TRUPHONE Io3

the eSIM

BUYER'S GUIDE

THE COMPLETE GUIDE TO GETTING YOUR NETWORK UP AND RUNNING WITH ESIM.

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Welcome

That you're here tells us that you know a little something about eSIM. But for those in need of a refresher, eSIM is the new standard in SIM technology. Doing away with fiddly plastic SIM cards, eSIM allows for a totally digital experience. Created using a rewritable chip built directly onto the device, eSIM lets us enter a new kind of connectivity— one which is entirely over the air.

Whether you want to elevate your business into the advancing IoT space or benefit from the freedom to switch instantly between numbers and networks—eSIM is the solution to get you there.

This guide will act as the blueprint for getting your business eSIM-enabled. We'll walk you through the process and answer your questions, simply. No industry jargon, no 100-page manual.

Let's get started.

THE eSIM BOOM

Customer demand for eSIM has never been higher. New devices are launching all the time and interest in IoT and 5G is growing. eSIM marks the first time in history that consumers are able to experience more than one mobile network at once. But it's not just consumers, businesses are also seeing the benefits of an over-the-air global mobile estate, run from a single point of contact.

We're now at a place where eSIM is an inevitability, and those who don't get enabled leave themselves at the mercy of competitors that will. We can no longer deny that demand.

The eSIM revolution is happening fast. At Truphone alone, we've provisioned over 1 million eSIM profiles in just under a year. So, no matter your reason for getting eSIM enabled, now's the time to do so.

12 eSIM CONSIDERATIONS

In this next section, our experts have collated 12 important things to consider before you begin your eSIM journey. These helpful insights will ensure you and your business are ready for the new standard in SIM technology.

01

SIT BACK, SCALE UP

eSIM is at the cutting edge of mobile development. It's designed to scale with the latest technology in order to give users the very best experience.

For this, eSIM requires a high-speed, high-performance online provisioning system. Don't worry, it's not as complicated as it sounds. Working with a dedicated eSIM vendor will take this off your hands and enable you to provision your eSIM network quickly and efficiently. A vendor with multiple certified sites and a demonstrated ability to scale will also allow you to start small and grow based on your own unique demand. This way, you can get your head around eSIM at your own pace, while still focusing on scaling.

02

ROCK-SOLID SECURITY

Today, understanding, controlling and protecting data is more important than ever.

eSIM champions global use as well as a variety of network operators and device manufacturers—but what does this mean for our data? Just like a regular SIM, eSIM protects your mobile communications and keeps everything in one place—and it's crucial that this information is all stored safely and securely.

eSIM vendors must store profiles in a secure data centre, meeting strict audit controls, regulatory requirements and providing ongoing local support. Your entire network will be run from one set place, allowing you to easily keep track of user data and eSIM activity.

SERVICE THAT DOESN'T SLEEP

03

"eSIM not responding"?—You're not expected to be an expert in order to reap the benefits of eSIM. .

And when things go wrong, we want a professional fix. The standard of your eSIM provisioning service and its ability to fix issues promptly and effectively is critical to customer acquisition. When choosing an eSIM vendor, make sure you go for one with a proven record of offering 24/7 service operations. If you're up in the middle of the night with a problem, your vendor should be too.

TRUST ISSUES?

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Security is not about how high your fence is or how big the guard dog is.

Real security stems from the core of a structure—and therefore it's hugely important not only to become but to remain compliant when implementing eSIM into your business. The GSMA requires companies that provide remote SIM provisioning platform services to be certified according to their strict SAS security requirements. This includes the use of a hardware security module built into the remote SIM provisioning platform and a highly secure data centre. It also requires the very latest in cybersecurity to ensure protection against various new threats as SIM provisioning moves online. But you needn't worry—eSIM service providers spend significant efforts to achieve and maintain compliance, whether that's working closely with the GSMA to meet its requirements or being part of an ongoing audit programme. It's all part of the service.

WHAT AM I PAYING YOU FOR?!

Compared to the plastic SIM, on the surface eSIM costs tend to be higher.

But, when comparing the functional benefits of eSIM to the plastic SIM, spend is typically much more efficient. For instance, you can buy multiple eSIM profiles in storage, and only activate them when you need to. Essentially, you get what you pay for—no more, no less.

