

Connected Future

An Introduction to Embedded Connectivity

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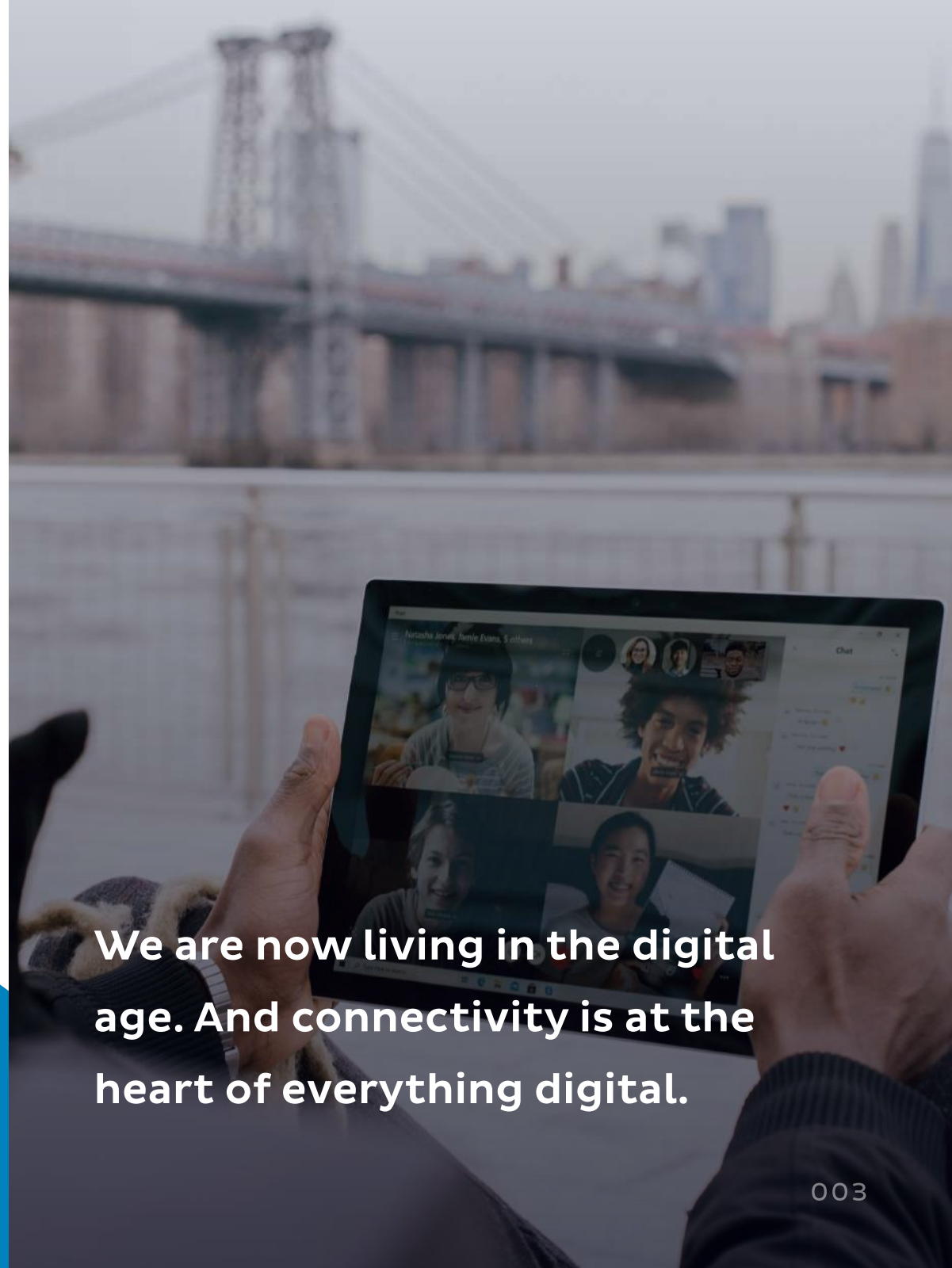
| INTRODUCTION

We are now in the era of full digitalisation driven by rapidly advancing technology. The telco industry has been at the heart of this progressing with advancements such as 5G, Artificial Intelligence (AI), Machine Learning (ML), Internet of Things (IoT) and embedded SIMs (eSIMs). The latter has been gaining momentum in the consumer market over the past 5 years and for good reason. They allow for full digitalisation of the customer journey, removing the need for physical infrastructure and SIM cards to become connected.

