

TECHNOLOGY OVERVIEW

Roaming

Cellusys Roaming enables mobile operators to optimise and control inbound and outbound roaming through intelligent Steering of Roaming, traffic validation, routing control and real-time performance visibility.

Operators face

- Limited control over outbound roaming traffic distribution
- Suboptimal Steering of Roaming leading to revenue leakage or missed commercial targets
- Inconsistent partner performance across visited and home networks
- Lack of real-time visibility into roaming traffic behaviour and quality
- Discrepancies between commercial agreements and actual traffic routing
- Operational complexity driven by multiple roaming segments (consumer, enterprise, IoT) and hybrid legacy/IP environments

Typical use cases

- Steering of roaming optimisation based on commercial agreements, performance thresholds and real-time quality metrics
- Real-time control and redistribution of outbound roaming traffic across partner networks
- Granular steering control by subscriber segment (consumer, enterprise, IoT, VIP)
- Integration of quality metrics into steering decisions to actively manage roaming performance
- Commercial reporting and analysis of roaming partner behaviour

Solution Portfolio

Product	Description
Steering of Roaming (SoR)	Policy-based control and optimisation of inbound and outbound roaming traffic distribution
SMS Welcome & Outreach	Automated roaming communication and campaign management for inbound and outbound subscribers
Roam Insight	Roaming analytics platform providing traffic visibility, partner performance analysis and quality management
GTP-Proxy	Control and optimisation of roaming data traffic across IP-based interconnects
Call Correction	Identification and correction of routing inconsistencies in roaming call flows
NIB	Near real-time inbound roaming data visibility and analysis
Managed Roaming Services	Operational support including steering optimisation, monitoring and commercial performance management

Architecture & operation

- Integrated within core roaming signalling and IP interconnect layers
- Applies configurable Steering of Roaming rules based on commercial agreements and performance thresholds
- Controls outbound traffic routing in real time
- Validates roaming signalling events and identifies routing inconsistencies
- Supports data traffic control through GTP-Proxy in IP-based roaming environments
- Provides near real-time visibility and reporting on partner performance and traffic distribution

Deployment & integration

- Deployable within core signalling and IP interconnect environments
- Integrated with STP, DRA and roaming signalling interfaces
- Supports deployment in legacy SS7 and IP-based roaming architectures
- Interfaces with billing, clearing and commercial reporting systems
- Provides REST API integration for external system connectivity
- Supports phased implementation aligned with operator network architecture

How we work

Typical project duration

30–60 days, depending on deployment scope and environment readiness.

Implementation phases

Kick-off and requirement alignment, system configuration, integration and testing, followed by operational handover.

Proof of Concept option

Controlled pilot deployment can be performed to validate steering logic and traffic behaviour before full rollout.

Level of configuration/customisation

Designed to be configured by business users, with steering rules, performance thresholds and partner controls aligned to commercial agreements and quality objectives.

Operator involvement required

Collaboration with roaming, network and commercial teams during configuration, validation and optimisation phases.

Managed service or support model

Support options include 24x7x365 for live systems or business-hours support for lab environments, with optional Professional or Managed Services available as required.