



Mobilise



Fullton Hotel

Welcome to the eSIM-perial Suite!

Fullton Hotel (Theoretical) Case Study

Fullton Hotel

Your Stay Matters –Experience The Difference

Fullton Hotel is a leading global hotel chain, providing a wide range of guests, including leisure and business customers and families a great place to stay. Fullton has been operating since it opened the doors of its first hotel in 1910 and is currently headquartered in New York. With more than 1,100+ hotels, 215,000+ open rooms and an ever-expanding hotel portfolio around the world, they remain a first choice for guests and was voted the most trusted brand in travel by US consumers 2021.

Challenge

Fullton Hotel's mission is to provide savvy travellers a great stay without breaking the bank. It wanted to improve on guest's experiences by being the first hotel to offer eSIM data bundles as part of their loyalty programme on their mobile app.

This is in part to encourage guests to keep coming back for more, increase loyalty programme sign ups and to offer a convenient and affordable connectivity option for Fullton Hotel's guests.

Since Fullton Hotel don't have a telecom background, the technical expertise, or an extensive budget to develop their own in-house, it's difficult for them to develop an eSIM service on their own.

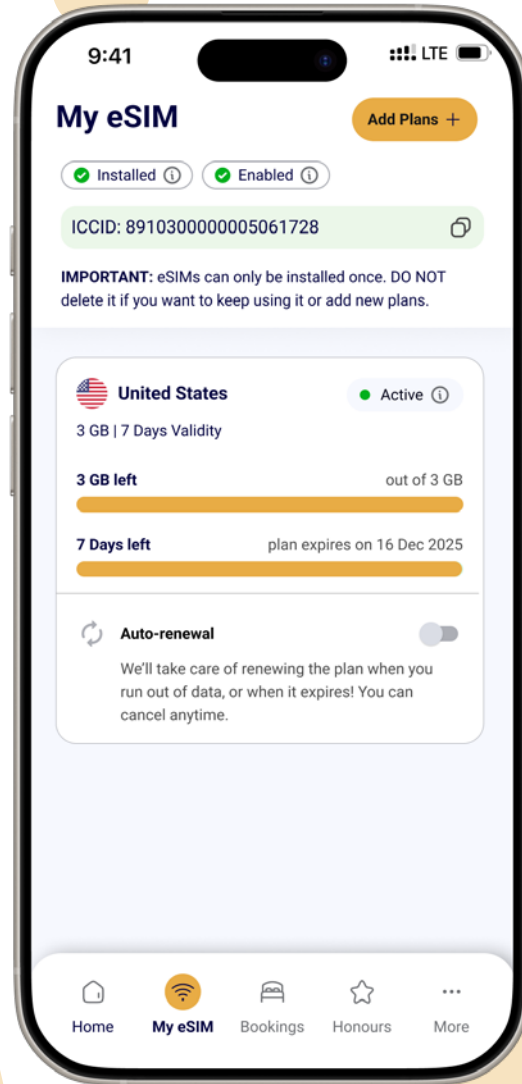
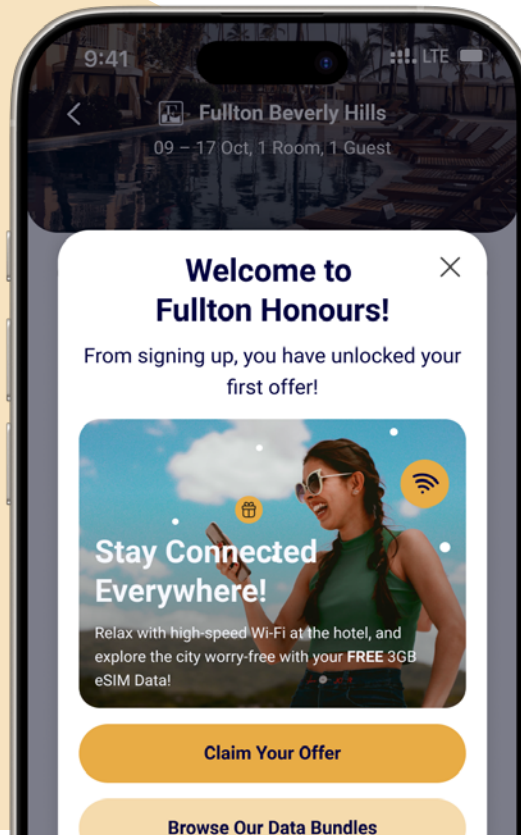
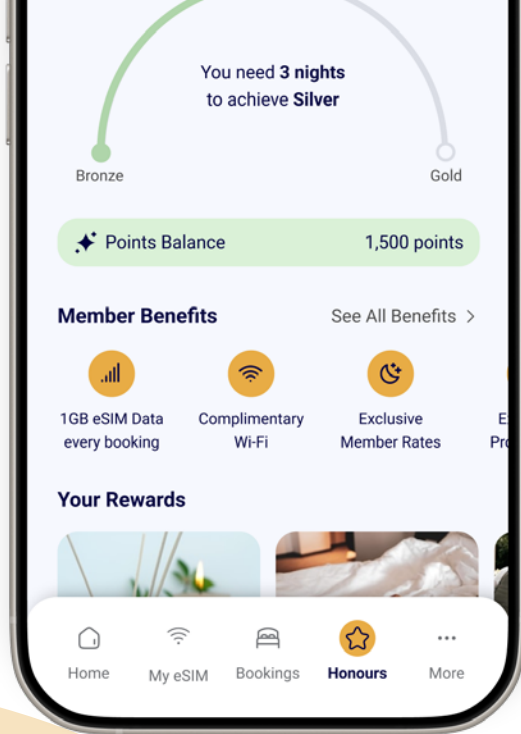
On top of this, for Fullton Hotel to provide eSIM services via their iOS app, it would require obtaining an "eSIM entitlement" from Apple, which is typically a lengthy and difficult process for non-telco companies. The approval procedure could take anywhere between 12 to 18 months, which could extend or delay the introduction of this feature in Fullton Hotel's loyalty programme and mobile app.