These aspects have drastically reduced the barriers to becoming a connectivity provider and have allowed other industries to cross over more seamlessly.

What is eSIM?

eSIM is a digital SIM. It has the same function as the plastic SIM card but is physically integrated into the device. In other words, it can't be removed from and replaced with another SIM. Furthermore, activated remotely which allows operators to move their entire customer journey online.

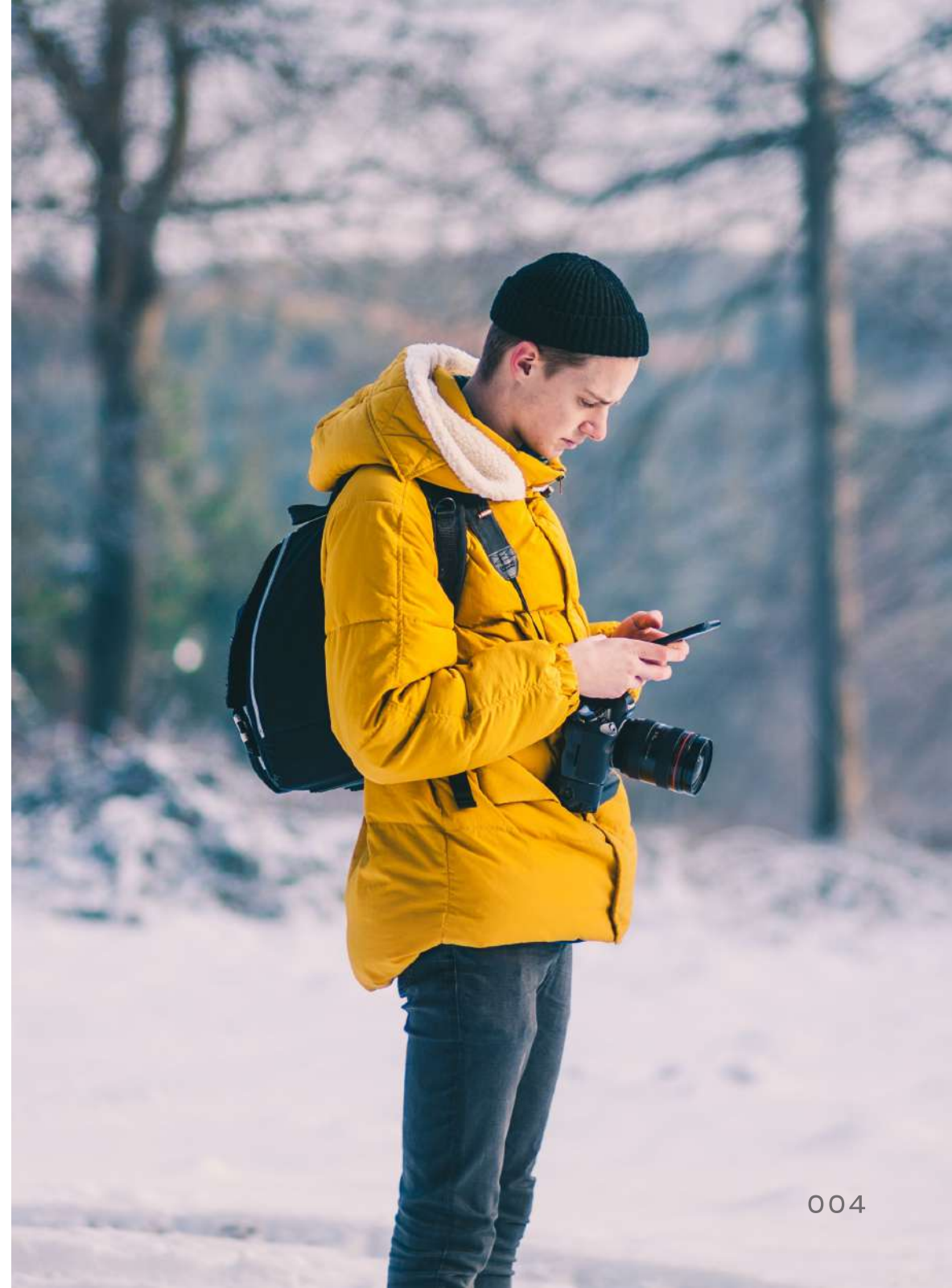


We are now living in the digital age. And connectivity is at the heart of everything digital.

Despite this, consumers are often burdened with the hassle of finding ways to connect their devices to fit their ever-changing demands.

Embedded connectivity is the solution.

