



The Global Traveler count crossed 1 billion in 2012. Mobile Operators (MNOs and MVNOs) are facing challenges in profitably targeting this key segment. The challenges are twofold – operators are finding it difficult to offer attractive roaming rates and subscribers are choosing substitute offerings such as local SIM cards, travel SIM cards, over the top (OTT) applications and local Wi-Fi, quite often tolerating poor experience in order to benefit from cost reduction.

## Introducing CloudSIM

Mobile Operators need a solution which enables them to offer attractive roaming rates to subscribers **on their home number**, so that they can retain their loyalty and profitably serve them while they roam. CloudSIM is a game changing international subscriber identity ecosystem that helps Mobile Operators and MVNOs offer attractive roaming rates to international travelers on their home numbers. CloudSIM is a Roamware powered ecosystem that connects a network of **Sponsoring (Hub) Operators** around the world with **Client Operators** to facilitate Client Operator subscriber roaming on the networks supported by the Sponsoring operators.

## Why should you sign up to be part of the CloudSIM ecosystem?

- As a Client/Hub Operator, access CloudSIM networks around the world with a single agreement
- Offer competitive roaming Voice, SMS and Data rates to your subscribers as a Client Operator
- As a Hub Operator, Improve roaming traffic volume by adding traffic from Client Operators
- As a Client Operator, overcome competition from substitute products – Local SIMs, Travel SIMs, OTT, Wi-Fi
- Increase outbound roaming footprint for CAMEL, GPRS, 3G and LTE



### Become a CloudSIM Client

As a CloudSIM Client, you can

**Benefit from the power of 1** – single agreement with Roamware gives access to Global CloudSIM Ecosystem

**Get roaming coverage without establishing roaming relationships**

**Get special competitive voice, sms & data tariff** for regions that your subscribers travel to

**On their home number**, offer your subscribers a seamless and cost effective roaming experience

### Become a CloudSIM Hub

As a CloudSIM Hub, you can

**Benefit from the power of 1** – single agreement with Roamware gives access to entire CloudSIM network

**Improve your own roaming traffic** for regions where you have invested in coverage through IOT agreements

**Improve wholesale revenue** from a global network of CloudSIM Client operators

**Increase outbound roamer base**

Want to Explore CloudSIM?  
Mail : [cloudsim@roamware.com](mailto:cloudsim@roamware.com)

Visit : [cloudsim.roamware.com](http://cloudsim.roamware.com)