Solution

After a long search, Fullton Hotel decided to utilise Mobilise's eSIM software development kit (SDK) to offer "drop-in" eSIM services with their loyalty programme and iOS app.

Mobilise and our eSIM solution handled the following for Fullton Hotel:

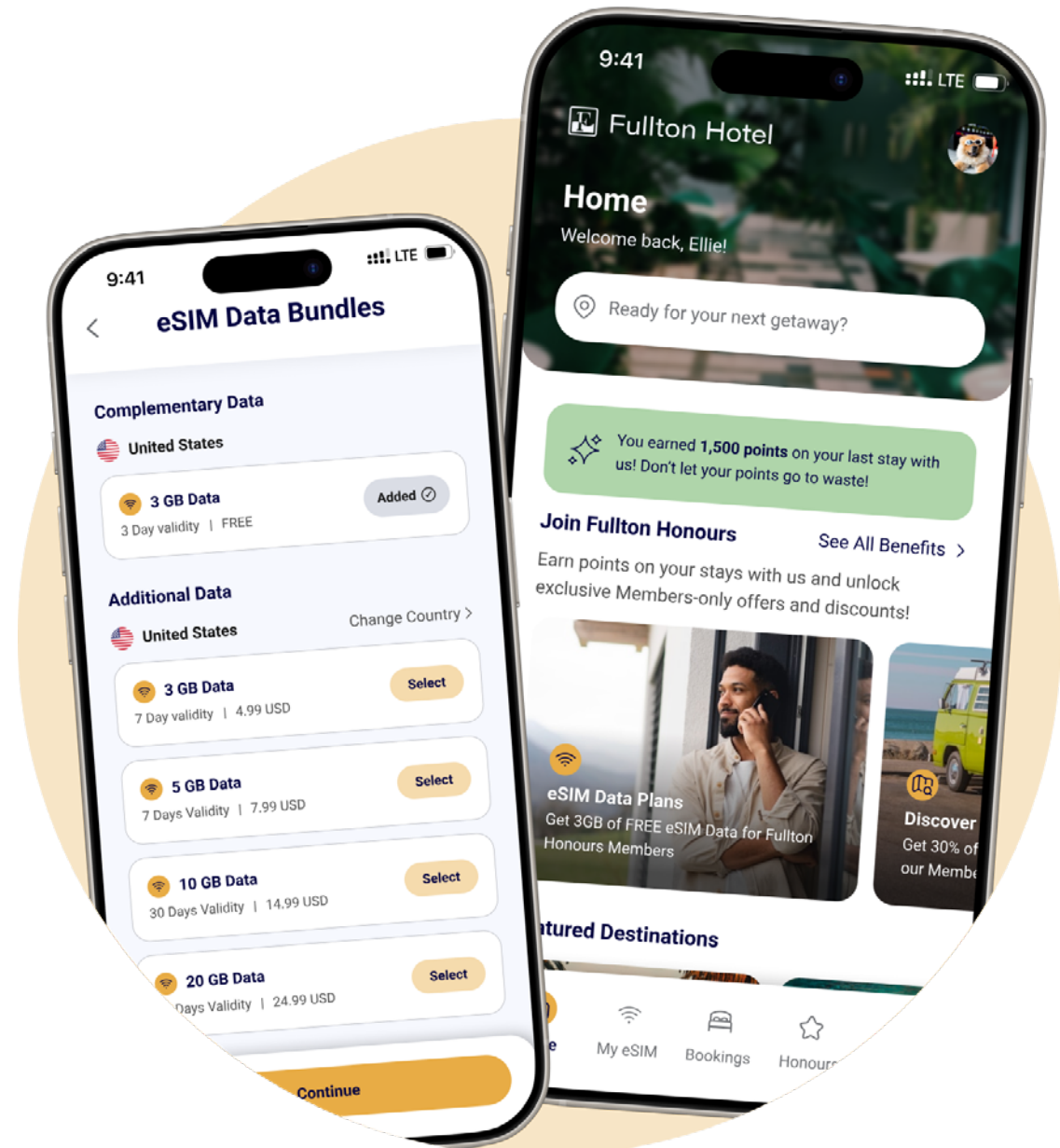
- Telecom expertise – With our years of telecom experience, Mobilise handled all of the hard work so Fullton Hotel could focus on offering their high-quality hotel experiences.
- eSIM user experience – Mobilise is the only Embedded Connectivity vendor that provides a painless in-app eSIM provisioning solution to help Fullton's guests connect in a few taps without ever leaving the app.
- Integration – Mobilise's eSIM SDK is an out of the box solution that can seamlessly integrate with any native codebase, manage the LPA processes and SM-DP+ integration
- Connectivity provider - To ensure the best mobile data rates and reliable coverage, eSIM SDK is carrier-agnostic. Fullton Hotel can choose its connectivity provider or let Mobilise bring in one of our trusted partners.