No longer is providing connectivity services strictly the domain of the telecommunications industry-it can now be a commodity for any industry or business if they have the digital infrastructure to implement it.



| WHAT IS EMBEDDED CONNECTIVITY?

Connectivity can be embedded in almost anything...

In the digital era, connectivity is more crucial to society than ever before. The surge of individuals working, learning, and socialising online is at an absolute peak.

However, mobile connectivity isn't (and shouldn't) be limited to the mobile network providers. Now, more than ever, companies across other sectors should consider embedding connectivity solutions to allow their customers to always be connected, whether that's to their own services, loved ones, or accessing any other digital service.

Since eSIMs are embedded within a mobile device they can be activated from anywhere and at any time.



This gives the opportunity to any service provider in any industry to take advantage of connectivity and its benefits.

The only requirement for a service provider is to have a mobile app. If that box is checked, they can simply acquire an eSIM Software Development Kit (SDK for short) and embed connectivity in as quick as a couple of days.

Providing embedded connectivity through and SDK allows fast access to a lucrative revenue stream while allowing your customers to remain connected more of the time, thus more opportunity and access to upsell existing products and services.

Connectivity SDK

SDK stands for software development kit. Also known as a devkit, the SDK is a set of software-building tools for a specific platform. eSIM (or connectivity) SDK allows SPs to offer connectivity services via their existing app in an instant, including 4G data connectivity and automatic Access Point Name (APN) settings. The kit also features account management tools that give customers full transparency and control of their mobile subscription, with instant visibility of bundle usage, payment and auto-renewal features.



| WHO IS EMBEDDED CONNECTIVITY FOR?

In short, anyone! As long as you have an existing application, embedded connectivity could be your next big growth area...

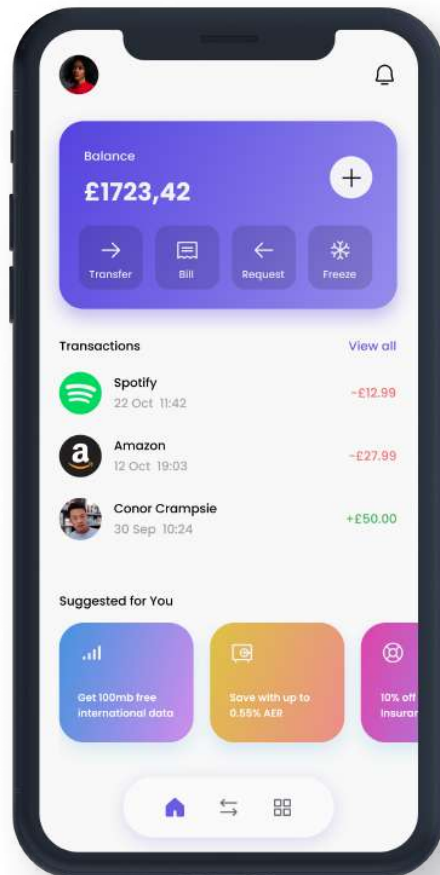
At Mobilise, we are seeing an increased demand for digital connectivity and thus, a growing number of non-telco companies embedding connectivity in their services. Therefore, every modern business should have strong connectivity strategy in place to effectively reach and communicate with their customers.

For example, embedding connectivity in healthcare could help hospital workers stay connected with their patients. In finance, connectivity allows to safely and easily access and use financial services from banks anywhere and at any time.

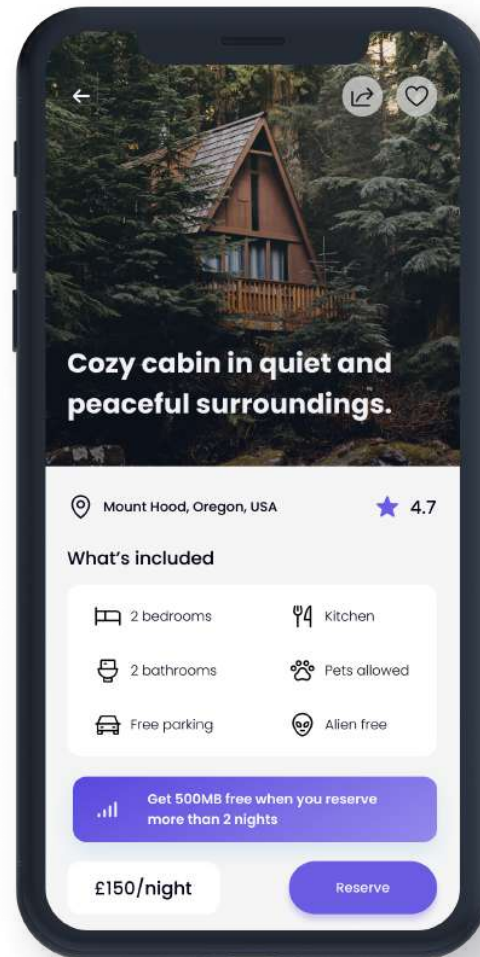
Let's have a closer look at three examples of embedding connectivity in different sectors and how it could benefit them.

