

Turbocharge Data Roaming Monetization

Transform roaming revenue and customer satisfaction with superior service, transparency, and control

Mobile Policy Control Center (MPCC) helps mobile network operators (MNOs) monetize data roaming while elevating the subscriber experience. As mobile data replaces voice and text, MPCC enables operators to move beyond open access roaming by creating targeted, market-specific data packages that compete effectively with eSIM alternatives.

With advanced segmentation, flexible configuration, and multi-channel subscriber communication, MPCC drives higher ARPU, reduces revenue leakage, and turns data roaming into a powerful engine for customer engagement and loyalty.



Outcomes that directly impact revenue, experience, and control

Monetize roaming with targeted offers

Design data roaming packs based on real subscriber behavior to increase adoption, grow ARPU, and reduce revenue cannibalization.

Engage subscribers on their preferred channels

Communicate in real time via SMS, WhatsApp, mobile apps, web, or USSD to guide usage, promote offers, and build trust while roaming.

Deliver a controlled, premium roaming experience

Actively manage redirection, blocking, speed, and throughput to balance superior customer experience with network efficiency.

Reduce bill shock and increase roaming confidence

Provide proactive usage alerts, threshold notifications, and purchase confirmations to eliminate surprises and improve satisfaction.

Simplify operations with centralized policy control

Manage policies, charging triggers, and subscriber experiences from a single cloud-based platform that deploys quickly and scales globally.



WhatsApp Notifications

MPCC extends subscriber communication beyond SMS through integration with Syniverse Secure Communication Gateway (SCG), enabling WhatsApp notifications as a preferred channel in many global markets.

Supported scenarios

- Welcome message during redirection
- Data pack start-of-use notification
- High usage alerts (e.g., 50%, 90% of quota)
- Data pack purchase confirmation

Customer value

- Improves user experience with timely, familiar messaging
- Increases transparency, trust, and engagement while roaming
- Helps reduce bill shock and drive data pack adoption

Why MPCC

MPCC is a non-intrusive, cloud-based solution that minimizes integration efforts while delivering proven roaming policy control. With over a decade of experience and full integration with the Syniverse global IPX network, MPCC can be rapidly deployed.

MPCC enables operators to:

- Proactively manage bill shock with real-time communication.
- Respond quickly to competitive pressure with targeted roaming offers.
- Re-engage silent roamers and optimize roaming capacity.



Profit from a new era of global connectivity

As the world’s most connected company®, Syniverse helps MNOs unlock new revenue streams and launch next-generation services through seamless global connectivity, intelligent partner management, and advanced clearing and settlement solutions.

Contact us to learn how Syniverse MPCC can help you monetize data roaming while delivering exceptional subscriber experiences.

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