To avoid paying for costly hotel Wi-Fi services, consumers’ on-the-go needs mainly involve unplanned, infrequent situations, but too much effort is usually required to properly establish connectivity. Use Case – The Connected Tablet

Today, a large proportion of people have an occasional need to connect their tablet to the mobile internet but:

- They either need to prepare in advance or use their smartphone...
- But writing emails offline and downloading videos in advance is inconvenient.

When consumers want to use their tablets on the go, they either rewrite graphics in advance or use their smartphones... when your Wi-Fi is down and you need connectivity.

The solution: “One-step connection”

The “one-step connection” functionality connects tablets to the 3G/4G thanks to a built-in SIM.

The device purchase moment is not the best time to try convincing end users to sign up to a lengthy contract and not offered by all mobile connectivity providers.

They identified 4 main benefits:

- SIMPLICITY
- CONTROL
- FLEXIBILITY

How it works:

1. Sarah buys a week-long mobile broadband tariff, pays in one click via PayPal and is connected to your tablet.
2. She turns on her tablet, selects a three-hour tariff, pays in one click via PayPal and is connected in seconds.
3. She presses the “one-step connection” button on the tablet, and a SIM card will be delivered to her in the mail.
4. When going to visit her parents who don’t have Wi-Fi, Sarah can open her tablet and log in, with no additional ad hoc SIM card to purchase. She feels in control of her spending and data, paying for what she uses and no more.

Out and about:

Budgets for mobile broadband vary. According to Gemalto’s Ideas Hub consumer collaboration community made up of 200 consumers from the USA and the UK, most would prefer to deal with their existing network provider. Consumers don’t want to have to pick one MNO and get locked into a long-term plan.

A panel of end users assessed the one-step connection tablet

65% said they would consider buying a tablet with this functionality

Which benefit appeal most?

- 42% said they considered it important to preserve battery power for voice calls.
- 34% like the convenience of centralized billing but still expect flexibility.
- 22% like both
- 18% like the flexibility to use a range of different SIM cards.
- 10% said they don’t use public Wi-Fi.

What kind of tariff would they consider?

- 42% would prefer to pay an incremental price to add mobile broadband
- 34% would prefer to pay the incremental price to add mobile broadband in exchange for free advertising
- 22% would prefer to pay the incremental price to add mobile broadband without advertising
- 12% said they would consider none of the above

How would they prefer to find a connectivity tariff?

- 42% said they would prefer to receive advertising
- 22% said they would prefer to perform a task best suited to explain the options
- 18% said they would prefer to understand how the various connectivity providers were geared towards empowering the end user
- 12% said they would prefer to have the option to arrange searching for a pay-as-you-go SIM

How much would they willing to pay?

We asked end users to order different tariffs, for a week-long mobile broadband service...