



Roaming Steering Testing

Are subscribers roaming with preferred roaming partners abroad?

Steering of Roaming (SoR) has been rolled out by Operators in order to direct their outbound roamers to preferred VPMNs in the roaming destinations. Does it work?

Steering of Roaming (SoR) solutions have been implemented by mobile operators in order to direct their outbound roamers to preferred VPMNs in each country. In some cases just one preferred VPMN in a country is chosen, in other cases SoR is about managing the proportion of revenue and traffic shares between two or more VPMNs.

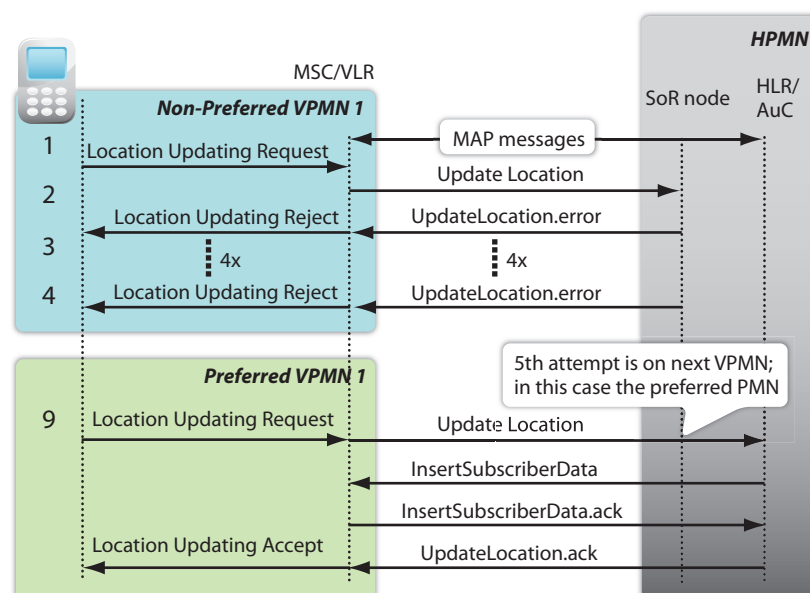
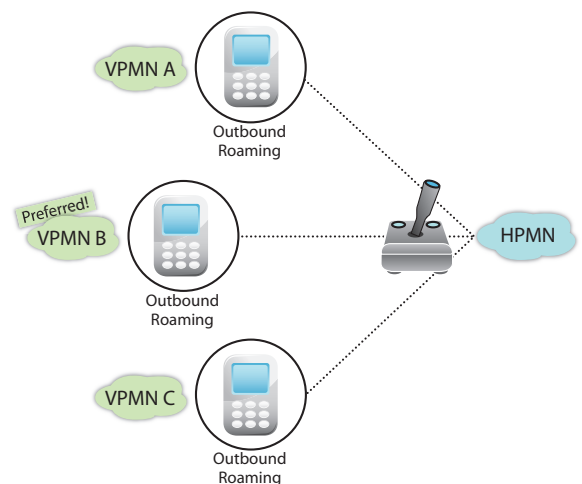
SoR is the logical result of roaming/IOT agreements which are linked to volumes and percentages for one or more preferred VPMNs. On one hand it is a significant commercial matter to detect short- or long-term deviations from these target distributions, on the other hand it is worthwhile to test potential deterioration of customer experience caused by SoR.

Detection of Anti-Steering of Roaming is essential as operators may lose subscribers to non-preferred networks resulting in margin losses. Anti-steering is not only a breach to roaming agreements but may also lead to a bad roaming experience as the subscribers could be left without any coverage. Subscribers will not blame

the VPMN but their subscribed home network. Subscribers will also not be able to benefit from the special roaming retail tariffs that have been offered to them. By detecting anti-steering activities, higher roaming costs can be avoided. Operators' primary business goal is to streamline roaming steering mechanisms such that outbound roaming revenues are optimized while maintaining high levels of end user satisfaction.



Get the full picture of your roaming services



KPIs (examples):

- Location Update Duration also delivering indication of deterioration of end user experience
- Number of PMNs rejected number of quad attempts or roaming not allowed rejects
- List of rejected PMNs non-preferred PMNs tried
- PMN after successful steering also indicating successful SoR at all
- LUP mode (automatic/manual) testing correct behavior of SoR Server for manual selection
- Reject Causes (i.e. Network Failure, PLMN)