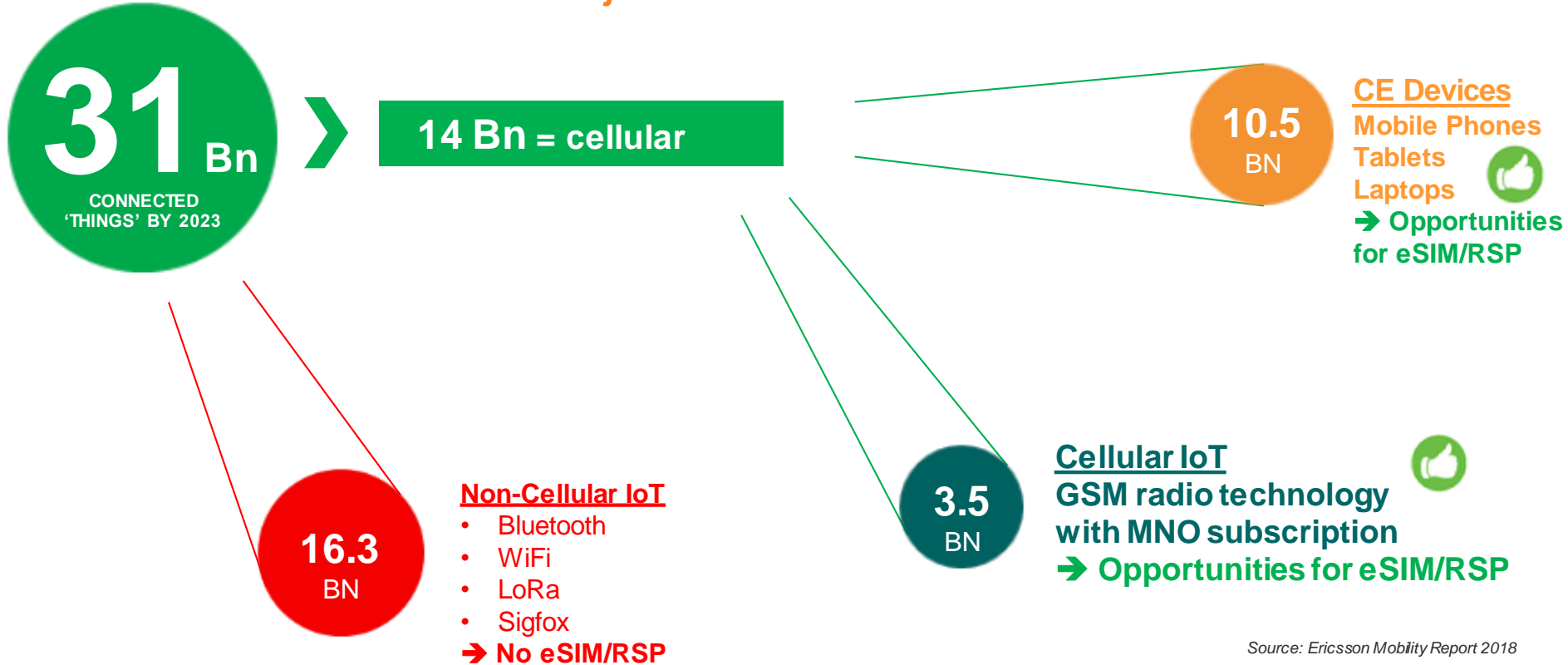


*Telefonica* gemalto<sup>★</sup>

your eSIM digital experience

Benoit Jouffrey, VP Connectivity & Embedded Solutions

# 40% of connected objects will be cellular



Source: Ericsson Mobility Report 2018

# Consumer IoT is highly diverse

Consumer

Machine To Machine (M2M)

Consumer Electronic (CE)