PLASTIC SIM

With plastic SIM cards, once a new batch is received, the cost to package, store, distribute and sell each SIM is left with the network operator.

eSIM

With eSIM, you're getting much more than the technology itself. You are enabling an entirely new way of thinking about the cost to connect.

FIRST ON THE SCENE

Every month, new devices are being launched with eSIM capabilities.

Tech giants like Apple, Samsung and Google are continuing to equip the latest devices with eSIM, and we can safely assume this will soon be the case for all leading device manufacturers. Consumers want the latest, best mobile devices. That's a given. Therefore, you need to ensure that the newest devices work with your network profile. It's the same story with IoT and other consumer devices—they all need mobile connectivity to run. If you're not able to offer this, don't be surprised if you get trumped by a competitor that will. Demand for these new technologies is only set to grow.

KEEPING UP APPEARANCES

Although the concept of eSIM has been around for a long time, the introduction of this technology to everyday users is still fairly new.

As such, eSIM is being constantly developed, with new specifications and regulations arising surrounding its use. The Apples, Samsungs and Googles of the world develop and improve their products at a very fast pace, which can make it difficult for businesses to keep up. The same goes for regulators like the GSMA which have to match these developments. It's therefore important to make sure you're working with an eSIM vendor that regularly participates in frequent interoperability studies, third-party tests and has its own influence over the development of standards. This means that your eSIM service will remain aligned with regulators and manufacturers without you having to worry about it.

WITH YOU ALL THE WAY

eSIM is all about giving users a better experience.

And this doesn't stop at the technology, it extends to customer service as well. As a customer, you want good service when things are going wrong as well as right. Any eSIM solution should have real-time service to enable connectivity activation—that's via QR codes, point of sale, discovery servers or carrier applications. It should also have ongoing service management, monitoring capabilities and 24/7 support from a technical operations centre. All this should be an exercise in removing friction from what could be an otherwise complicated process.

09

OPEN FOR BUSINESS

In order to fulfil its potential, eSIM needs to work seamlessly alongside third parties.

An open ecosystem that encourages integration with all players, be it manufacturers, operators or SIM provisioning vendors, allows for total interoperability. It's hugely important for eSIM to be open for integration with third parties—otherwise the capabilities of the technology are limited. Innovation ceases in closed systems with unnecessary commercial or technical barriers. eSIM is an open standard and should be able to work with any device maker, any service provider and anyone with a better idea. The more open, the better.

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EVERYTHING CONNECTED

All SIMs host a profile within them—the difference with eSIM is that the plastic SIM card is completely removed from the equation.

It's a pretty different system, so understanding the SIM procurement process and integration with your business support system is the first step to understanding eSIM in its entirety. Integration is critical to ensure a seamless end-to-end process when it comes to deploying and managing eSIM. To avoid creating needless silos within what is already a fairly complicated technology estate, make sure you can easily integrate APIs and have secure data access across the board. Having a partner that understands this is critical.

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SEEING THINGS SIMPLY

A physical SIM card is hard to keep track of—you have no real way of knowing whether a person does or doesn't use it.

In a world where everything is digital, having insight across your SIM ecosystem is vital in order to monitor, develop and improve your mobile estate.

eSIM gives us access to new insights—it lets us know where and when eSIM profiles are provisioned and accessed by customers. It also allows us to chart activity, in real-time. For instance, we are able to tell the exact moment an eSIM has been installed, enabled, disabled or deleted. It sounds simple, but it's information you could never accumulate from a regular plastic SIM card.