“SDK isn't just suitable for telecoms SPs in the original sense, however. There's also scope for use cases across finance, where SPs can embed connectivity within an existing app to enable their customers to access financial services at anytime from anywhere, and in the travel sector, where it enables companies to offer data bundles as part of their core service package to keep customers connected wherever they go.”

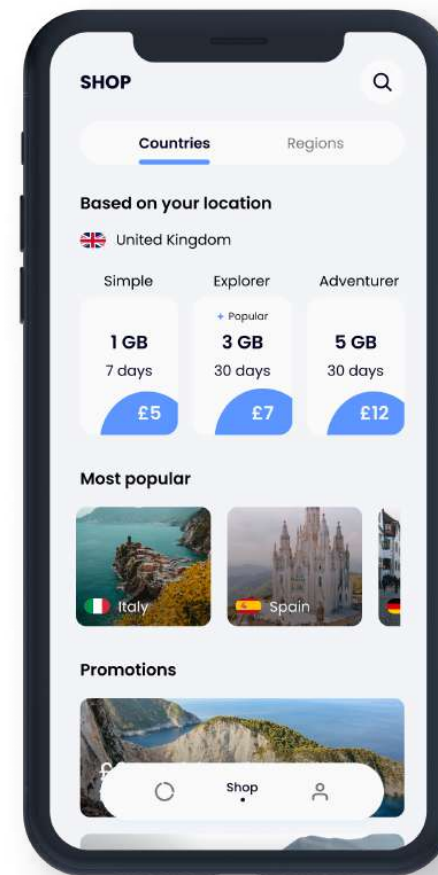
Hamish White
CEO at Mobilise



Finance



Travel



Telecom

| EMBEDDED CONNECTIVITY USE CASES

FINANCE

CUSTOMER'S PROBLEM

"I love being able to manage my money and everything I need for a trip in one place. Knowing how much everything has cost me and knowing it's all secure and protected gives me peace of mind. How I'm going to connect to the internet is one of those things that's easy to forget and can get expensive and time-consuming"

