ways that NETSCOUT® solutions can help you enhance your roaming business and protect your brand's reputation before, during and after a world event.

- **Iron Out the Wrinkles:** Proactively resolve issues before travel peaks.
- **Expect the Unexpected:** Mitigate the risks associated with high profile events.
- **Jumpstart Revenue Streams:** Turn low roamer activity into high volume data usage.
- **Never Leave Empty Handed:** Document performance and compliance to ensure advantageous partner negotiations.

## Get the Big Picture on Roaming

### Ensuring Your Success with World Events

#### Improve the Roamers' Experience

Think you already have a handle on your roaming business? Well, think again. In the case of world events, much of what you know is of little consequence as the partners with which you connect and the roamers you serve can change in a matter of weeks. When the world is invited, you may never know exactly who'll be coming or what services they'll use but you can prepare yourself by keeping a watchful eye on changes in the volume of roamers and traffic you exchange, with other mobile operators.

Sure, day to day you may already keep tabs on the performance of your roaming traffic but do you really know where the majority of your revenue streams are coming from?

- Which countries are popular destinations for your subscribers?
- Which operators are sending you the highest number of physical roamers or the majority of roaming data traffic?
- How will these "knowns" change in the months leading up to a major event?

## Make Adjustments with Complete Visibility

Our customers trust us to deliver key insights into the flow and balance of their roaming traffic. This enables them to make more informed decisions such as whom to target for new roaming agreements, when to renegotiate terms based on actual MOU or the quality of service delivered and even when to implement, adjust or enforce a steering strategy.

With NETSCOUT's roaming solutions, mobile operators are well-equipped to recognize and prepare for fluctuations in roaming traffic volumes and traffic composition that occur as a country or city prepares to host a world event.

Our experts can show you how NETSCOUT's Smart Data may be used to track subtle changes in the number of unique inbound and outbound roamers to/from specific countries and operator networks. Unlike billing records which may be delayed and can only reflect billable usage, NETSCOUT's solutions provide timely and accurate visibility to the roamers' presence through daily logging of successful Location Updates by IMSI.

Monitoring the pulse of your roaming traffic ensures you never miss a leading indicator or an opportunity to improve profitability. Pairing filter-driven management reports with roaming analysis capabilities you can extend your visibility into the volume of traffic generated by active roamers with hourly, daily and weekly aggregation options. Basic reporting capabilities ensure comparisons between multiple operators for a given country are easily made with roaming mobility, SMS, voice, and data KPIs.

## Target the Highest Volume Operators and Profit from Exclusivity

Exclusivity with the high volume operators delivers a clear advantage—enabling you to capture incoming roamers and revenue from local competitors through formalized agreements. With the right insights, inbound operators can mine countries of interest and form more profitable partnerships. Knowing where and with whom to initiate or strengthen relationships can minimize the guess work and allow operators to make meaningful comparisons both in terms of the number of roamers sent, and the volume of billable traffic that will be generated.

## Fill Major Gaps in Coverage to Ensure Subscribers Stay Connected

Outbound operators gain visibility to seasonal and event-based shifts in roaming destination popularity and the ongoing performance of the partners that service them. With this information, operators can close major coverage gaps in geography and technology when their subscribers take flight.



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