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LOOKING TO THE FUTURE

We're only just beginning to see the impact of eSIM in the everyday.
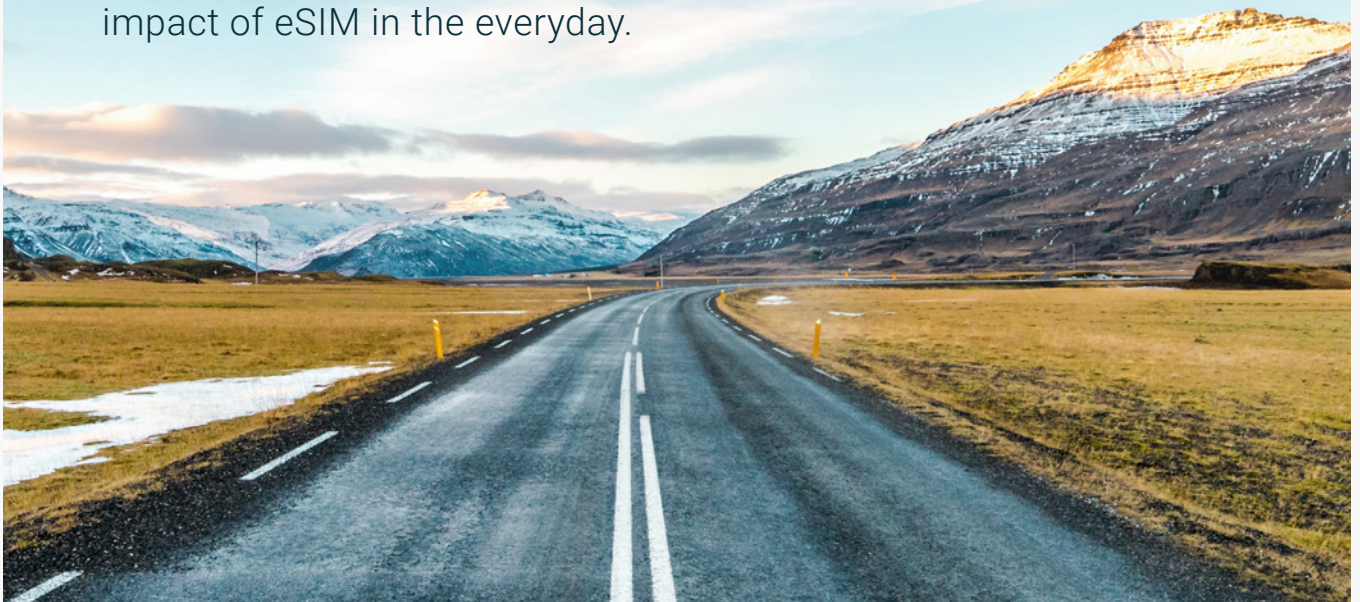
New use cases and opportunities are cropping up all the time, and with more businesses, manufacturers and operators than ever getting behind this technology, the future looks bright for eSIM. The speed at which this technology is developing is a testament to market demand. From the moment Apple announced its latest iPhones would be eSIM enabled back in 2018, the technology has boomed. If this is where we are within a year—imagine where we could be in a decade.

ABOUT TRUPHONE

We'd be remiss if we didn't mention that, as a leading innovator in SIM technology, Truphone is enabling mobile operators around the world to rapidly roll out support for eSIM enabled devices—helping them provide customers with a better, more seamless, digital-first mobile experience.

Whether they're connecting eight thousand or 80 million customers, we make it possible for them to provision, manage and evolve eSIM on their network at their pace.

HERE'S WHY THEY'RE PICKING US:

A complete solution

Truphone remains a partner for the whole of your eSIM journey. We offer complete integration services, front-end APIs, components such as an entitlement server and white-labelled apps as touchpoints for your customers. So, no need to recruit hundreds of eSIM experts to get on board. We've got you covered.

No barriers to entry

Unlike traditional SIM manufacturers, Truphone allows users to rapidly deploy service without any significant setup cost and no upfront usage fees courtesy of its innovative commercial model. This removes the barrier to entry for eSIM uptake.

Transformational pricing

Our model is cost-effective and environmentally friendly. Instead of paying upfront for stacks of plastic cards you'll never use, Truphone only charges if the SIM is making money. If the SIM isn't connected, you don't pay a penny.

Rapid onboarding

Truphone's fully secure, GSMA-accredited eSIM provisioning platform connects its network simply and easily, over the air, to customers—offering a plug-and-play solution that does away with lengthy onboarding processes.

A global infrastructure

We've invested in becoming the world's first truly global network through our own network infrastructure (points of presence include London, New York, Amsterdam, Sydney, California and Hong Kong) and partnerships with other operators. Our patented technology now serves over 3,500 multinational enterprises in 196 countries.

Support for any device

If your device supports eSIM, we support you—from your iPhone to your Pixel to your iPad. The very latest devices are yours to roll out across your mobile estate.

We've made it easy for the boldest and most agile operators in telecoms to get ahead of the competition. They are driving the eSIM revolution by putting it in the hands of consumers and businesses, from Singapore to San Francisco.

WANT TO JOIN THEM?
Our expert team and world-leading platform are here to help. Give us a call.

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