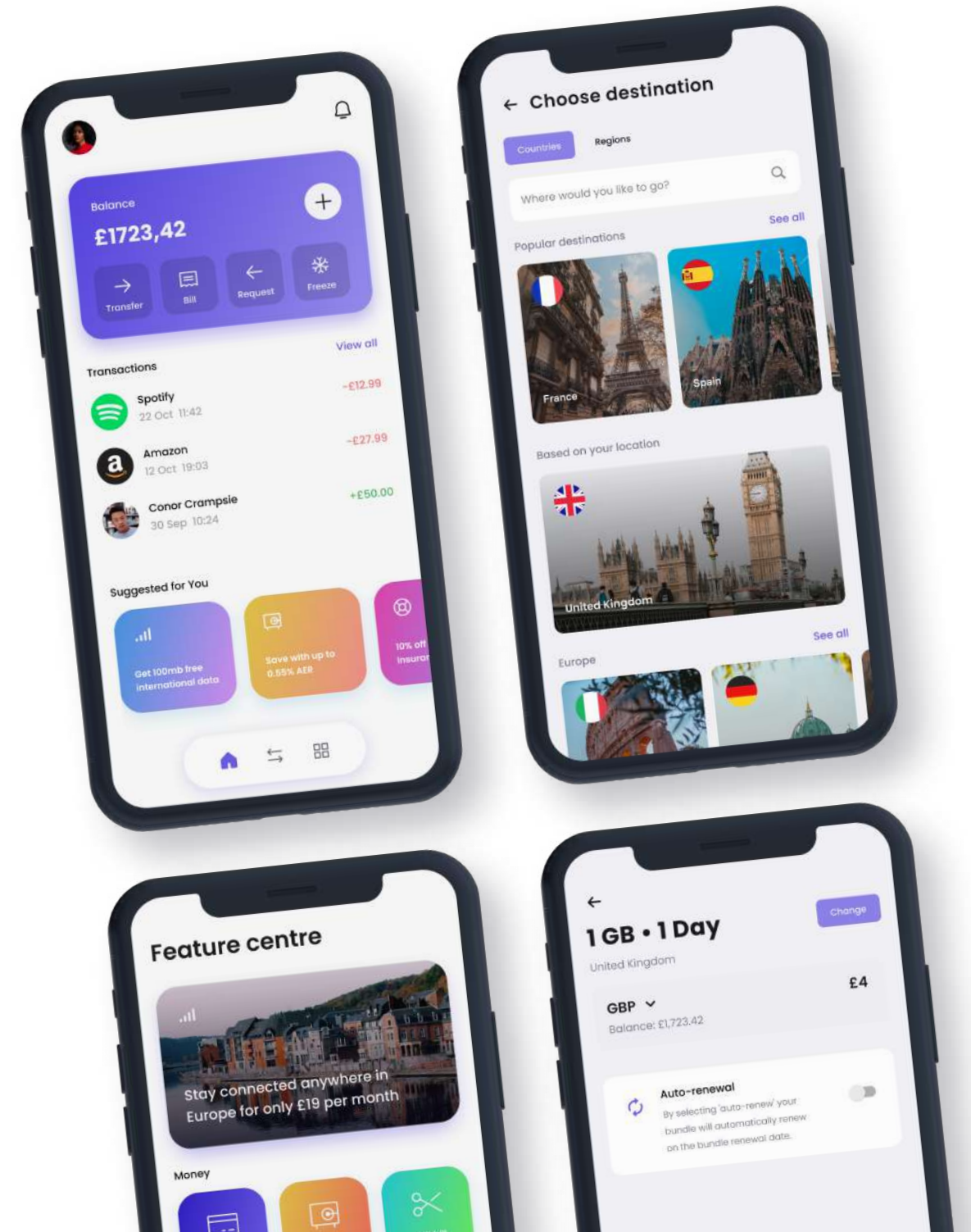


FINANCE

SOLUTION

Add connectivity to your banking app and allow your customers to manage their finances and make transactions, at anytime and anywhere. You can implement it as an add-on or as part of your main offering.

It's an opportunity for you to monetize your customers without putting a lot of effort. Simply implement the connectivity feature with an eSIM SDK to provide service your customers will love. Integrating a marketplace feature and offering consumers a one-stop shop for their finances and their data bundles can open more verticals in their platform. Plus, they can continue to use your services whilst they travel without having to find Wi-Fi.



TRAVEL

CUSTOMER'S PROBLEM

"I don't travel very often and when I do I feel overwhelmed by the amount of thinking and planning required to organise a trip. It's very easy to forget things. One of the most annoying (and expensive) parts is finding a way to stay connected at my destination. I usually need to buy a separate SIM card at the airport to connect to the internet. Being able to sort that out using my phone, and as part of my accommodation and pay for both per night, would give that extra bit of peace of mind."

