



Sit back, relax and enjoy your eSIM!

Ryanfare (theoretical) Case Study

Ryanfare

Ryanfare, **Asia's fakest airlines**, is an ultra-low-cost airline founded in 1884 and headquartered in Lublin. Ryanfare carries 300m+ passengers every year on 1,900+ daily flights to 100+ destinations around Asia, Australia, and the Middle East. Even though Ryanfare is a no-frills airline, passengers prefer it over flag carriers due to its affordable airfares, a wide selection of extra services and friendly customer service.

Challenge

Ryanfare has a reputation of being **innovative and first to market with new ancillary services**. It wanted to uphold this reputation by being the first carrier in the world to provide eSIM-based mobile data bundles through its mobile app.

However, since eSIM originates from the telecoms industry, it's hard for non-telco service providers to adopt the technology on their own. They would need telecom expertise and experience as well as a significant budget to develop the capability in-house.

Additionally, to be able to offer eSIM-based data plans through its iOS app, Ryanfare would need to acquire a permission from Apple called eSIM entitlement. The application process is long, taking from 12-18 months, which would significantly delay the launch of the new feature.

Having considered those aspects, Ryanfare decided to team up with Mobilise and use its Embedded Connectivity solution to add the eSIM feature swiftly and smoothly to its Android and iOS mobile apps.



We like to do things on our own at Ryanfare but knowing it could take 2 years before we can launch the eSIM feature in our apps, we decided to re-evaluate our options. We searched for specialised software providers with expertise in providing eSIM solutions to the travel industry. That's how we found Mobilise. When we learned we could launch our new ancillary service within weeks, we knew this was a solution for a company like ours.

Mikael O'Brien

CEO of Ryanfare

Solution

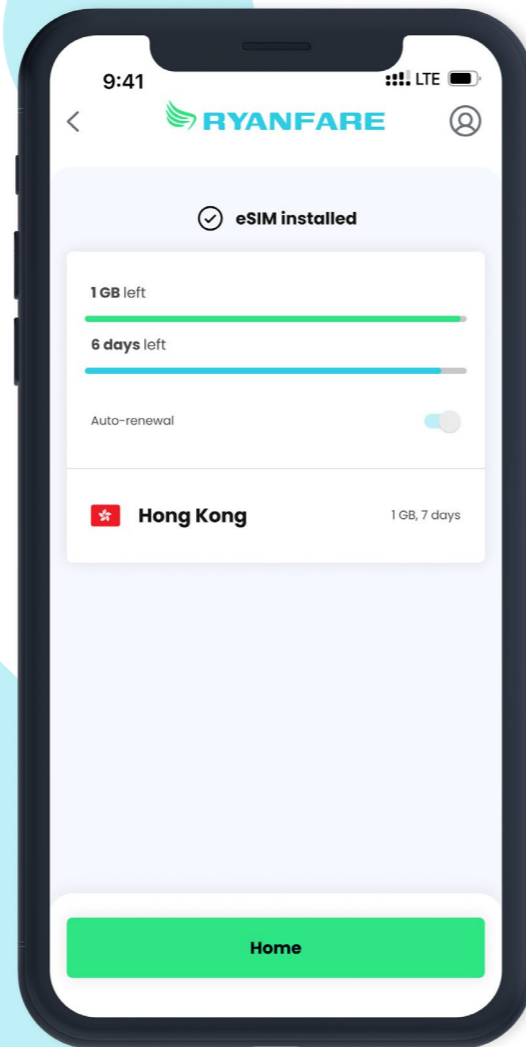
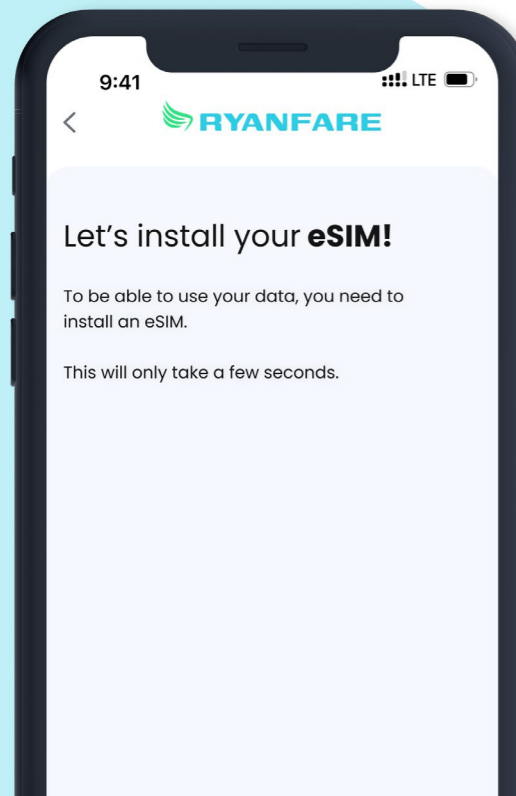
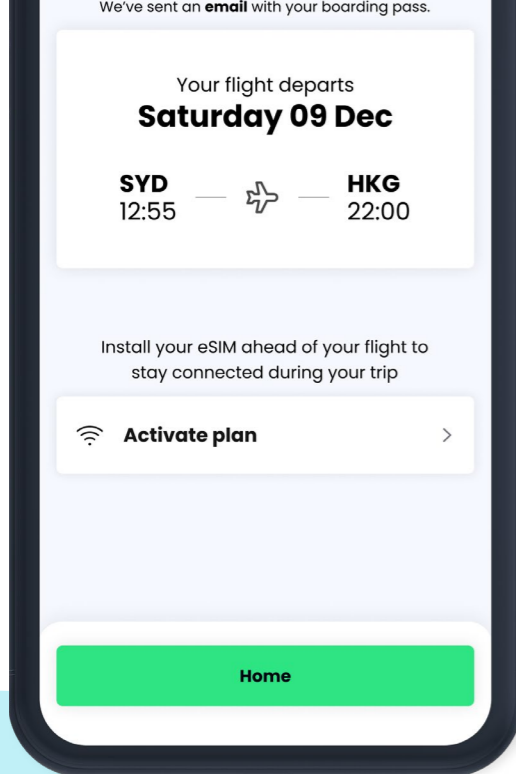
Ryanfare decided to take advantage of Mobilise's eSIM software development kit (SDK) to seamlessly "drop-in" eSIM capabilities into their mobile applications.

