

Digital eSIM brand

Manx (OV) Case Study

OV has a unique perspective on connectivity and IoT. The brand sits within the Manx Telecom group of companies, leveraging Manx Telecom's high-quality mobile network infrastructure, engineering expertise, and global network agreements with other mobile network operators, to provide global cellular connectivity to IoT and mobile service providers, in the UK and other international markets.

Manx has a reputation for being innovative and first to market and wanted to uphold this reputation by becoming the first qualified MNO to launch a fully digital mobile service utilising the upcoming eSIM technology.

As an MNO, Manx already had all the connectivity infrastructure in place, with over 600 roaming contracts with telcos worldwide to leverage in launching a digital eSIM roaming product. However, Manx lacked the digital BSS capabilities required to support a fully digital service offering. For this, Manx Telecom chose to partner up with Mobilise leveraging its digital BSS platform, HERO, and digital product design expertise to launch its new and digital-only mobile service offering.

| THE CHALLENGE

“We needed a highly capable, technical partner with expertise in the field to take what Manx provides and tailor it to the eSIM market. Mobilise seemed like the perfect partner to help us achieve this goal.”

David Bufton

Head of Commercial Finance at Manx Telecom

Mobilise, via its HERO platform, offered a white-labelled eSIM as a Service solution to Manx (OV) and developed a new digital-only proposition focused on the traveller segment – BreatheSIM.

As the pandemic has shifted customer expectations across all industries, Manx (OV) strove to provide a more digital, intuitive experience for an improved user journey, satisfaction and retention.

To realise Manx's eSIM and digital-only requirements, Mobilise developed a new proposition focused on the traveller segment.

The eSIM offering is enabled by Mobilise's HERO platform, thanks to its modular API-led open architecture, which facilitates the integration of new platform components without disrupting existing systems or processes. The eSIM as a Service module is offered via Mobilise's HERO platform and provided Manx with a comprehensive end-to-end management solution to handle its eSIM customers.

| THE SOLUTION

“One of the unique features of Mobilise's eSIM as a Service is its in-app provisioning and it is undoubtedly the gold standard for eSIM products since it provides a seamless user experience.”

David Bufton

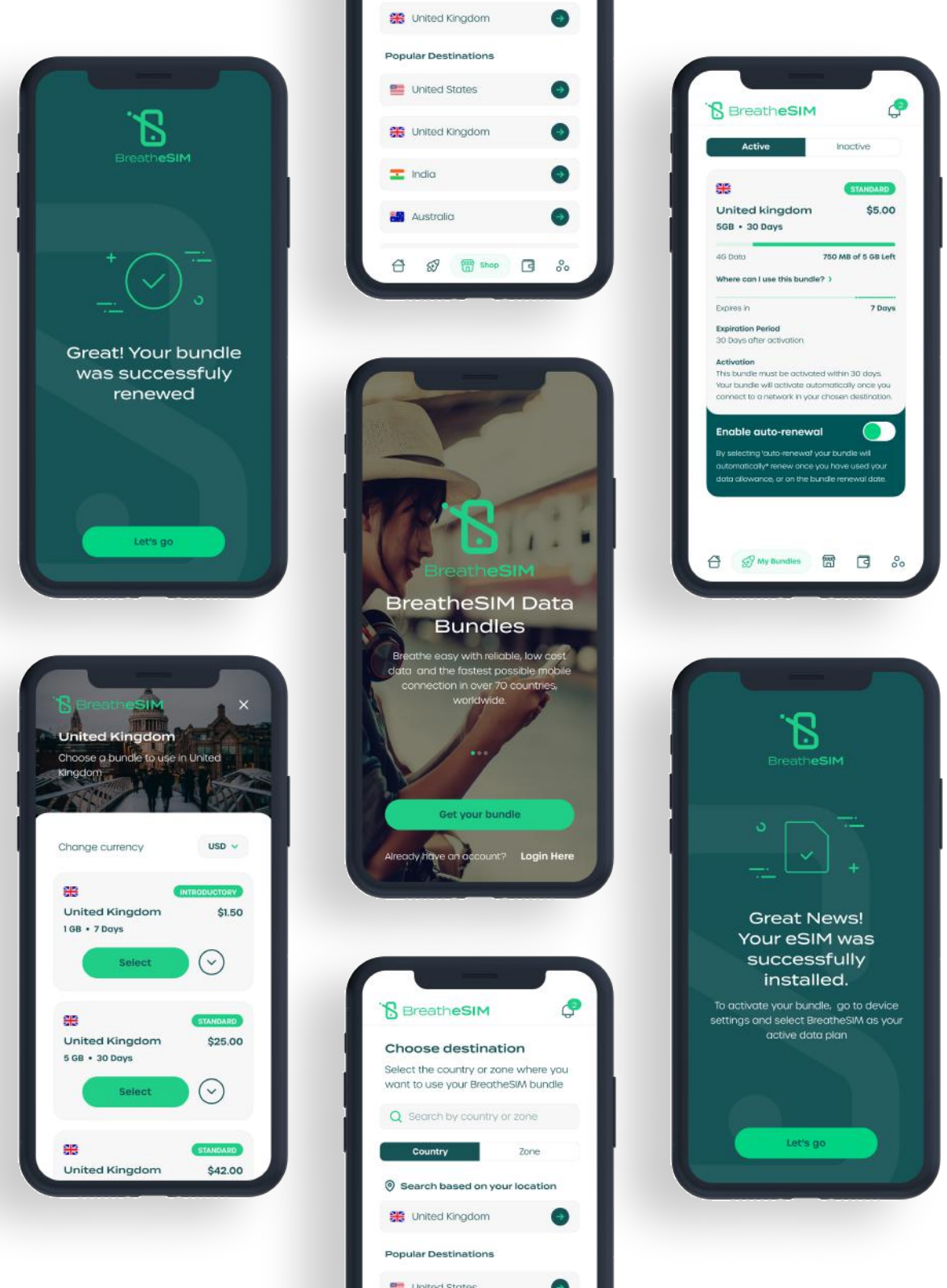
Head of Commercial Finance at Manx Telecom

BreatheSIM developed by Mobilise provided Manx (OV) with a solution that allows them the first-mover advantage in the consumer eSIM market.

