

ABSTRACT

When operators are challenged to be more competitive in business, they have inevitably faced pricing competitions. This requires them to have new revenue streams and one of which is targeted to International roaming business that recently provides stable revenue. This business requires operators to have new technologies, solutions. They have to obtain added revenue stream and hinder other operators' development.

For this purpose, this case study conducted by means of Telin Hongkong MVNO Operator applied a mechanism that provided Multiple MSISDN in single IMSI on MVNO Platform. The proposed mechanism was able to be well adapted to any networks since it did not require any changes in HPLMN core networks. In addition, when there was a mobile terminating call heading to the additional MSISDN, it reduced the transmission cost by building voice bearer path more efficiently. This additional benefit made the customers have two ID numbers, the original and an additional F-PLMN number when they were roaming.

From the KPI measurement in likes of TDR (Transaction Delay) ASR, NER, ACD, PDD the results shown that all the value passed the ITU standards. And the most important is from the revenue and customer side. From monthly average it show that this system capable to increase the revenue until 7.8 times and the customer growth is in monthly average of 4%.

Keywords : MVNO, IMSI, MSISDN, Roaming, GRQ