

# Usage & Benefits of SIM Card for MVNO

Everything you need to know about the SIM & potential Value-Added Services



As a Mobile Virtual Network Operator (MVNO), it is instrumental to **differentiate your offer** in a cost-efficient way. To achieve this, a key asset for you is the SIM & its related Value Added Services (VAS) and Applications

This one-day seminar allows you to fully understand and **optimize the role of the SIM** in wireless environments and to **evaluate services** already on the market, also to understand forthcoming state-of-the-art technologies to **imagine new kinds of SIM usages**.



## At the end of the training you will

- > Understand the role of the SIM in a wireless environment for differentiation purposes
- > Be able to optimize cost of operation, distribution & logistics
- > Have an overview on Value-added-Services & their related technologies
- > Benefit from field experience on existing VAS solutions
- > Be able to evaluate future State-of-the-Art technologies & Services

## Who should attend

- > Marketing Staff
- > Project Managers

### Pre-requisites:

- > Understanding of the wireless market

This course is held in English

## Key topics

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| <ul style="list-style-type: none"> <li>&gt; SIM</li> <li>&gt; USIM / 3G</li> <li>&gt; SIM Application Toolkit &amp; Value-Added-Services</li> </ul> | <ul style="list-style-type: none"> <li>&gt; Distribution of SIMs &amp; Services</li> <li>&gt; Handset provisioning</li> <li>&gt; OTA : Remote Management &amp; Security</li> <li>&gt; ETSI – 3GPP Standards Overview</li> </ul> |
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## Day 1



### **Role of the SIM Card in your mobile environment**

- > Basic functions of the SIM
- > Subscriber Identification & Authentication in the GSM network
- > Basic Services provided by the SIM
- > Value Added Services (VAS) in the SIM

### **SIM Card Architecture, Operation & Applications**

- > SIM card architecture
- > Manufacturing: Pre & post-issuance data overview
- > Operation Modes & Security:
  - o GSM with a focus on MVNO specific services & features (SPN, Roaming)
  - o VAS with SIM Application Toolkit
  - o Securing VAS with the SIM Card
  - o Over-The-Air (OTA) remote SIM management process

### **What you should know about Technologies & Standards**

- > Introduction to Main standards and governing organizations
- > Main smart-card related technologies: SIM Toolkit, Java Card, SIM browsing, OTA
- > Positioning of the technologies and related services

### **Today's Value Added Services in SIM: Examples and Benefits**

- > Real-life examples of deployed services: Architecture and different actors  
Benefits for operators, subscribers, content providers.

### **How to optimize cost of Operation, Distribution & Logistics**

- > SIM distribution to minimize logistic cost
- > Outsourced OTA VAS & SIM management...

### **Evolving Technologies & Services**

- > Future developments in network and card-related standards & technologies
- > Potential services and role of the smart card