IoT



Industrial



Automotive



# eSIM activation customer experience with rich devices

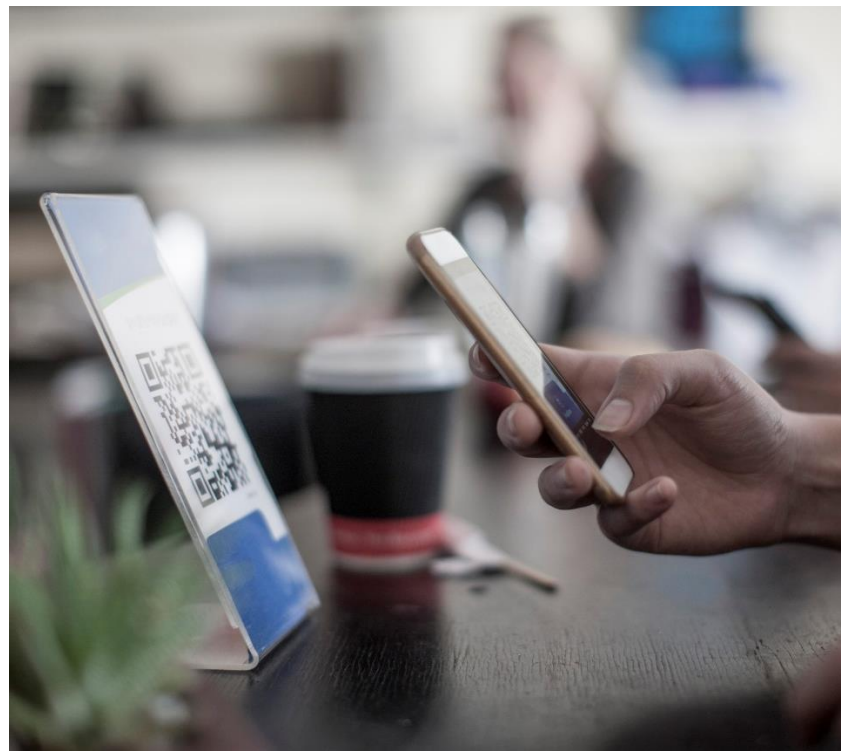


**QR code activation**  
**Physical voucher**

**Carrier application**



**QR code activation**  
**Digital voucher**



# Many consumer IoT devices serve just **one** purpose



- ✘ Have only features fit for their purpose
  - ✘ No or basic display
  - ✘ No camera
  - ✘ Limited interaction capabilities
  - ✘ Cellular only
- ✘ Run on simple OS with no RSP support included
- ✘ Still the end user is in the driving seat

**eSIM** activation experience must **adapt**

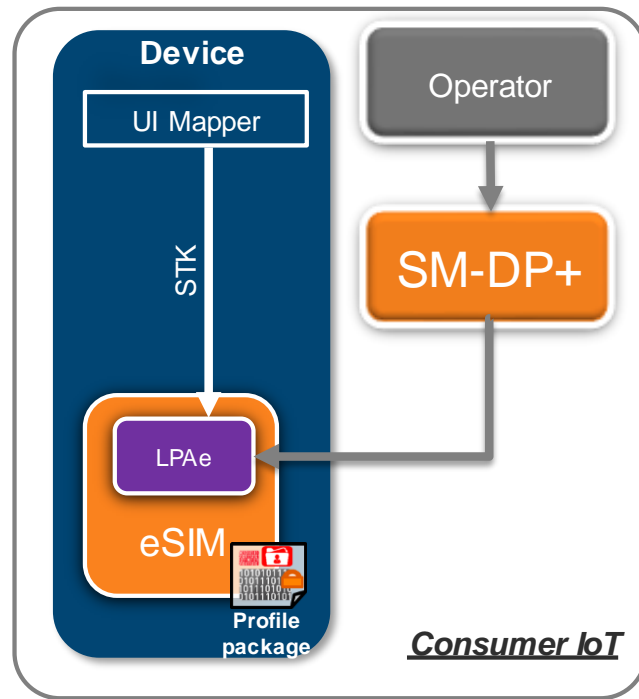
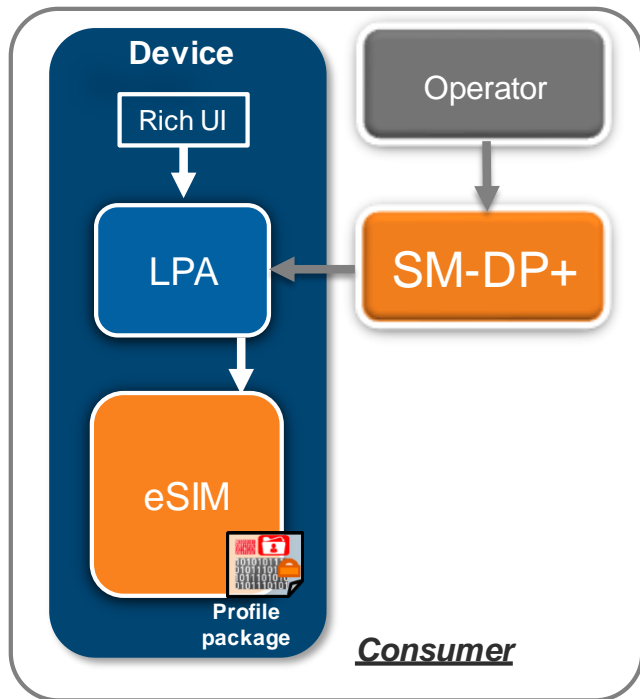
# Leveraging the eSIM in consumer IoT devices