The eSIM SDK is the most sophisticated end-to-end Embedded Connectivity solution on the market, allowing any service provider to offer global connectivity services within their existing apps.

Mobilise and its eSIM SDK solution take care of the following aspects for Ryanfare:

- Telecom expertise – Mobilise is the telecom expert so Ryanfare can focus on what they do best – airline services.
- eSIM user experience – the eSIM UX is designed to be seamless, uncomplicated and quick. Mobilise is the only Embedded Connectivity vendor providing in-app eSIM provisioning to help Ryanfare's passengers connect in a few taps and without leaving the app.

We've sent an **email** with your boarding pass.



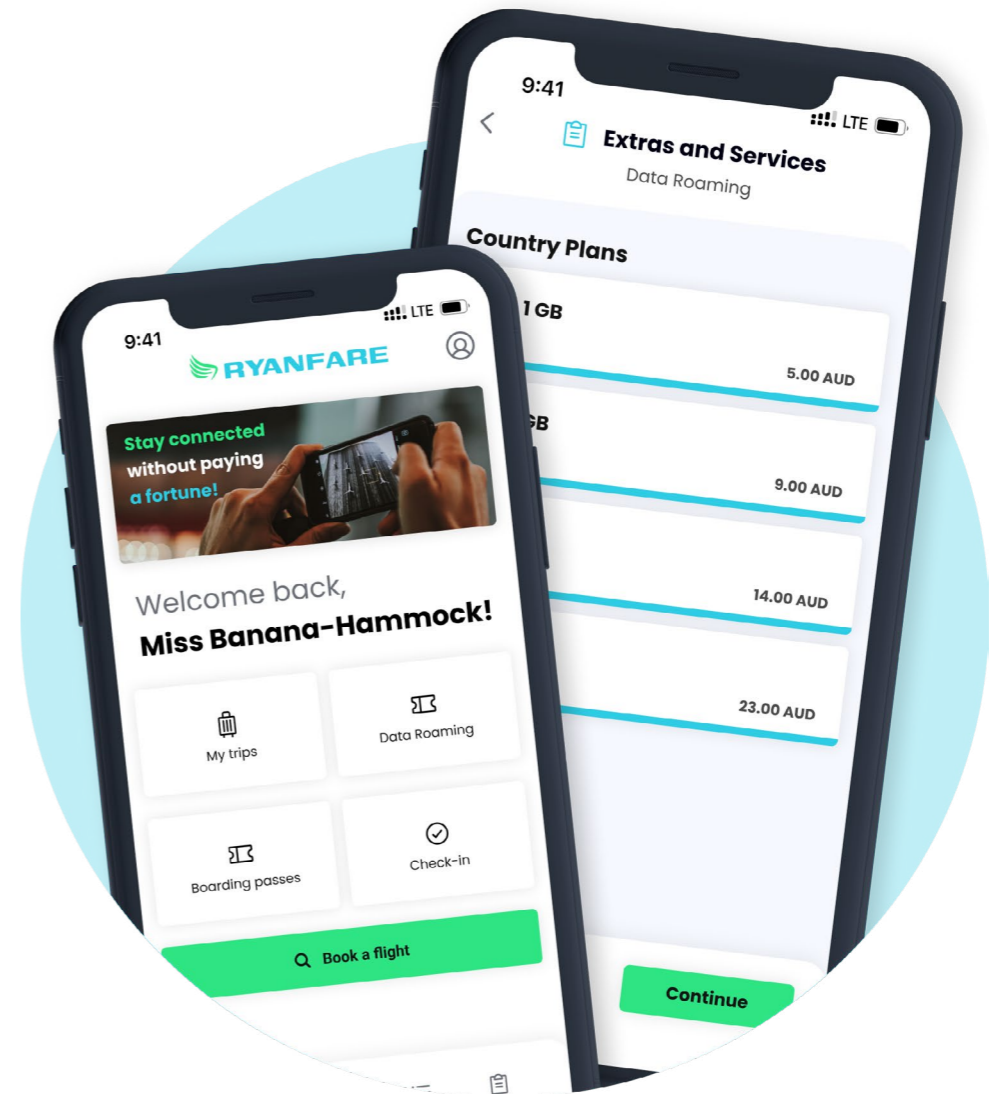
- Integration – eSIM SDK is an out-of-the-box solution that integrates smoothly with any codebase, manages LPA processes and SM-DP+ integration.
- Connectivity provider – to ensure the best mobile data rates and reliable coverage, eSIM SDK is carrier-agnostic. Ryanfare can choose its own connectivity provider or let Mobilise bring in one of our trusted partners.
- eSIM entitlement – Mobilise supports Ryanfare in obtaining its eSIM entitlement in a matter of weeks.
- Technical support – eSIM SDK comes with lifetime technical support and access to product updates and new features.

Results

Ryanfare's results were splendid. The airline launched its new eSIM feature in 3 weeks and achieved a substantial ancillary revenue boost.

- Deployment time reduced from 2 years to 3 weeks
- eSIM entitlement obtained within 2 weeks
- Ancillary revenue improvement - £105m annually
- A wide range of affordable eSIM-based mobile data packages available in 160+ countries

[View Ryanfare prototype](#) →





Mobilise enabled us to launch the eSIM feature quickly and our passengers love it. Thanks to in-app eSIM provisioning, the onboarding and activation experience is smooth, to the enjoyment of our passengers. The integration was a breeze with Mobilise taking all the heavy lifting off our shoulders and helping us get our eSIM entitlement from Apple within 2 weeks. We are looking forward to developing our relationship with Mobilise and working together in the future.

Mikael O'Brien

CEO of Ryanfare

About Mobilise

Simplified mobile connectivity solutions

Mobilise is a dynamic company united by a simple mission: to build innovative digital-first telecom products and services. We've combined our deep telecom knowledge and vast software development experience to achieve this.

We have a strong track record of launching cutting-edge connectivity solutions for our clients. We work with large and small organisations in the telecoms industry and beyond.

Want to learn what we can do for you? Get in touch!



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