



Mobile Operators Monetize Their Roaming Data with Mobileum's Rovng App

Mobileum enables operators to use their roaming data to generate high-margin travel revenue, by tapping into an eco-system of travel service providers.

SANTA CLARA, CALIFORNIA, USA, February 17, 2016 /EINPresswire.com/ -- [Mobileum](#), the leader in analytics solutions for telecom business transformation, has today announced its [Rovng](#) app that enables operators to evolve beyond traditional roaming to become a key enabler in the travel industry value chain. The solution builds predictive insights from the operator's data to open up new revenue opportunities in addition to those already derived from international roaming. Rovng leverages Mobileum's widely deployed roaming solutions base across the world by complementing it with analytics through the life-cycle of a travelers journey - before, during, and after travel, to offer contextual content to the traveller from an eco-system of travel service providers.

“Mobile Operators' share of the global travel pie is only 2%, we are trying to change that by making the Mobile Operators a major player in the travel ecosystem.”

Bobby Srinivasan, CEO and Cofounder, Mobileum

According to [ITB Academy](#), travel will grow at 7% in 2016, with over 1.13 billion projected international travelers. In most European countries, nearly 4 in 5 users make multiple trips across international borders every year. However, this growth in travel does not reflect in a proportionate increase in mobile roaming revenues. “While operators today generate revenues from traditional mobile voice and data roaming services,” says Avnish Chauhan, CTO and EVP, Travel Business at Mobileum, “their share of the global travel pie is insignificant compared to big-ticket items such as flights, accommodation, ground transportation and entertainment, most of which typically happens before the trip.”

Mobileum's proprietary algorithms predict travel up to 40 days prior to departure with over 40% recall accuracy, and segment travelers based on predicted purpose of travel. This creates an opportunity for the operator to be part of the booking flow earlier in the travel cycle. The result: new revenue streams arising from digital advertising, premium placement, bookings, and even upselling special roaming packs.

According to research by Euromonitor more than 30% of online travel bookings by value will be made on mobile devices by 2017 and the smartphone is becoming the primary channel for travel-related bookings. “Rovng leverages the mobile experience to deliver a one-stop-shop for travelling subscribers,” Chauhan continues. “For operators, it means supplementing the roaming revenue with travel revenue by promoting travel offers as part of an operator's “roaming” travel product.” Rovng is a white labeled app that can be branded by the mobile operator or embedded in their existing apps. It is available on iOS, Android, and mobile web. The travel eco-system is connected through a cloud-hosted and managed travel services platform called RovngNet.

Mobileum is exhibiting the Rovng app as well as other innovative solutions at Mobile World Congress

in Hall 6, Stand 6H41, from 22-25 February 2016.

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