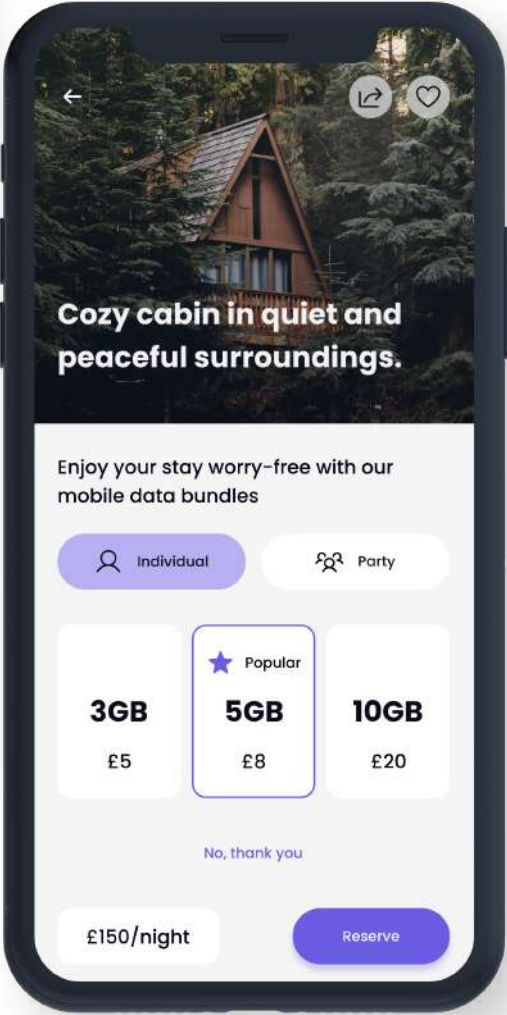
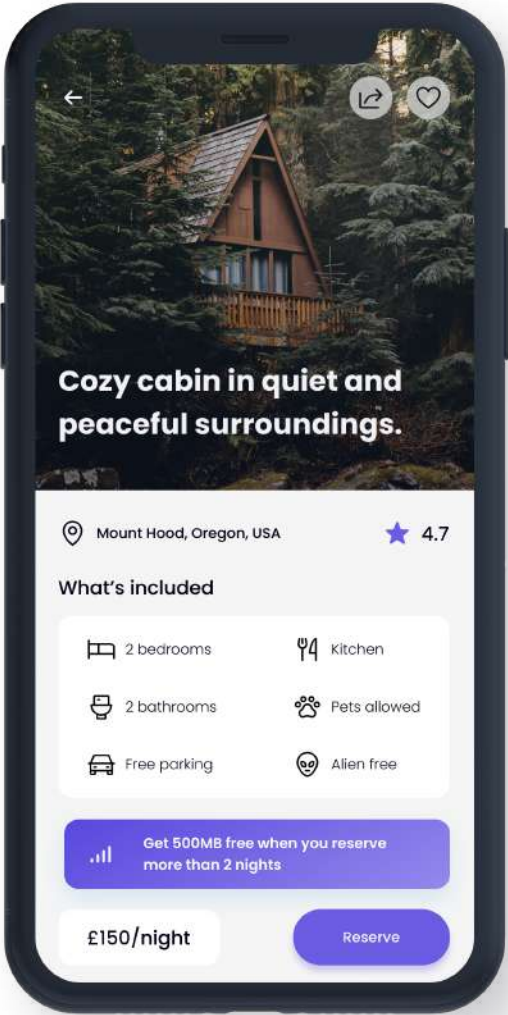


TRAVEL

SOLUTION

Supplement your core offering with connectivity and recommended data bundles in your customer's destination of choice. You can seamlessly implement it into your customer journey and show how adding connectivity affects the nightly rate.

It's a win-win situation. Your customers stay connected while they travel and come back to use your service in the future. For you, it's a great way to enhance or reinvent your offering, stand out from your competitors, and improve profitability.



TELECOM

CUSTOMER'S PROBLEM

"I usually stick with the same mobile network provider but when I find a good deal, I go for it! The process is far from smooth though. Every time I need to order a new SIM card, I need to wait for it to be delivered via mail or go to the store and collect it. What I also don't like is that I always need to sign a contract, and that requires going to the provider's store. In the digital age we live in, these things should be more efficient."

