Mobilise

Innovative Telecom Solutions

Launching a White Label eSIM App for Growth

About the Client

The client is a prominent Indonesian telecommunications company specialising in retail and digital services. Known for its significant reach, the client aimed to leverage its market position to introduce an eSIM app, enabling customers to adopt the latest eSIM technology seamlessly.

Challenge

The client recognised the growing demand for eSIM technology but faced significant obstacles due to a lack of in-house expertise in designing and developing an eSIM app. These challenges included:
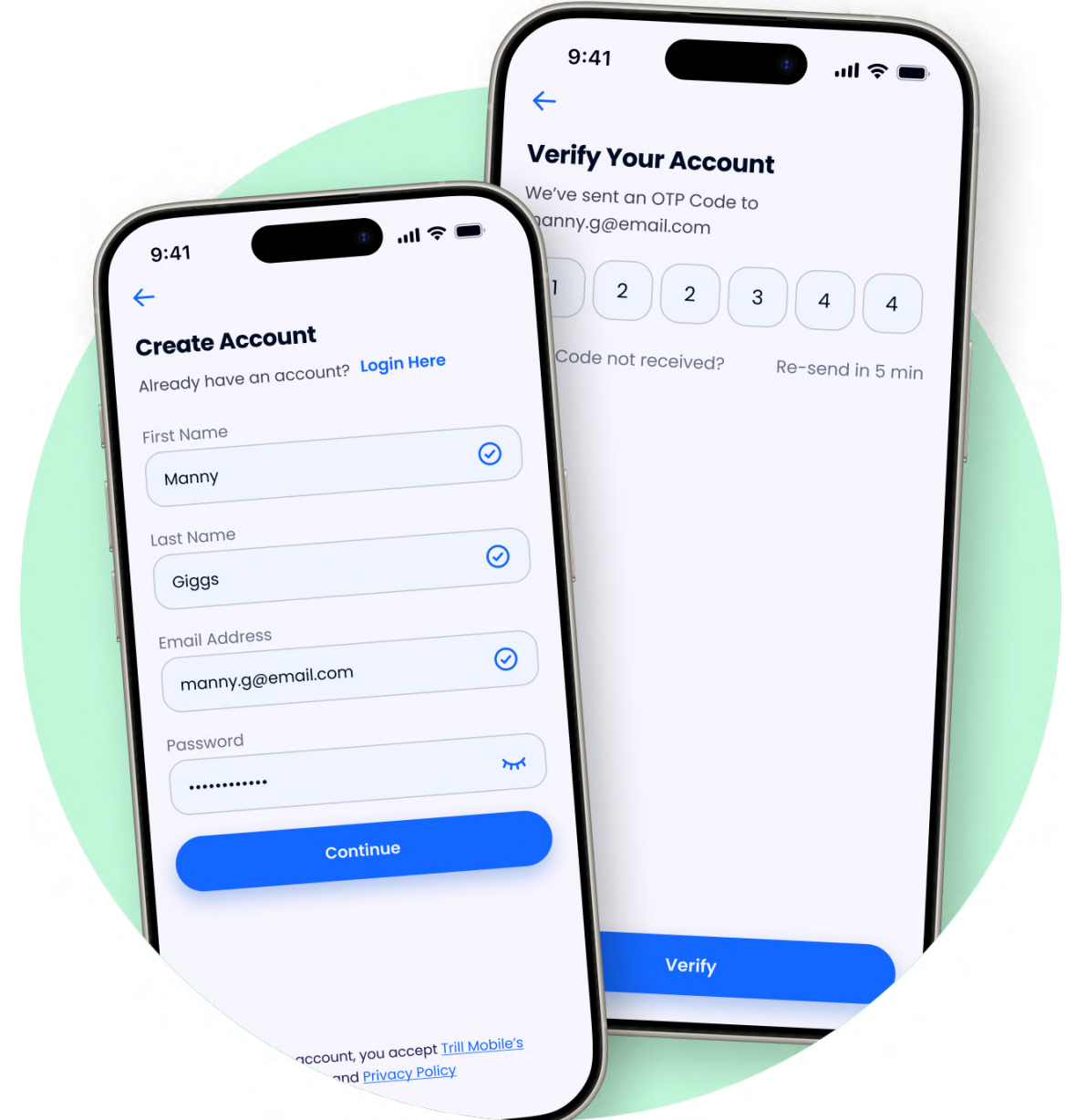
- Inexperience in eSIM: The client required guidance and technical knowledge to build an app capable of provisioning and managing eSIM profiles while meeting industry standards.
- Regulatory requirements: The app must incorporate complex identification verification (KYC) processes to comply with local regulations.
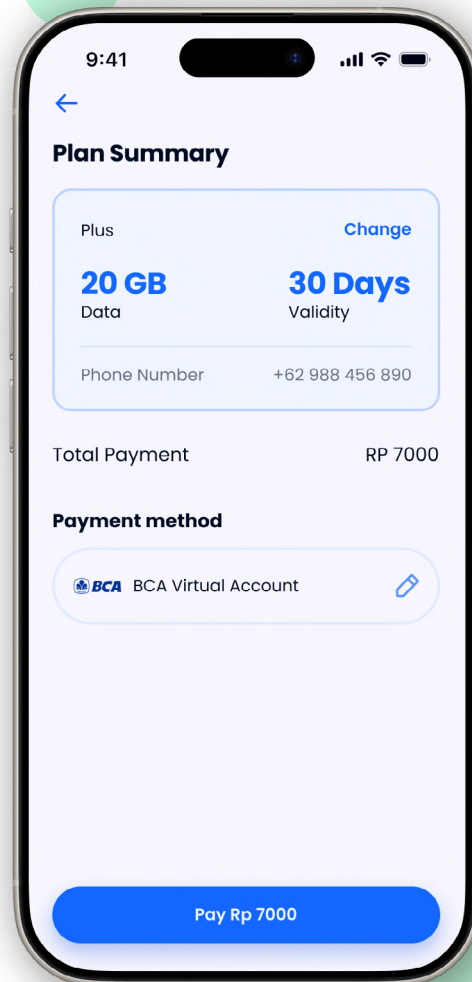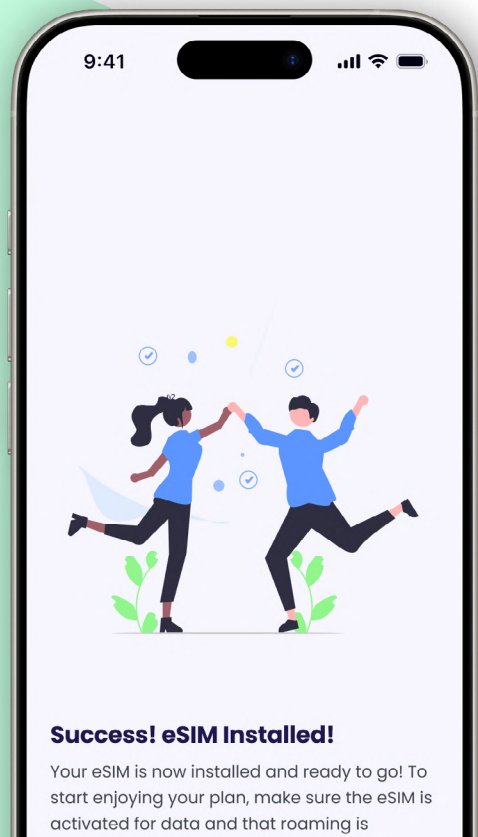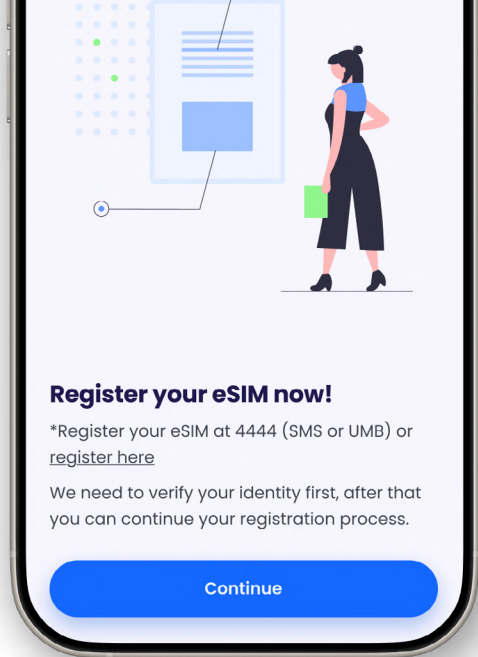
Solution

