IRMS
Inbound Roaming Market Share

Roaming commercial managers are nowadays negotiating strategic IOT discount agreements which have a direct and significant impact on their roaming revenues. This usually happens without knowing their own market share from inbound traffic in their home country. Thus, they have no mean to check if their roaming partners are delivering the agreed commitment.

Getting this critical information can give them an edge over the local competitors, a better view on the total inbound traffic volume and a strong negotiation argument to improve their roaming revenues. This valuable input allows tracking the competitive position evolution and assessing the impact of any news retail offering on the market share situation.
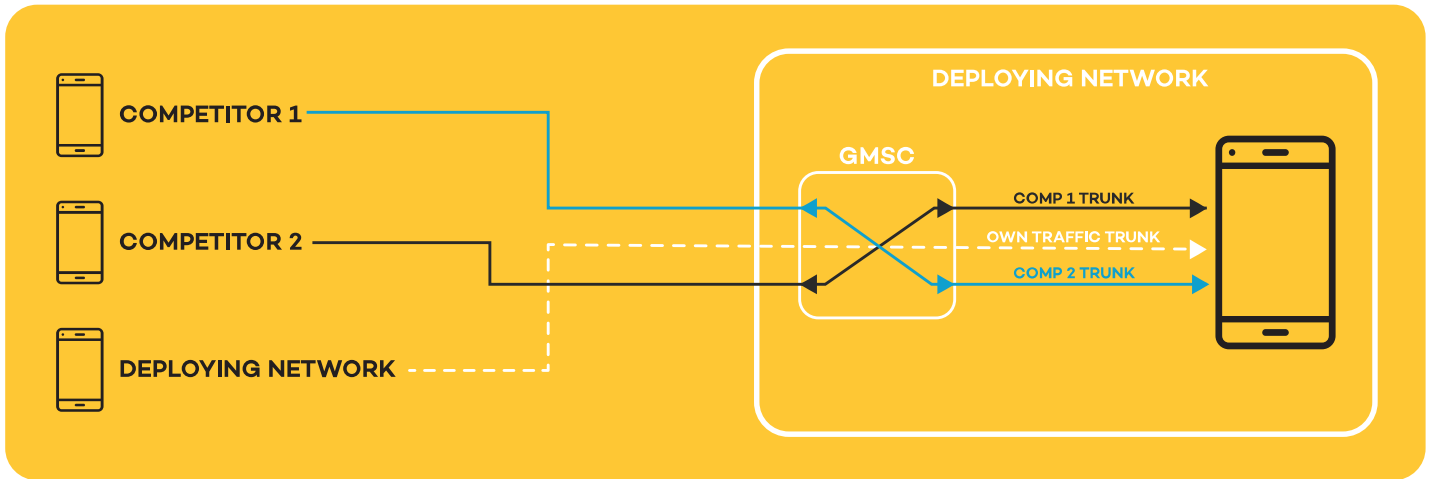
RoamSmart's Inbound Roaming Market Share (IRMS) is an innovative and unique solution, which combines different data sources to provide accurate and flexible reports on inbound market share based on country, operator, and service.

Inbound Roaming Market Share (IRMS) main features:

- Dashboard for easy follow-up on roaming coverage status and market share progress.
- Tabular view for own and competitor market share per country and operator
- Flexible reporting on global level, groups single operator.
- Alarming on significant change (positive or negative) according to configured threshold