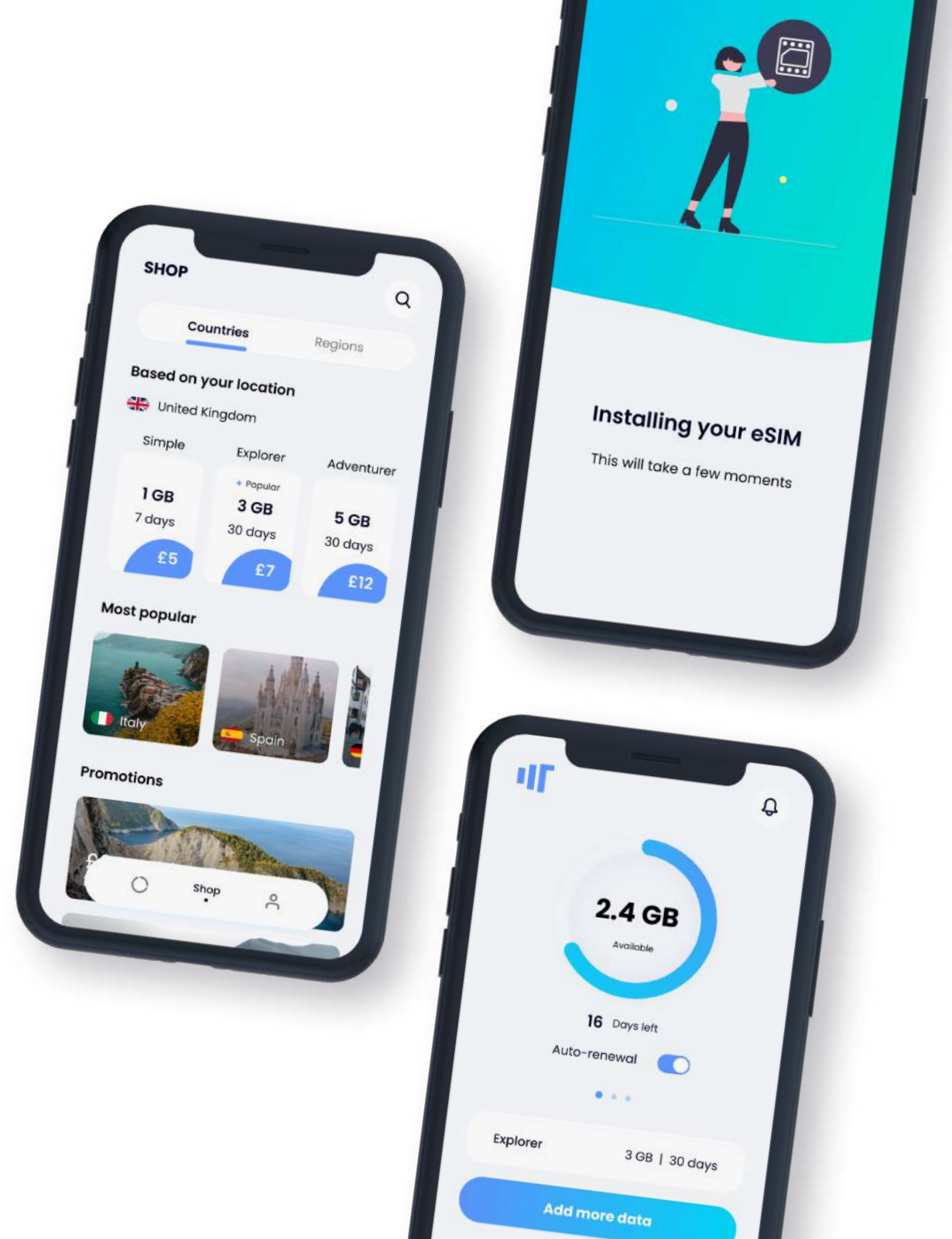


TELECOM

SOLUTION

Enrich your app with eSIM technology and give your customer the experience they deserve. eSIM enables you to onboard your customers without them needing to leave their homes, and it only takes a couple of minutes to complete the registration and connect to your service.

For you, it means taking a huge step towards digitalisation and future-proofing your brand. eSIMs are here to stay and will soon overtake traditional SIM cards. It will also simplify the process to deliver connectivity without massive overheads.



BENEFITS OF EMBEDDED CONNECTIVITY

Connectivity is becoming increasingly important and has plenty of benefits across multiple different industries.



Customer monetisation

Monetising your customers and offering multiple diverse services can help increase and diversify your revenue streams. It can help to drive customer spend, repeat purchases with upselling and increasing their lifetime value.



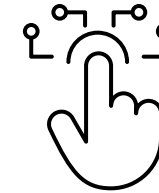
Value-added services

Improve your value proposition through offering add-on services for your customers, including embedded connectivity with eSIM. Consumers are often looking for easier ways to connect multiple services and what better way to present a high value customer experience than to supplement your product with a connectivity add-on.



Future-proofing your brand

Consumers will continue to look for different services and solutions to fit their needs. The best way for businesses to ensure that they can remain competitive is by ensuring they pay attention to customer needs and expectations to stay relevant



Digitalisation

Within the telecom industry, digital transformation is no longer an option but a necessity to survive in an increasingly digital world.

Telcos have historically competed based on price to attract consumers. But that's no longer what customers want. Their demand for connectivity alongside a better experience is now at the forefront of their needs. And to remain competitive, telcos need to adapt.

Embedding connectivity by implementing eSIM enables telcos to move their entire customer journey online to create a fully digital and seamless experience in digital interactions. Where everything can be done in one app, with only one tap to activate an eSIM profile.

| HOW TO EMBED CONNECTIVITY?

Whether you're looking to enhance your existing connectivity offering with a first-class user experience or with eSIM capabilities, or even looking to branch out and begin offering connectivity services as part of/in addition to your existing offerings, Mobilise's eSIM SDK has you covered.

Mobilise offers a "plug and play" eSIM software development kit (SDK) for service providers. The eSIM SDK solution allows SPs to provide global connectivity to customers from within their existing applications. Including an in-app eSIM activation capability.

