

VIAVI

NITRO™ Mobile Roaming Assurance

The Challenge: Protecting Revenue

Protecting roaming revenue while ensuring both inbound and outbound roamers get a high level of service is an ongoing challenge faced by mobile operators. Roamers tend to deliver higher ARPUs and, as tariffs from roaming come down in many regions, the number of active roamers and roaming usage—data in particular—has gone up. Many enterprises operate in a global environment with employees travelling internationally and expecting all services and application to work when roaming. Poor or varying levels of service when roaming can quickly lead to frustrated and dissatisfied subscribers. The roaming challenge is compounded by the fact that solving roaming service issues can be complex with multiple operators involved and service-affecting issues are often difficult to isolate.

Introducing VIAVI NITRO Mobile Roaming Assurance

Powered by the VIAVI Network Integrated Test, Real-time analytics and Optimization (NITRO) intelligent platform, NITRO Mobile Roaming Assurance addresses the roaming challenges of mobile service providers. With proven business results from insight into the network, the service, and the subscriber, NITRO Mobile Roaming Assurance protects revenue by proactively identifying and helping to resolve roaming issues before subscriber impact.

NITRO Mobile Roaming Assurance operates 24x7 in near real-time, monitoring inbound roamers on your network and your outbound roamers. Intuitive and flexible dashboards give unique visibility into all roaming voice and data services, including VoLTE, where you can view by point of interconnect, by country, and by network operator.

Quickly prioritize analysis and troubleshooting of the service experienced by VIPs with auto-ranked, KPI driven dashboards, ensuring your best subscribers receive the best service globally. Keep your business informed with both historical and real-time 24x7 roaming assurance through a web-based solution together with in-context drill down for complex issues. Now, non-experts can get a high level, business focused view of roaming.

Features

- Business critical KPIs
- View by operator, country, VIP, and service
- Real-time, 24x7, auto-ranking, KPI driven dashboards
- Monitor ALL your roaming partners QoS
- Monitor ALL roaming services: voice, data, SMS, VoLTE, user and control plane

Benefits

- Protect roaming revenues
- Optimal QoE inbound and outbound
- Metric-guided workflows for faster resolution
- Complete view of ALL roamers provides business critical KPIs



NITRO Mobile Roaming Assurance – All Roaming Partners



- Complete view of all roamers' segments by roaming partner, by service, by country, and by VIP
- Instant visibility into roaming quality where service issues are auto-ranked
- In-context drill-down to KPIs – analytics by roamer partner inbound and outbound, providing immediate identification of service-affecting issues.



Roaming network issue – \$1.5M per day

Major UK operator had their Network Node Global Title deleted from a major International carrier's gateway to Germany. Problem occurred late Friday evening and failure to resolve incurred revenue loss of \$1.5 million per day.



Global roaming dashboard

NITRO Mobile Roaming Assurance – VIP Analysis



- High level visibility of all VIPs – grouped by VIP type – for example by enterprise
- Immediate insight into which VIPs are receiving poor service – detailed breakdown of specific KPIs – highlighting the specific service issue of that VIP

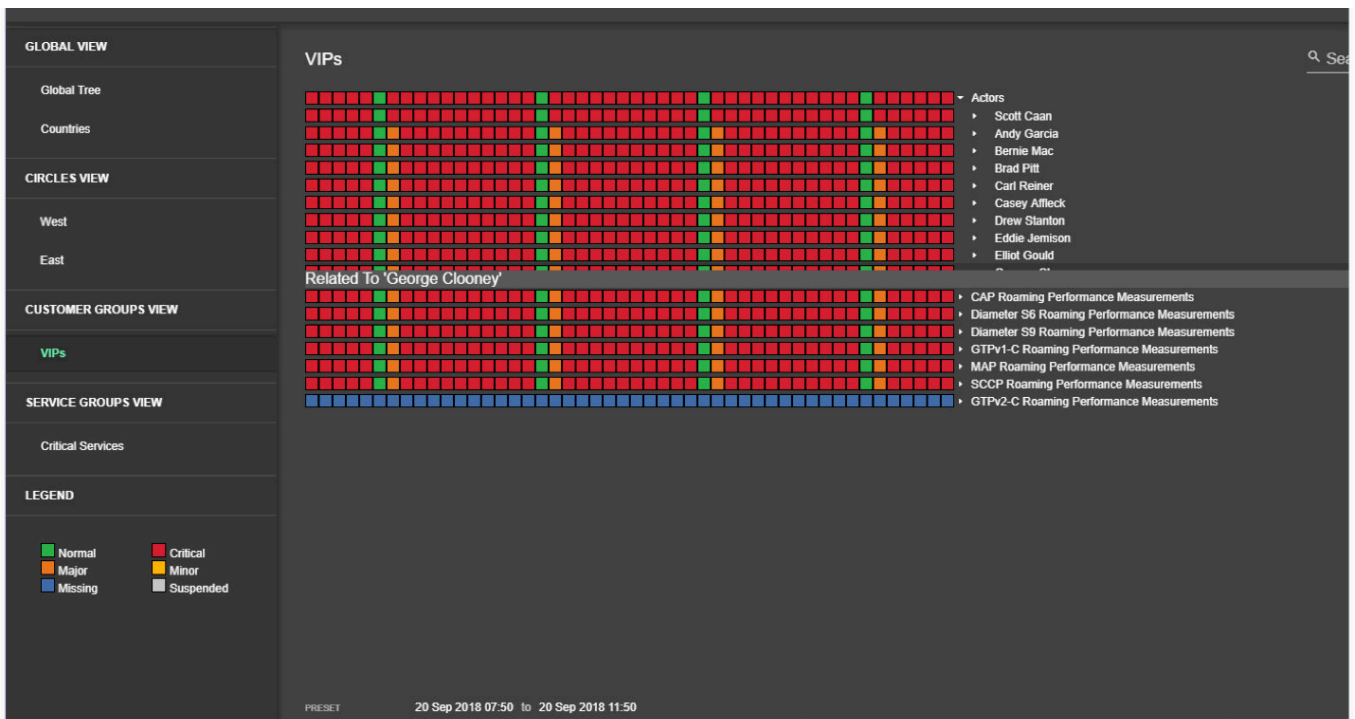


Corporate issue – \$1.1M per year per account

CEO of multi-national business was attending an Asian conference.

Upon arrival he was unable to attach to any network.

Company was a 3000 handset corporate account generating \$1.1 million annual revenue for the operator



Roaming VIPs visibility

NITRO Mobile Roaming Assurance from VIAVI enables you to ensure roaming revenues are protected, optimal QoE is delivered to both inbound and outbound roamers, and VIPs get the best level of service globally.



NITRO Mobile Roaming Assurance has a proven business case to deliver protected revenue and improve efficiencies valued up to \$15M over 3 years while providing a high roaming quality of experience.



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