

Data Roaming Boost

Game changer for borderless mobility

Mobile roaming service is under threat. Local SIM usage and Wi-Fi are eroding the roaming revenue base. Customer expectations for borderless mobility service are rising with their need to stay connected anytime, anywhere. Profit margins are under pressure from competition, regulatory mandates and price erosion.

Tata Communications' Data Roaming Boost is a game changer that enables MNOs to expand their roaming revenue by offering a superior "roam like home" user experience at a lower cost. By reducing the unnecessary backhaul and resulting latency, the service reduces churn, promotes roamer engagement and grows revenue with targeted service packages.

Improve quality of experience

According to a 2014 Ovum survey, over 60% of MNOs believe that a poor quality roaming experience can lead to subscriber churn. Users accustomed to the quality of experience of their at-home service are bypassing data roaming due to poor performance. LTE will only increase user demand for rich media experience raising expectations for superior performance when roaming. By accessing the internet closer to the roamer's current location, Data Roaming Boost reduces latency and offers better control of end-to-end quality by minimizing GRX peering bottleneck and multiple transit hops while reducing churn.

Generate new revenue

With an improved experience, MNOs can focus on real-time roamer engagement and win back the "silent roamers." By maintaining full visibility and retail control over users, home operators can create targeted roaming packages that engage silent roamers, deliver personalized plans to increase active usage and offer relevant packages to upsell based on real-time roamer activity.

Drive roaming cost efficiency

MNOs must rethink their approach to the data roaming business and reduce overall roaming operations costs. By allowing users to access the Internet in-region and closer to their location, Data Roaming Boost reduces transport costs. This managed service simplifies interconnect to quickly ramp up roaming partners and reduces capex spend for new roaming services. Pricing is simple, offering a predictable per-subscriber service usage charge. The service will help MNOs reduce roaming IOT tariffs and align with more personalized or application-specific retail plans needed to spur increased subscriber usage.

52% of roamers switch off data using Wi-Fi and local SIMs instead

2013 GSMA survey

Roamers use only 8% as much data as they use at home

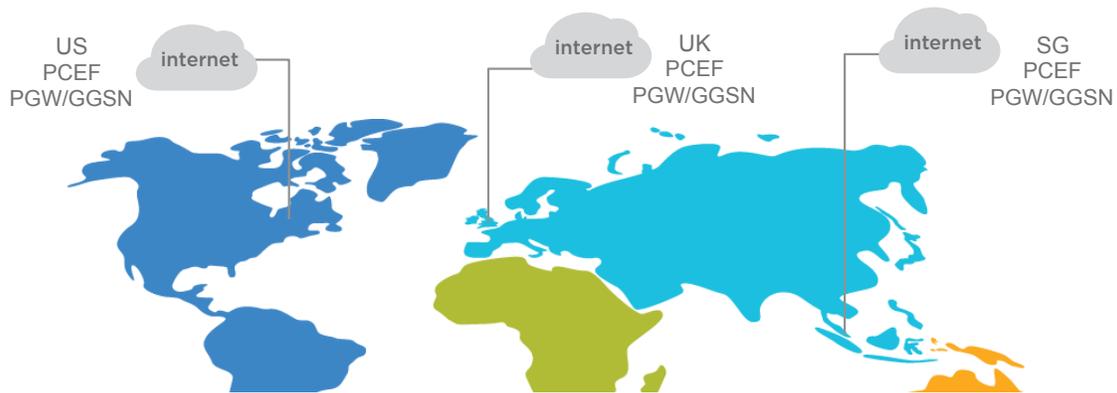
Informa 2012 - Comparison of daily MB data usage per user

Benefits

- Optimize data roaming experience and reduce churn
- Unlock revenue by promoting real-time, targeted roamer engagement
- Deliver personalized plans based on real-time roamer activity
- Reduce roaming operational costs and avoid traffic backhaul
- Reduce capex spend for new roaming services
- Simple and predictable per-subscriber pricing

Leveraging Data Roaming Boost

Tata Communications' Data Roaming Boost for data roaming enables access to the Internet in-region and closer to the roamer's current location. As a managed service, Data Roaming Boost offers a virtualized extension of the MNO's packet core for roaming (PGW/ GGSN and PCEF) in the UK, US and Singapore, with plans to add more sites. MNOs are always in control and retain the retail relationship as the service provides a policy signalling link between roamers and roaming policy plans at home. It uses 3GPP standardized interface (Gx/Gy) for remote roaming policy enforcement by the home network, in place of traditional GRX connections.



Tata Communications Advantages

Data Roaming Boost is part of the Tata Communications roaming portfolio, supporting roaming in 2G/3G and 4G/LTE as well as roaming intelligence through RoamPulse™.

Hosted on Tata Communications' own global IPX network and the world's top 5 Tier-1 IP network with market-leading reliability, service availability and reach, Tata Communications Data Roaming Boost is backed by the experience of operating the world's largest mobile signalling network for critical applications for MNOs worldwide. Tata Communications adds roaming partners on an ongoing basis to expand operators' worldwide reach for their roaming subscribers.

MNOs benefit from Tata Communications' ability to customize IPX network services to their specific requirements, as well as quickly add capacity as needed through Tata Communications' own global submarine cable network. With full visibility of both the application and physical network layers, Tata Communications can quickly and effectively troubleshoot and resolve issues.

Features

- Globally redundant sites in UK, USA and Singapore
- Uses 3GPP standard interface for roaming policy management
- Complementary to IPX/GRX service
- Highly flexible and adaptable to MNO's roaming operations
- Real-time policy management and full visibility over roaming plan enforcement
- Supports existing billing and data-clearing processes

About Tata Communications

Tata Communications is a leading global provider of a new world of communications. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Global Network includes one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries and territories across 400 PoPs and nearly 1 million square feet of data center and colocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services, leadership in global international voice and strategic investments in operators in South Africa (Neotel), Sri Lanka (Tata Communications Lanka Limited) and Nepal (United Telecom Limited).

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India and its ADRs are listed on the New York Stock Exchange. (NYSE: TCL).