IRMS innovative algorithm is based on real traffic analysis and the used sample is significant to provide an accurate result in terms of Inbund Roaming Market share. The main sources of data are :
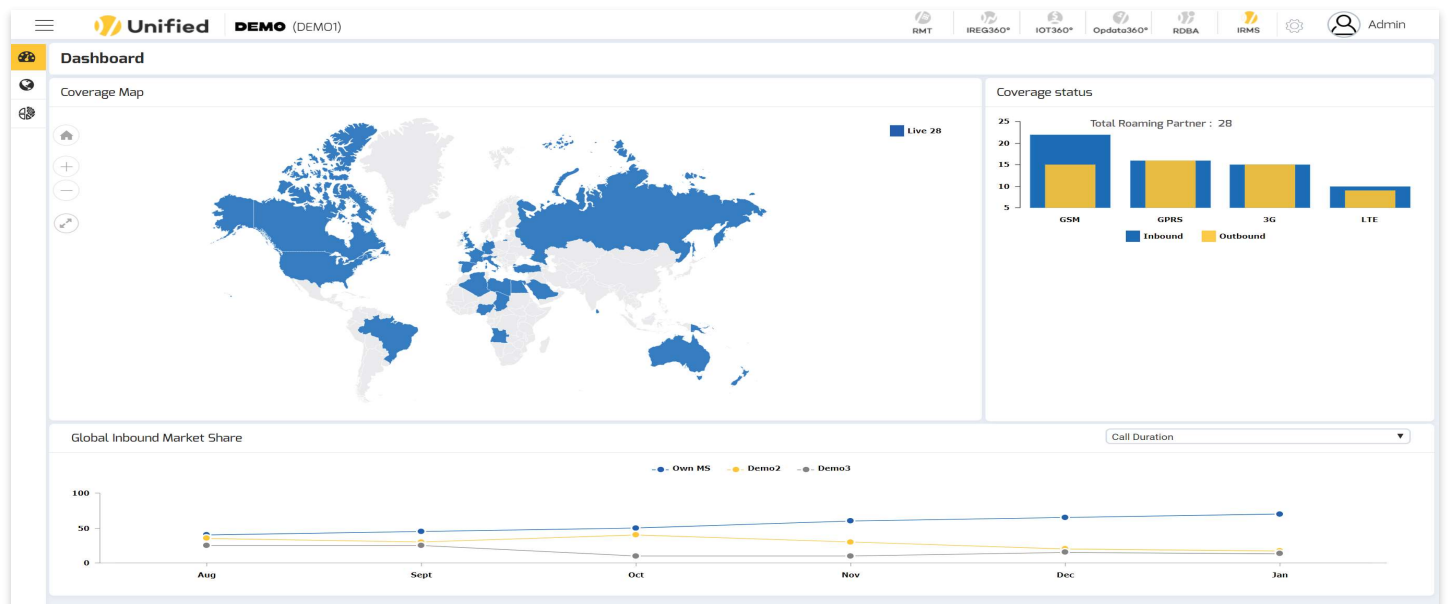- Interconnect local traffic initiated from inbound roamer and terminating at a subscriber from deploying operator.
- External global database to solve number portability cases.

Inbound Roaming Market Share (IRMS) is built on RoamSmart's modular **Unified Roaming Platform** which offers full flexibility and adaptation to customer specific requirements for reporting and integration to external systems.