Using its White Label eSIM App solution, Mobilise developed a comprehensive and fully branded eSIM app to address the client's needs, delivering a tailored, digital-first solution that prioritised customer convenience.

The app provided a remote electronic KYC (eKYC) process that allowed users to verify their identities seamlessly through their smartphones. This ensured compliance with regulatory requirements while maintaining ease of use.

The app prioritised an enhanced user experience by providing a streamlined and fully digital onboarding process that allowed users to easily select mobile plans, customise their phone numbers, and create accounts with minimal friction.

Register your eSIM now!

*Register your eSIM at 4444 (SMS or UMB) or register here

We need to verify your identity first, after that you can continue your registration process.

Continue

9:41

Plan Summary

Plus	Change
20 GB	**30 Days**
Data	Validity
Phone Number	+62 988 456 890

Total Payment   RP 7000

Payment method

BCA   BCA Virtual Account

Pay Rp 7000

9:41

Success! eSIM Installed!

Your eSIM is now installed and ready to go! To start enjoying your plan, make sure the eSIM is activated for data and that roaming is

Users were able to download and activate their eSIMs directly through the app, however, for iOS users with older device versions, the app offered a QR code installation process, ensuring accessibility regardless of device compatibility. The intuitive interface and seamless navigation emphasised customer convenience, fostering higher adoption rates.

To address regulatory compliance, the app incorporated a robust eKYC process, enabling users to register and verify their identities in accordance with local regulations. Despite challenges related to third-party API access limitations, the solution ensured adherence to legal standards while maintaining a smooth user experience.

Results

Following its launch, the eSIM app achieved significant success. It was successfully introduced for Android and iOS users, enabling over 5,000 customers to adopt eSIM technology seamlessly.

By providing multiple pathways for eSIM activation, the app enhanced accessibility and encouraged higher adoption rates among users.

Additionally, the solution positioned the client as a central digital hub for mobile network operators, creating opportunities for future partnerships and expansion.

About Mobilise

Simplified mobile connectivity solutions

Mobilise provides innovative, modular software solutions for telecoms and beyond, enabling businesses to offer digital-first customer experiences. With a focus on flexibility and engagement, our solutions empower companies to streamline operations, adapt quickly, and exceed customer expectations.

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