Dynamic Subscriber Provisioning

Optimizing the SIM life cycle
Overview

As demand for mobile services grows, operators have great opportunities for growth. The challenge, is to find better, less costly ways of handling that growth - and specifically, to reduce the spiralling costs of managing the SIM lifecycle.

What’s needed is a new, cost-effective, approach to SIM lifecycle management, from card ordering through to card registration and provisioning. An approach which will help operators control – and even reduce – the costs of MSISDN management, but also help network optimization and SIM logistics.

That’s why Gemalto developed Dynamic Subscriber Provisioning, a suite of integrated tools and processes to manage the SIM card lifecycle. It’s designed to help reduce the cost of handling a growing market, and to provide a better user experience.

That’s a real bonus for fast growing markets where churn can reach 50% or more: our experience shows that Dynamic Subscriber Provisioning could have a direct impact on EBIT with 10% of additional acquisition and 10% of lifespan extension, while still helping to cut operating costs dramatically!

Solutions

Gemalto offers a range of solutions, tailored to the individual operator’s needs and designed to increase ARPU. They span:

> SIM Supply Chain Management (from SIM ordering, distribution and inventory management to SIM quality checks)

> SIM Provisioning: On-Demand Provisioning solution (including network and MSISDN optimization, SIM logistics cost reduction)

> Number allocation: Dynamic number selection solution (enabling end-user acquisition and increasing loyalty)

> Prepaid SIM registration: Handset Point of Sales solution (local regulation compliance and footprint distribution extension)