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# ITU-BDT Arab Regional Workshop on Mobile Roaming National & International Practices

27 to 29 of Oct, 2015 Sudan - Khartoum

## ROAM LIKE HOME EXPERIENCES

**(MTN SUDAN BEST PRACTICE)**



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# Presentation Content:

- Introduction .
- MTN OpCo's .
- RLH Roaming Challenges.
- RLH Roaming Benefits .
- RLH MTN Sudan Best Practice (IN/OUT ROAMING).



Introducing  
MTN **Roam Like Home™**

Text 'I miss you' with low  
roaming rates.

# Introduction:

- **Roam Like Home™** is a new MTN offering that gives all MTN customers roaming across the MTN network great international roaming rates.

**DESTINATIONS**

EGYPT	GERMANY
FRANCE	INDIA
ITALY	NETHERLANDS
JAPAN	QATAR
MAURITIA	SINGAPORE
SPAIN	UNITED KINGDOM
SOUTH AFRICA	USA
RUSSIA	SWITZERLAND

**15 COUNTRIES**

**Receive calls absolutely free when you roam**

To enjoy this exciting offer in more countries, download the MTN app. See call rates and other offer details on [mtn.com](#) or call 11111. Terms and conditions apply.

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**MTN**

www.mtn.com

# MTN OpCo's:



Afghanistan , Benin , Cameroon ,Congo Brazzaville ,Cyprus , Ghana, Guinea Bissau  
Guinea Republic , Iran , Ivory Coast , Liberia , Nigeria , Rwanda , South Africa , Sudan  
 , Swaziland , Uganda, Yemen , Zambia, South Sudan ,Uganda and Syria

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# Roaming Challenges (WHY)!!

Most of the subscribers who used to travel they suffering from :

- Bill shock.
- Searching for Wi-Fi .
- Removing and swapping the SIMs card.
- Slow adaptation (Brand Names).
- Seamless services .



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# RLH Benefits:

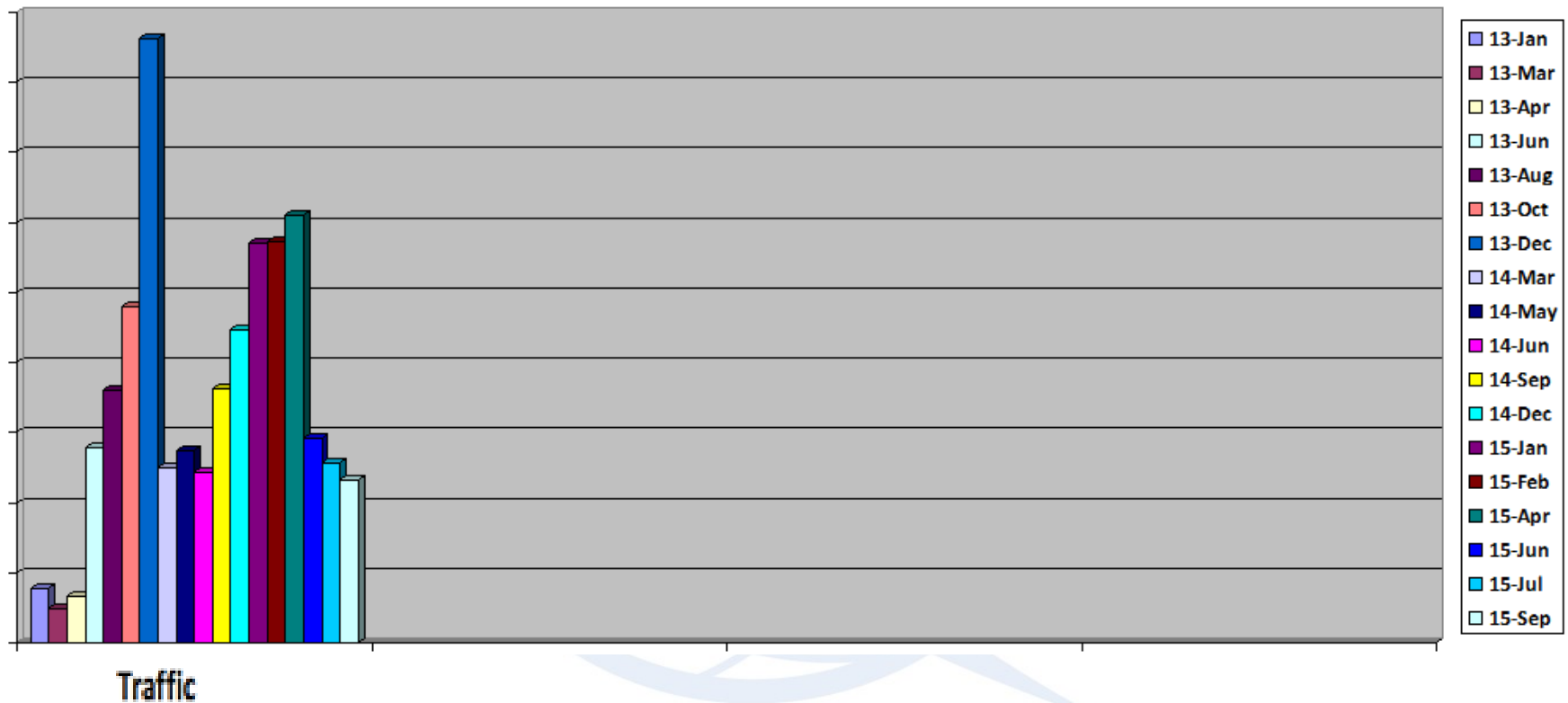
- **No more** bill shock, **No more** searching for Wi-Fi and **No more** having to swap your SIM card.
- No prepaid restriction and access limitation.
- Prepaid and Postpaid in the Middle East , Africa and Europe can utilize '**ROAM Like home**' can make their daily transactions and activities with low MOC, SMO, GPRS prices and free termination calls among all the MTN OpCo's
- You're always reachable, anywhere in the **MTN** network.



