

PORTFOLIO: MOBILITY



Data Roaming Boost

Regional Breakout for Data Roaming

DATA ROAMING AND BORDERLESS MOBILITY

Mobile roaming revenue 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 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

A poor quality roaming experience can lead to subscriber churn. Users accustomed to the quality of experience of their home mobile data service are bypassing data roaming due to poor performance. LTE and 5G increases 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 bottlenecks and multiple transit hops while reducing churn.

GENERATE NEW ROAMING REVENUE

With an improved customer 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 mobile network operators (HPMN) 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.

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, predictable per-subscriber pricing

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ROAMING COST EFFICIENCY

MNOs can 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.

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 multiple regions. 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 ADVANTAGE

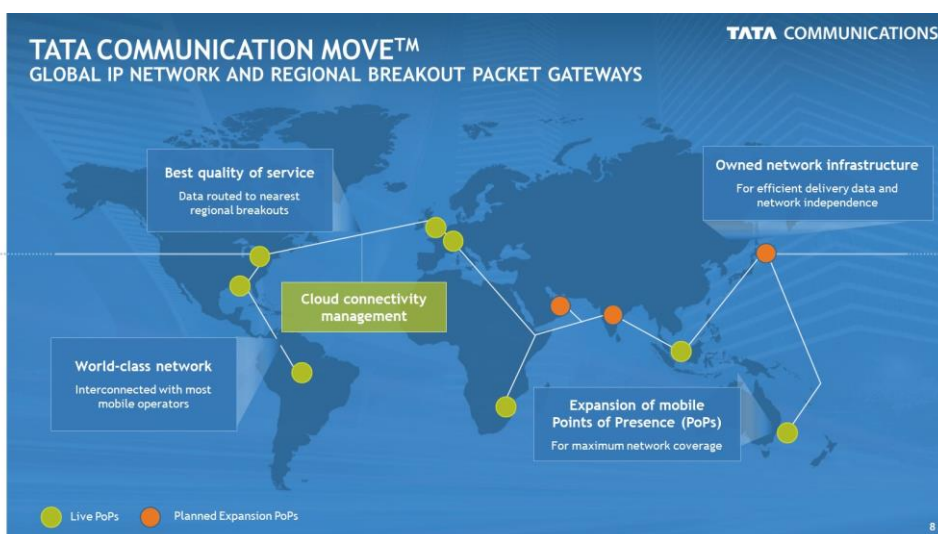
Data Roaming Boost is part of the Tata Communications mobility portfolio, supporting roaming across cellular generations all the way through to 5G.

Hosted on Tata Communications' own global IPX network and using the world's 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.

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 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 Europe, Americas and Asia
- 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



For more information, visit us at www.tatacommunications.com.

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About Tata Communications

Tata Communications is a leading global digital infrastructure provider that powers today's fast growing digital economy.

The company's customers represent 300 of the Fortune 500 whose digital transformation journeys are enabled by its portfolio of integrated, globally managed services that deliver local customer experiences. Through its network, cloud, mobility, Internet of Things (IoT), collaboration and security services, Tata Communications carries around 30% of the world's internet routes and connects businesses to 60% of the world's cloud giants and 4 out of 5 mobile subscribers.

The company's capabilities are underpinned by its global network. It is the world's largest wholly owned subsea fibre backbone and a Tier-1 IP network with connectivity to more than 240 countries and territories.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India and is present in over 200 countries and territories around the world.

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