Dashboard module

The Dashboard module provides a global overview of the main KPIs and metrics managed by the solution. This includes a map view of the coverage status, a chart on the roaming status and a chart showing the inbound roaming evolution for the last 6 months.
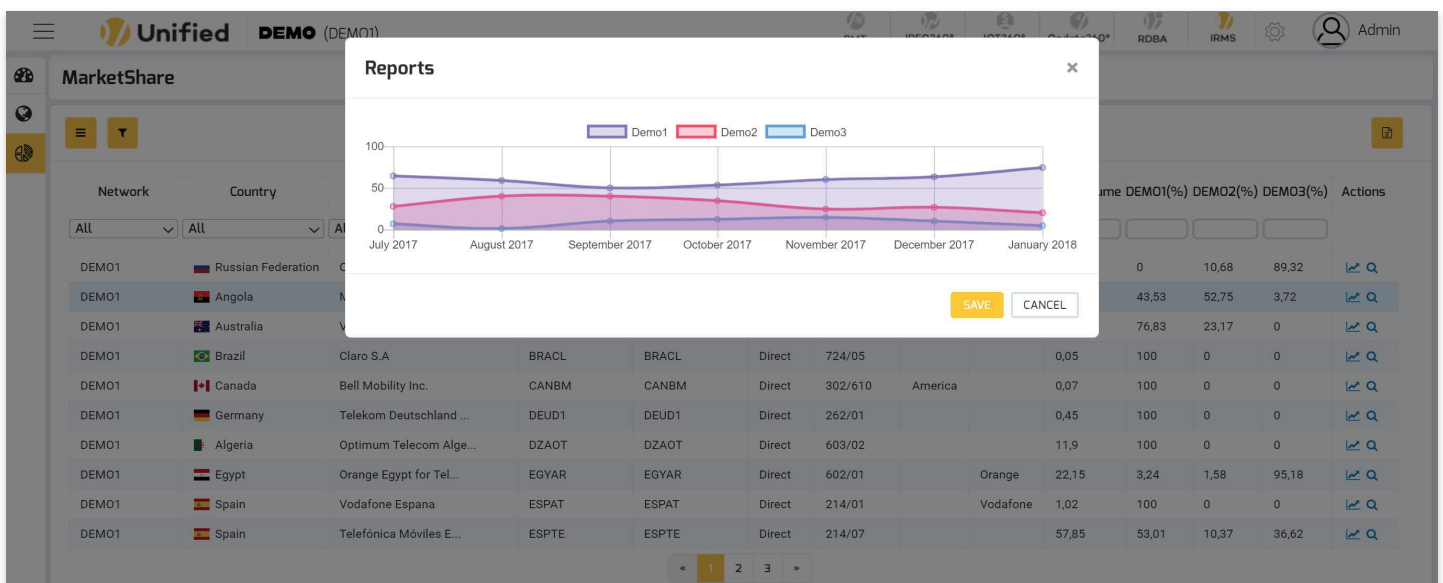
Coverage module

The Coverage module provides a list of roaming partners along with the launched services and launch date. Moreover, the module offers a detailed view for each roaming partner showing the main contact details, service status and available data.

Market Share module

The Market Share module provides the list of roaming partners along with market share values of the deploying operator as well as the local competitors. The user has the option to view graphical charts for individual partner, filter on different parameters and export to excel reports.

Who we are

RoamSmart is a leading provider of innovative Roaming and Big Data Solutions to mobile operators. We support Telcos in the digital transformation of their roaming and wholesale business.

Our big data based Unified Roaming Platform helps operators in managing their roaming business from different angles:
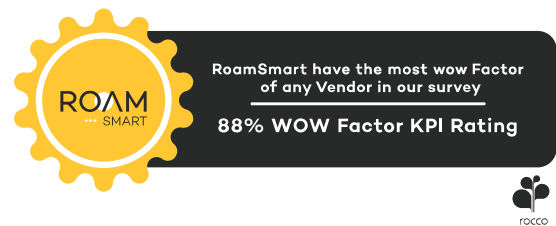
- Operational efficiency of the rollout activity.
- Process automation in the RAEX Management (IR.21/IR.85, IOT and Opdata).
- Roaming revenue assurance through Core Network Database Audit.
- Negotiation competitive edge with Inbound Roaming Market Share.
- Business Intelligence for accurate business tracking and reporting.
- Deep Insight on the business : Traffic, Revenues, market share and steering performance.

Our vision is to build a comprehensive and robust Big Data platform which centralizes all data from different sources and provides the flexibility to the user to manage different activities starting from Wholesale Roaming, Retail Roaming and extending to Interconnect Business and Local Traffic.

ROCCO'S ROAMING MANAGEMENT SURVEY 2015

Tier 1 Vendor Roaming Management Operational tools & solution 2015

SmartRMT, SmartDIM, Smart IREG360, Smart IOT360

ROCCO'S CUSTOMER SERVICE REPORT 2017 :

RoamSmart have the most wow Factor of any Vendor in our survey

88% WOW Factor KPI Rating

We also have

IREG360°   IOT360°   Opdata360°   RMT   RDBA

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