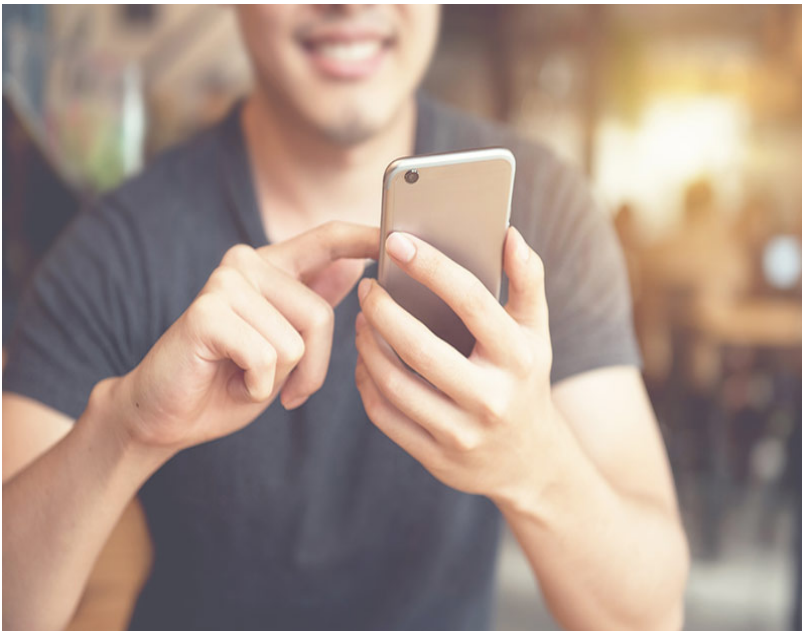# MOBOLIZE Use Case: Turn Roam-Like-Home into Optimize-Like-Home

Lower the Cost Impact of Roaming Data By Up to 80% With On-Device Data Optimization

Today's Challenge

The European Union's Roam-Like-Home legislation enacted in June 2017 allows traveling mobile consumers to use data as if they were at home using their own data plan allotment. No extra roaming charges allowed. Although great for users in the short term, it's an operational and economic challenge for operators. Statistics from summer 2017 showed that there was a 30X increase in roaming data. For summer 2018, industry experts expect a much larger increase. The typical user plan is nearly 2 gig a month, so a traveler can easily consume 1 gig on a two-week holiday. With millions of users traveling for business and vacation, operators are seeing a significant shift upward in their global roaming settlement bill. Some approaches to manage cost overruns are to slow down data delivery speeds, but that creates buffering and stuttering issues which frustrate users who expect data to work as it does at home. And frustrated customers often change operators. Not what any business wants to have happen.

Our Solution

Mobolize's patented data optimization software is resident on the mobile device and maximizes data usage by up to 80%. MOBOLIZE | Optimize uses smart dynamic caching and video bitrate control. These optimization techniques reduce data without impacting the customer experience. Video that is normally delivered at 1080p can be delivered at 480p (DVD quality) while maintaining normal data speed performance. The results are significant data savings, reduced buffering and stuttering and improved network congestion without a noticeable difference to the user. For example, without optimization a customer receives only 62 minutes of video at 1080p resolution. With MOBOLIZE | Optimize configured at 480p, 317 minutes of video can be enjoyed with no noticeable impact to video quality. See for yourself here.

At-A-Glance

- No harsh throttling required. Video bitrate control and content caching techniques – configurable by the operator or subscriber – reduce data consumption and maintain customer experience.

- Reduced buffering/stuttering smooths video viewing, improves experience and manages network utilization.

- On-device deployment means operator gains control – even when network isn't owned / operated, helping control cost for margin-challenged plans like roaming and unlimited.

- Easy to deploy via SDK into an existing app, like a Care App, to reach a broad user base with over-the-air app updates improving speed-to-market.

- Differentiates the operator/integrator while attracting and maintaining customers.