On-Demand Connectivity

Your business is not the same as it was ten years ago. Consumer behaviors have evolved and continue to evolve with more and more objects around us getting connected and smarter. Connected device manufacturers (OEM), Mobile Network Operators (MNO), and enterprises are all faced with new challenges in this hyper-connected and on-demand economy. Enterprise customers and end consumers seek connected experiences that are in-tune with their fast-paced lifestyles. Customers want a reliable service at the click of a button, with no compromise on the quality of service.

Gemalto’s On-Demand Connectivity (ODC) solution enables OEM and MNO to overcome their supply chain bottlenecks to deliver enhanced connectivity experiences for their customers, whether enterprises or end consumers; to best suit the demands in the Internet of Things ecosystem.
Connectivity Challenges

Cellular or mobile connectivity has truly changed the global landscape. It is, today, the undisputed champion in the mode of communication for over 3 billion people, whether that is over voice, SMS or the Internet. The proliferation and ubiquity of mobile networks make them an ideal medium for a large number of IoT (Internet of Things) applications from connected cars to smart watches. But due to its inherent structure, cellular technology also poses several challenges for different actors in the IoT connectivity value chain.

1. Miniaturization

Traditional mobile devices like phones and tablets could make use of a SIM to enable connectivity to mobile networks. But in IoT, the shape and nature of devices varies significantly, so a traditional SIM card is not the best option.

2. Stand-alone Connectivity

For IoT devices, especially consumer devices, the customers do not want to rely on tethering with their smartphones. Fitness bands, personal drones and connected cars need to rely on a smartphone for getting connected to the Internet.

3. Scalable Security

Mobile communication technology is inherently secure. But IoT requires a more scalable security mechanism to address the needs of multiple stakeholders and geographically dispersed network of devices.

4. Evolving Customer Expectations

Customers demand instant fulfilment of their needs through frictionless experiences. Service providers need to adapt by monitoring and managing the quality of experience.

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Gemalto’s On-Demand Connectivity (ODC) offer comprises different components that address these emerging challenges for the OEM, MNO as well as end consumers.

Embedded SIM (eSIM)

A natural evolution to SIM cards, the eSIM adheres to the stringent security and miniaturization needs. Gemalto’s eSIM can be embedded in a wide array of IoT devices like smart watches, connected cars or industrial routers.

The OTA (over-the-air) update capabilities in Gemalto’s eSIM allows OEM, MNO or enterprise service providers to remotely manage the subscription on these devices; and gives freedom to the end consumers to connect their devices without a smartphone.

Remote SIM Provisioning

Gemalto On-Demand Connectivity platform is the one-stop shop for MNOs, OEMs and Service Providers for their subscription management needs. It works with any GSMA-compliant embedded SIM, which ensures seamless interoperability, enabling customers with multiple sourcing options. Whether in hosted or in-house modes, customers can rely on secure, high-speed profile management over HTTP, and end-to-end subscription lifecycle management for multiple industry verticals.

QoE / QoS Platform

Gemalto’s QoE / QoS platform provides insights and analysis into your mobile network performance (Quality of Service) and your subscribers’ perceived Quality of Experience (Quality of Experience). Our solution captures data and provides insights around the customer’s network and device experience and performance.
Why Gemalto

With Gemalto’s On-Demand Connectivity, you have a full suite of services to enable the connectivity and manage the full lifecycle. With ODC, you can:

> Enable connectivity out-of-the-box
> Have flexibility for addressing many form factors for different IoT devices
> Ensure highest level of security and quality of service
> Manage the complete lifecycle of mobile subscriptions

Gemalto’s experience in embedded SIM and Remote SIM Provisioning stands out.

> Working with over 450 mobile network operators
> World’s leader in SIM OTA platforms with 250+ deployments worldwide, managing billions of mobile operators’ subscription profiles
> Uniquely positioned due to relationship with OEM both from M2M and consumer markets
> 100 000 000 things connected via Gemalto M2M-enabled devices
> Extensive portfolio of complementary solutions, including QoS, Roaming, OTA, SIM Activation and Device Management to enrich customer experience
> Compliant with GSMA eSIM specification and eSIM Remote Provisioning Architecture
> Adheres to Global Platform security domain standards for segregation of MNO profiles
> Based on PKI architecture
> SAS-certified
> Fully interoperable with all GSMA-compliant eUICC vendors