

Etisalat Sri Lanka Deploys Globitel's Roaming Solutions for Its More Than 3.5 Million Customers

Case Study

Built on Dialogic® Distributed Signaling Interface Components

Build on Dialogic

Roaming extends connectivity service to a new location when a mobile customer moves out of a home network into a "visited" network. Roamers want no interruption in service and to automatically make and receive voice calls, send and receive data, and access other services when traveling outside their home network. However, roaming poses difficult challenges that include mobility management, authentication, authorization, and billing, in the face of exceptionally fierce competition and very high customer expectations.



Etisalat Sri Lanka Chooses Globitel's Feel@Home, RoamSalute, and Intelligent Traffic Steering

Etisalat Sri Lanka understands both the challenges and the importance of providing unique and sustainable roaming services to attract customers, whether inbound or outbound. Because quality and user satisfaction are top criteria, Etisalat Sri Lanka chose three of Globitel's Roaming Solutions (Feel@Home, RoamSalute, and Intelligent Traffic Steering) because they aim to provide high levels of reliability and interactivity. These services also encourage roamer loyalty with superior quality and a user-specific interface that easily promotes SMS and data usage while allowing insight into roamer behaviors and service usability tracking.

Feel@Home

Inbound roamers are not always familiar with international dialing prefixes, and most have their home contact numbers stored in their handset phonebooks without international codes.

Feel@Home allows inbound roamers on the Etisalat Sri Lanka network to dial directly from their mobile phonebooks. Inbound roamers can also access their Voice Mail and other services, such as Customer Care and Directory Assistance, with short codes. Such service access can help to increase Etisalat's revenue (and roamer satisfaction) since more roamer calls can be completed successfully.

RoamSalute

RoamSalute provides targeted and personalized SMS messages for roamers that can include promotional information.

The RoamSalute solution was put in place by Etisalat to welcome inbound roamers with helpful messages about call tariffs, emergency numbers, and information about how to contact their home country's embassy while in Sri Lanka, along with other useful items.

Intelligent Traffic Steering

Globitel's Intelligent Traffic Steering solution provides mobile operators with dynamic remote control over the visited mobile network (VPMN) selection process, enabling them to steer their outbound roamers to preferred networks proactively. This quality and feature-rich solution allows operators to control network selection according to their roaming strategies and interests, and is cost-effective because it can increase revenue and improve alliance relations while preventing revenue leakage to competitors.

Intelligent Traffic Steering allows Etisalat Sri Lanka to direct outbound roamers to group subsidiaries and partners with which it has mutual agreements, enabling an improved customer roaming experience and increased revenue.

Globitel Chooses Dialogic® DSI Components

Globitel Roaming Solutions use field-proven Dialogic® Distributed Signaling Interface (DSI) Components for distributed execution via boards, protocol stacks, and servers. These components are in use at Etisalat Sri Lanka.

Copyright © 2011 Dialogic Inc. All rights reserved.

11/11 12896-01



About Etisalat Sri Lanka

Etisalat Sri Lanka is a mobile operator providing coverage to over 3.5 million customers with a network that uses GSM, GPRS, EDGE, UMTS, and HSPA+ technologies. Etisalat Sri Lanka is fully owned and operated by Etisalat UAE.

For more information, visit www.etisalat.lk.

About Globitel

Globitel, founded in 1996, is one of few companies offering a wide range of telecom solutions that cover the different telecom requirements of various industries. Globitel takes pride in having the competence and the ability to successfully satisfy the needs of both telecom operators and call centers in more than 35 countries.

For more information, visit www.globitel.com.

About Dialogic Inc.

Dialogic develops products and technologies that enable reliable, seamless, and efficient communications across countless devices on any network. Dialogic streamlines the delivery of high-demand mobile, VoIP, and traditional services. Dialogic also focuses on any-to-any connectivity and IP-enabling its traditional media products to smooth the move from TDM to an all-IP environment.

For more information, visit www.dialogic.com.

www.dialogic.com

Dialogic Inc
1504 McCarthy Boulevard
Milpitas, California 95035-7405
USA

INFORMATION IN THIS DOCUMENT IS PROVIDED IN CONNECTION WITH PRODUCTS OF DIALOGIC INC. AND ITS AFFILIATES OR SUBSIDIARIES ("DIALOGIC"). NO LICENSE, EXPRESS OR IMPLIED, BY ESTOPPEL OR OTHERWISE, TO ANY INTELLECTUAL PROPERTY RIGHTS IS GRANTED BY THIS DOCUMENT. EXCEPT AS PROVIDED IN DIALOGIC'S TERMS AND CONDITIONS OF SALE FOR SUCH PRODUCTS, DIALOGIC ASSUMES NO LIABILITY WHATSOEVER, AND DIALOGIC DISCLAIMS ANY EXPRESS OR IMPLIED WARRANTY, RELATING TO SALE AND/OR USE OF DIALOGIC PRODUCTS INCLUDING LIABILITY OR WARRANTIES RELATING TO FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR INFRINGEMENT OF ANY PATENT, COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHT.

Dialogic products are not intended for use in certain safety-affecting situations. Please see www.dialogic.com/about/legal.htm for more details.

Dialogic may make changes to specifications, product descriptions, and plans at any time, without notice.

This document has been prepared in good faith and is based on information which we believe is accurate and reliable. However, because this information has been derived from a number of different sources, including third parties, no warranties or assurances, express or implied, can be given to the effect that this report is complete and error-free. Dialogic and Globitel disclaim all implied warranties, including warranties as to merchantability or fitness for a particular purpose and exclude all liability (including liability for negligence) in relation to your use of this document.