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**

> SIM
> USIM / 3G
> SIM Application Toolkit & Value-Added-Services
> Distribution of SIMs & Services
> Handset provisioning
> OTA : Remote Management & Security
> ETSI – 3GPP Standards Overview
# Course Schedule

## 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:
  - GSM with a focus on MVNO specific services & features (SPN, Roaming)
  - VAS with SIM Application Toolkit
  - Securing VAS with the SIM Card
  - 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

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