



# AccuROAM™

## WiFi Hotspot to GSM International Roaming

For Mobile Operators who want to increase the Net Profit on roaming revenue by 30%, by enabling their subscribers to use WiFi hotspots when roaming.

Accuris Network's solution for WiFi hotspot to GSM roaming is based on proven roaming principles. **AccuROAM** preserves the user experience including voice, data, SMS and all supplementary services while using a WiFi hotspot when roaming.

### The European Roaming Market Today:

#### 1. Roaming contributes a significant amount to an operator's revenue.

Estimates suggest that roaming represents on average 15 to 20 percent of an operator's annual income. It is therefore crucial that operators direct their subscribers onto networks that offer the most lucrative inter-operator tariffs.

#### 2. European legislation has reduced roaming profitability

This EU ruling is set to have a detrimental effect on roaming revenues and as a result operators need to employ new initiatives to enable them to increase roaming profitability. GSM to WiFi roaming has been proven to increase the Net Profit in roaming revenue by 30%.

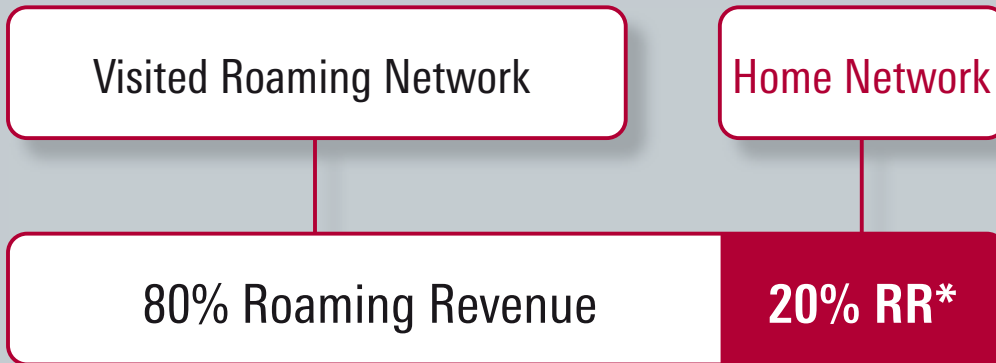
#### 3. Threat from VoIP Providers

European based VoIP providers are enabling subscribers to use designated WiFi hotspots to make VoIP calls from their mobile phones. This removes the mobile operator from the roaming value chain and presents a huge threat to their roaming revenue.

## What can Mobile Operators do to increase roaming profitability?

### Roaming Today:

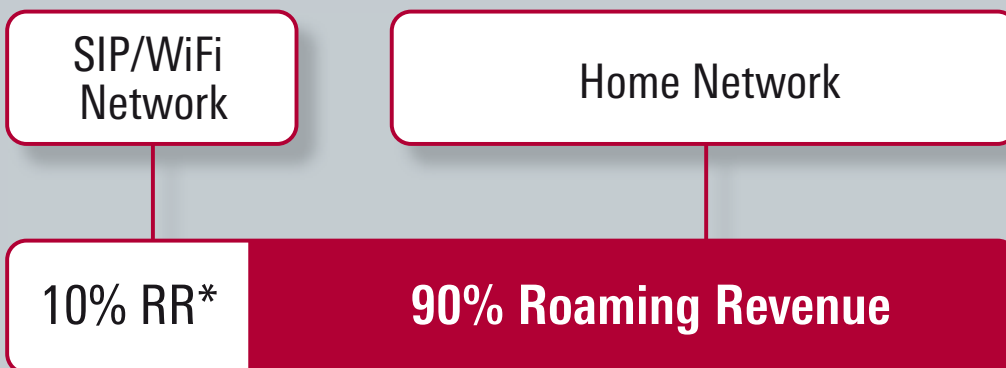
Visited network receives largest proportion of roaming revenue.