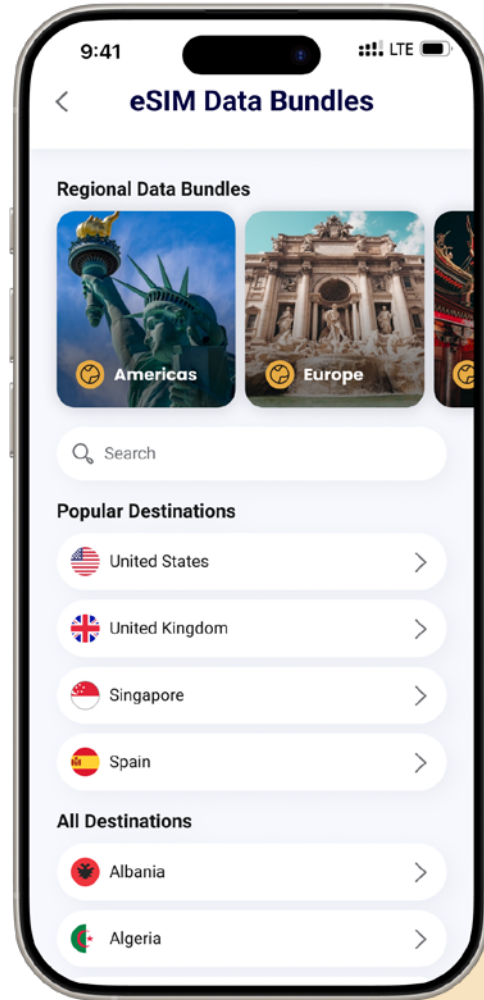
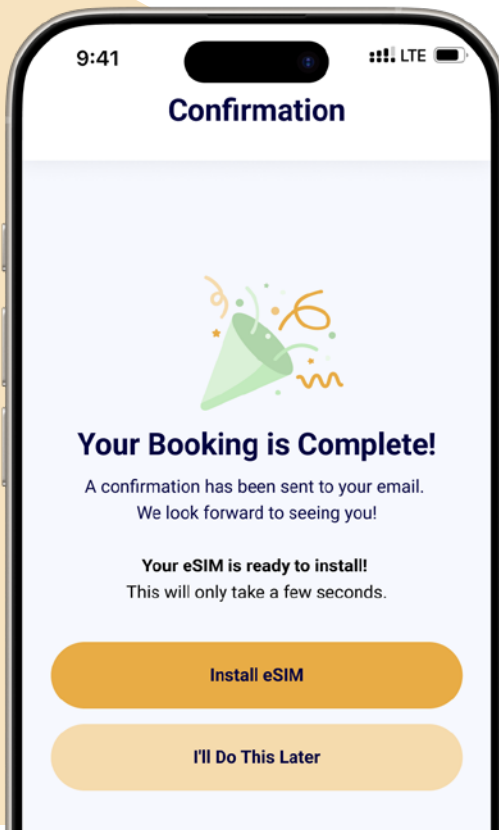
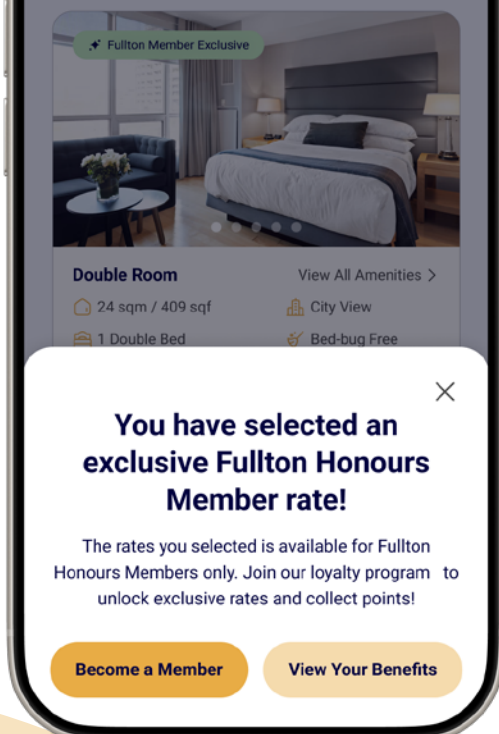


- eSIM entitlement – Mobilise supports Fullton Hotel in obtaining its eSIM entitlement in a matter of weeks.
- Technical support – eSIM SDK comes with lifetime technical support and access to product updates and new features

Results

With Mobilise's eSIM SDK, the results exceeded Fullton Hotel's expectations and successfully integrated eSIM features with their iOS mobile app. Fullton's eSIM feature was launched in a couple of weeks and achieved increased reservations and guest satisfaction.





- Deployment time in 3 weeks
- eSIM entitlement obtained within 2 weeks
- 15% increase in loyalty programme sign ups
- 62% increase in loyalty guest bookings
- A wide range of affordable eSIM data packages available in 160+ countries

[View Fullton Hotel prototype →](#)



We wanted to stand out from the crowd, to encourage guests to stay with us and Mobilise has been a massive help in facilitating that through their eSIM SDK in our app. With their expertise in providing high quality eSIM solutions, we were able to efficiently launch our new eSIM feature as part of our loyalty programme. And our guests are loving it!

Casey Newman

CEO of Fullton Hotel

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!

[Visit Our Website](#)



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