



Virtual Number

Key Operator Benefits

- Competitive advantage against other local networks
- Special and flexible tariffs for local virtual number increases the number of inbound roamers who select your network
- Provides an opportunity to maximize inbound roamer's usage and revenue
- Increases traffic and revenues as roamers pay no termination charges
- Can be offered only for voice or message usage, and/or combinations of both
- Extends call, SMS and data service usability to a new segment
- Keeps the original MSISDN number active in roaming together with virtual number and maximizes inbound roamer's usage and revenue
- Increases the prepaid subscriber base by both offering virtual local prepaid number to roamers and local subscribers as secondary number

Market Dynamics

While traveling, subscribers often experience difficulties using foreign mobile networks. They face high roaming charges and poor quality of service so they tend to use their mobile phones less than while at home.

Normally, travelers have two options while roaming; they can either stay with their original SIM card and refrain from using mobile services or buy a local SIM card and miss voice calls and SMS on their home number. So both of these options have their disadvantages and as a result lead to reduced traffic and revenues for the visited network operators.

Solutions that allow mobile operators to provide temporary local prepaid numbers to inbound roamers when visiting foreign networks overcome these problems. They offer an alternative approach to roaming and generate new revenue streams for visited network operators.

Product Overview

Defne's **Virtual Number** platform is an innovative IN based roaming solution that allows operators to offer temporary virtual local prepaid numbers to inbound roamers. It enables visited mobile network operators to increase usage and average revenue per inbound roamer from a variety of voice and data services.

Virtual Number allows mobile operators to offer combinations of local and roaming profiles to subscribers by giving service to both original MSISDN number on roaming and virtual local prepaid number during its availability on the network. Thus, it enables inbound roamers to complement their home operator profile with a local prepaid subscription without the need to change the original SIM card in their handset.

With Virtual Number service, roamers can initiate calls from and are reachable at both their home and local numbers. For each call, roamers can select the calling number (Home or Virtual Number) by adding special digits just after Called Number. Subscribers can use the local profile to make calls at cheaper rates than regular roaming calls, which results in longer minutes of usage and additional revenues for the visited operator.



Key Subscriber Benefits

- No need to change original SIM cards when roaming
 - can be reached at home MSISDNs
 - no need to carry two handsets
- Lowered tariffs on virtual local prepaid account
- Free or better priced inbound calls on local number while in roaming
- Outbound calls on local number at reduced costs
- Optimum call routing with excellent quality of service for mobile terminated calls on local numbers
- Automatic service subscription on attaching to the visited network
- Reduced costs for subscribers of visited network who place calls towards the visitors

Virtual Number service can be provided to the inbound roamers with a hot offer through a welcome SMS, as soon as they attach to the visited network. When subscription is accepted, the service sends a virtual local prepaid number to the inbound roamer. Once the inbound roamer tops up credits, the virtual local prepaid number is activated and he/she can use it like a regular local subscriber taking advantage of voice, SMS and data services free of any roaming fees:

- make/receive international and national calls
- send and receive SMS
- use data service

Additionally, the Virtual Number service can also be offered to local subscribers who want to maintain a second identity to use for personal needs, on social networks, e-commerce, etc. In this case, the second mobile number can be associated with the existing SIM card and both numbers will be active simultaneously.

Key Features

- Network-based, SIM and handset independent solution
- Inbound roamer subscription without new SIM assignment
- Calling number settings - option to select the calling number (home or virtual) through a USSD menu
- Notification of on-net callers on called party's virtual number
- Support for voice, data and SMS services on virtual number:
 - Originating/receiving calls
 - Data service usage
 - Sending/Receiving SMS
- Local area network integration over IP
- Alarm management through SNMP
- Billing system integration
- Reporting on
- Active virtual numbers
- SMS sent/received
- Originating/terminating calls

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