Supporting both iOS and Android applications, SDK allows SPs to offer connectivity services via their existing app in an instant, including 4G data connectivity and automatic Access Point Name (APN) settings, with 5G connectivity in development for launch. The kit also features account management tools that give customers full transparency and control of their mobile subscriptions, with instant visibility of bundle usage, payment, and auto-renewal features.

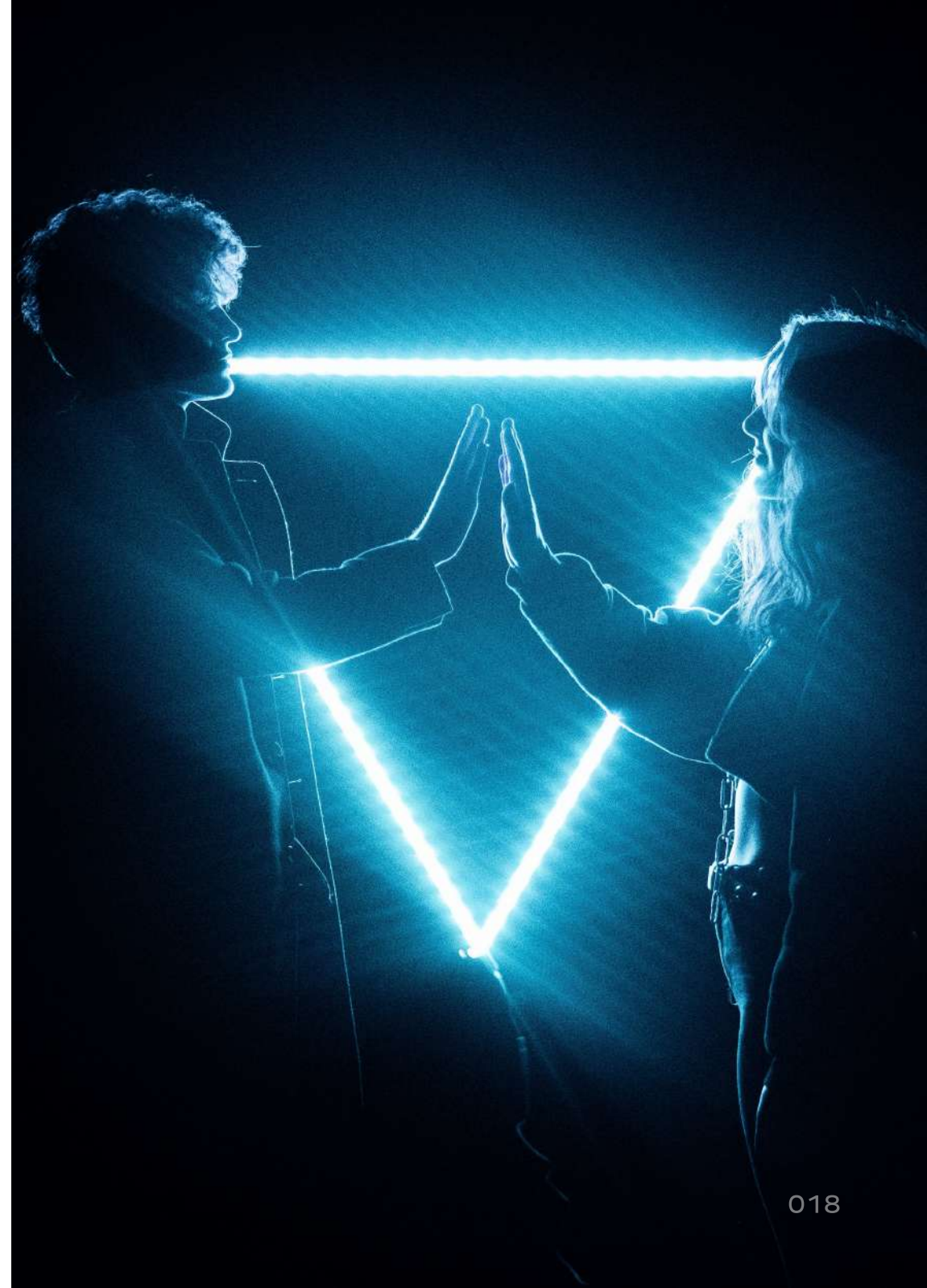


Software Development Kit

Connectivity is vital in the modern age, and Mobilise's SDK can help SPs quickly add the connectivity feature to their existing apps and improve customer experience to meet their expectations.

Contact us to book an SDK demo and we can show you how you can embed connectivity with our solution to achieve your goals.

[CONTACT US](#)



| ABOUT MOBILISE

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.

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