The users can download the BreatheSIM mobile app, choose their travel destination, navigate the available products, select the preferred payment method and currency and finally activate their eSIM profile. The eSIM activation only takes one tap and is completed within seconds. It also eliminates the need for a physical SIM card to be delivered or collected.

This makes the onboarding experience seamless, quick and consistent regardless of the user location. The app also gives the user full control and transparency over their usage, payments and purchases and minimises the number of customer support requests.

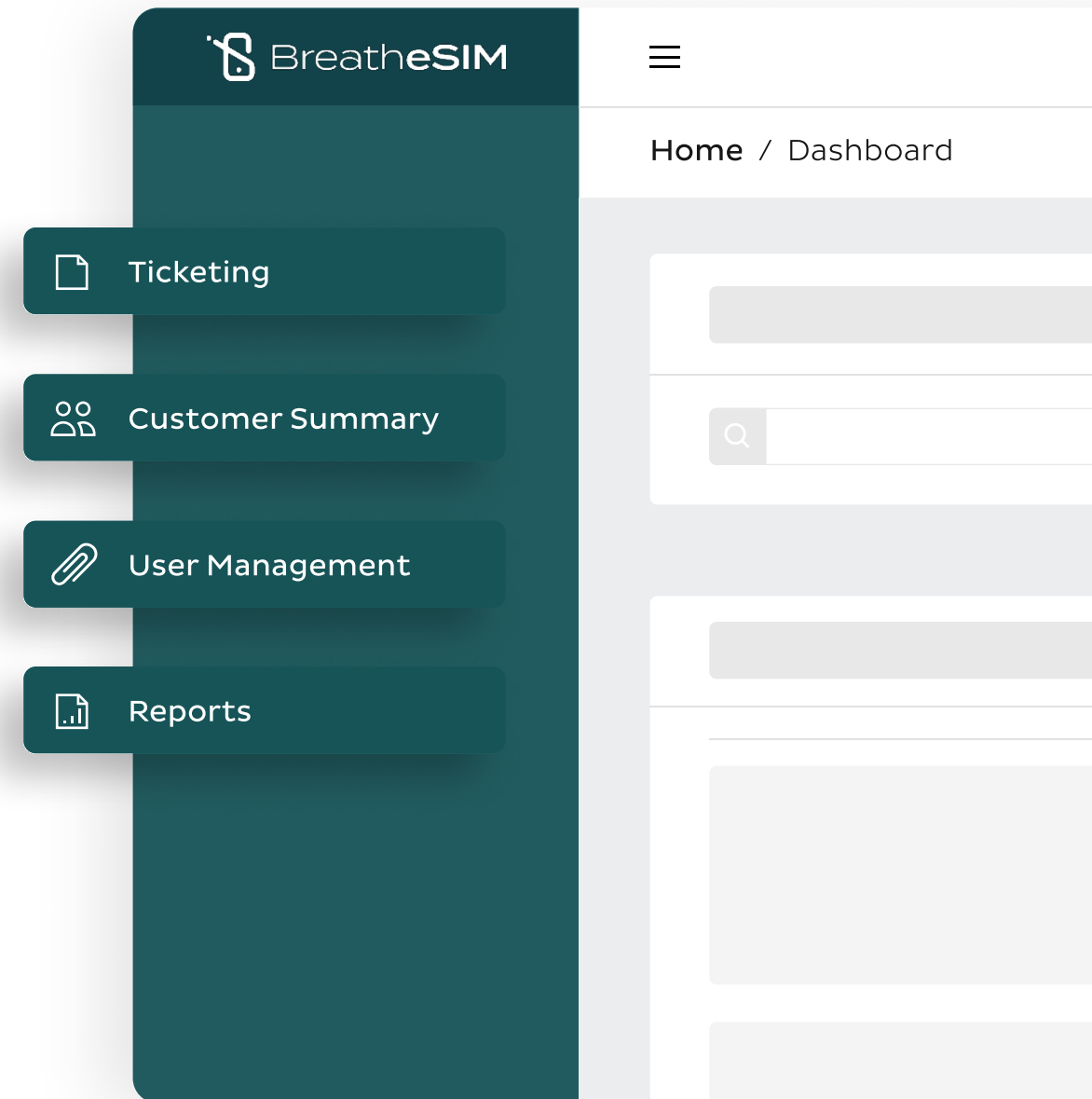
| THE RESULTS



Additionally, Mobilise has deployed a suite of customer relationship management tools enabling the Manx team to operate and manage the service.

The suite includes a CRM admin portal, reporting, digital customer support ticketing system and a dynamic product catalogue.

| THE RESULTS



Mobilise is a leading provider of SaaS solutions to the telecommunications industry. We are a dynamic and experienced company focused on delivering highly engaging digital-first service propositions and excellent customer experiences. With a strong track record, deep industry knowledge and a team of specialists, we support our clients in building and executing transformational strategies.

www.mobiliseglobal.com

| ABOUT MOBILISE

MANX (OV) | CASE STUDY



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