# RLH Offer Retail Prices :

Activity	Local Calls/m	Back Home/ m	ROW/ m	MTC/ m	SMS	GPRS/M B	Currency
VAT Exclusive	0.60	2.50	6.00	2.00	0.40	0.40	SDG

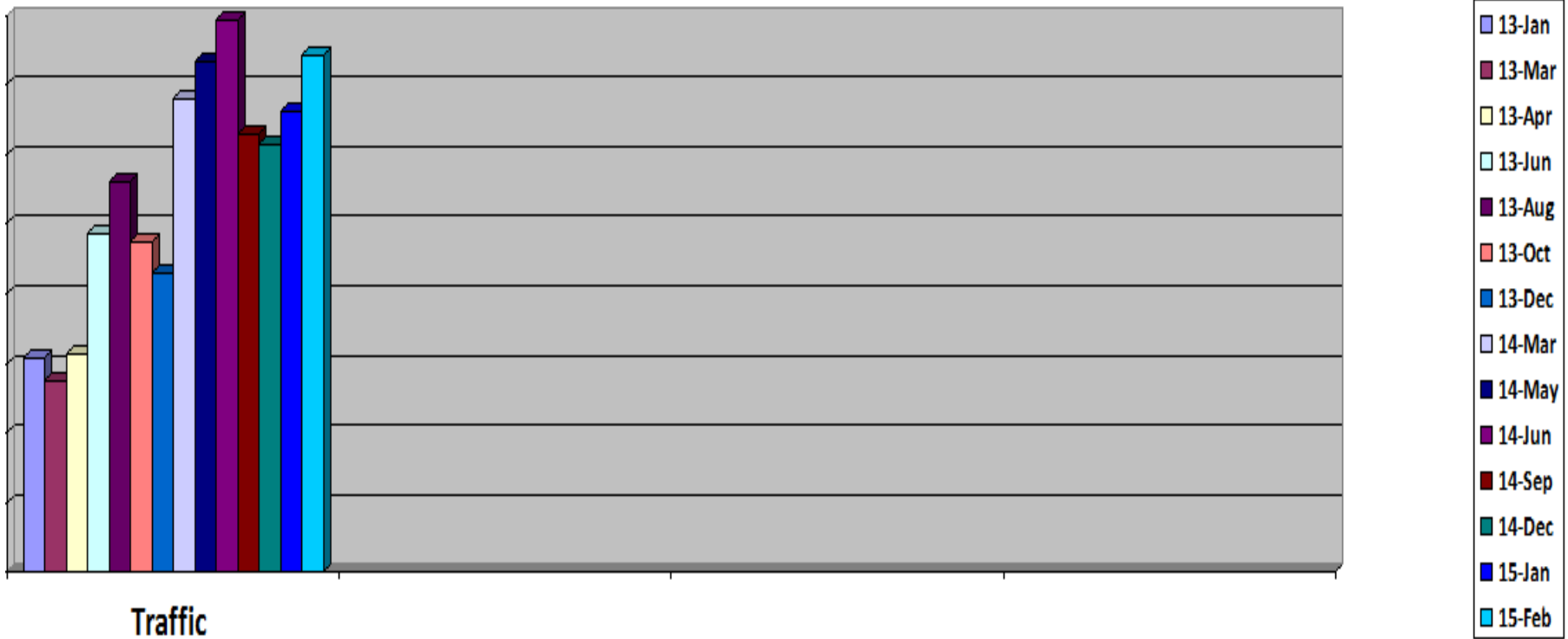
# MTN SUDAN BEST PRACTICE (INBOUND):



The Inbound Traffic Increased after launched RLH offer



# MTN SUDAN BEST PRACTICE (OUTBOUND):



Traffic

**The Outbound Traffic Increased after launched RLH offer**



*Saying daddy  
misses you too*

*from 20 countries costs  
the same as it does back home.*



**Thank You**

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