\*Roaming Revenue

### Roaming Revenue with AccuROAM™:

The home network receives the largest proportion of the roaming revenue

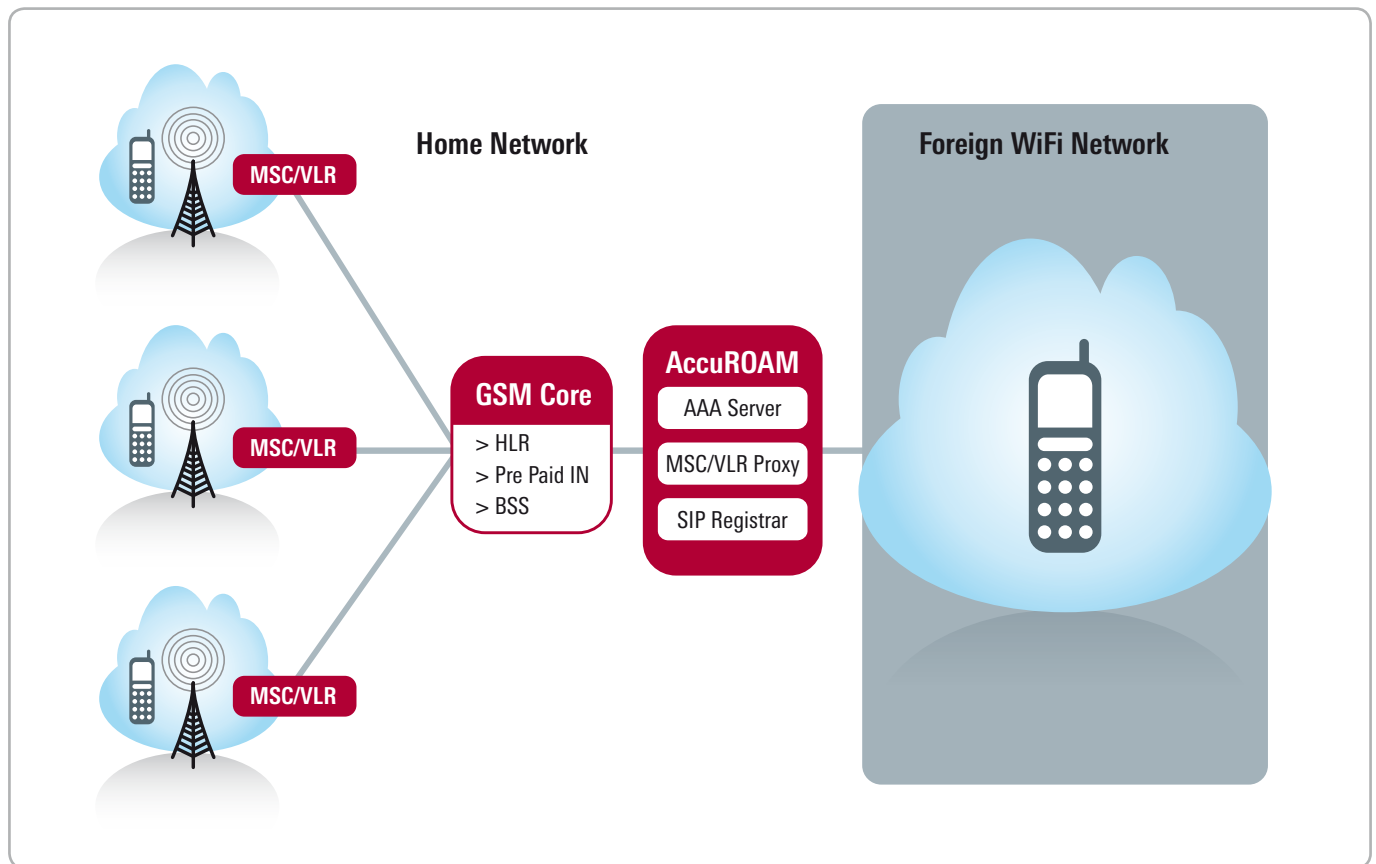


\*Roaming Revenue

### AccuROAM™ a Proven Roaming Solution:

- › AccuROAM delivers WiFi Hotspot to GSM roaming
- › It enables a consistent user experience across both WiFi and GSM with no degradation in service.
- › The AccuROAM platform is built on proven roaming standards.
- › It supports delivery of voice, data, messaging and all supplementary services across both GSM and WiFi.
- › AccuROAM is a proven platform that has been deployed with operators globally since 1997.

## WiFi Hotspot to GSM International Roaming – How it’s done?



Operator Benefits	Subscriber Benefits
> Increase Roaming Profit Margin	> Greater control over roaming costs and reduces bill shock
> Opportunity to up-sell new roaming tariff / package plan to subscribers	> Automatic access to WiFi hotspots with no need for vouchers or credit card payment
> Solution available to both postpaid and prepaid customers	> Home from home cellular user experience while WiFi attached
> Easy to use and intuitive customer experience	> Far more cost effective to use data services while roaming
> Assist in customer retention and customer acquisition	> Avail of next generation communication services

### About Accuris Networks:

Accuris Networks is a leading provider of Roaming Inter-Working and Convergence solutions. Established in 1997, Accuris Networks is headquartered in Dublin, Ireland with offices in the United States, China and Malaysia. Led by a team with unrivalled experience in service convergence and service continuity. Accuris Networks offers a suite of carrier-grade roaming products that have been proven to increase revenue and subscriber satisfaction.



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