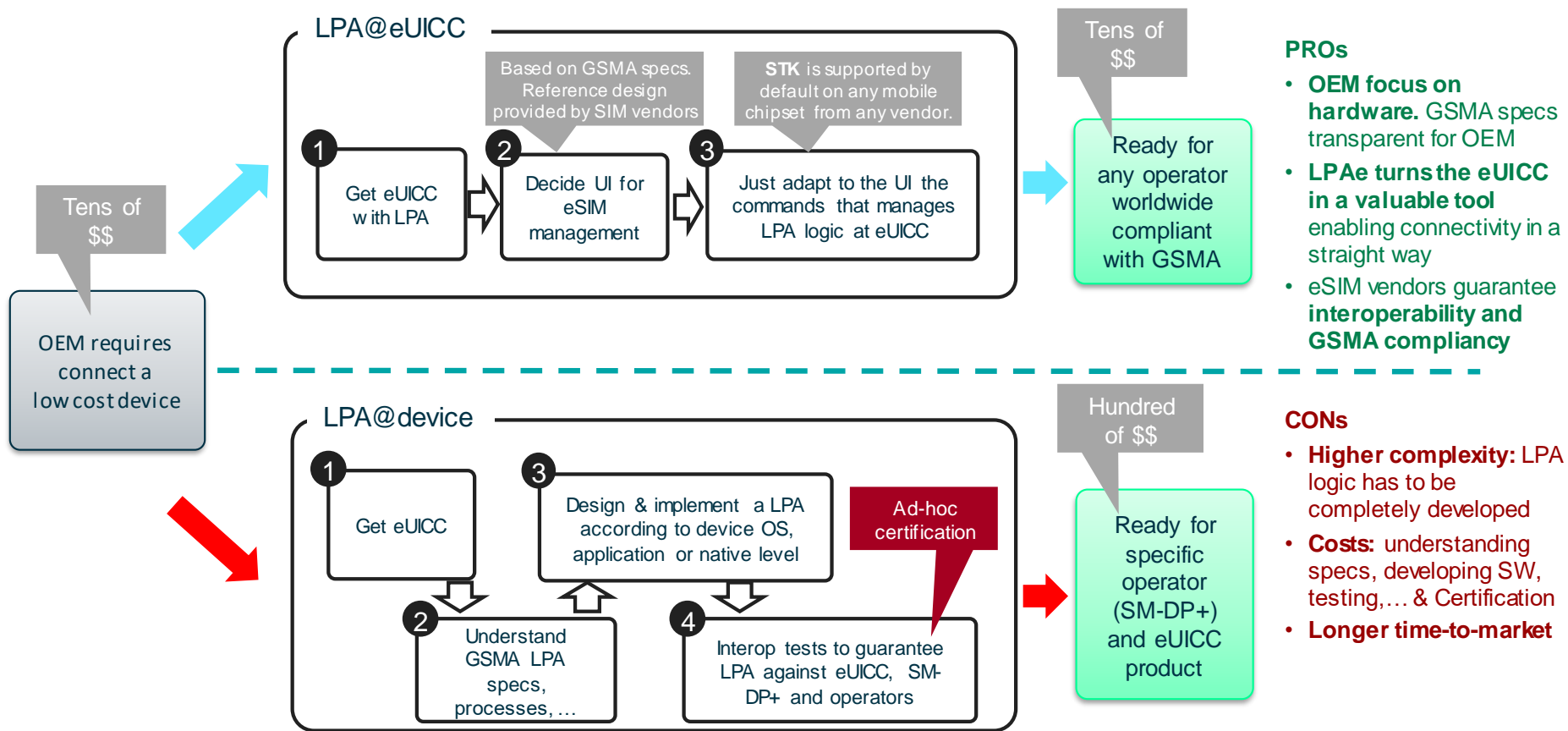
- ✘ Complete GSMA Local Profile Agent functionality in an eSIM
- ✘ Universal and secure activation flows suitable for any IoT device (OS agnostic)
- ✘ Simple to integrate, no complex software necessary
- ✘ GSMA standard and interoperable
  - ✘ Consumer spec
  - ✘ Pull user-interface
- ✘ One SKU for any IoT device

**Complementary** to existing approach, **universal** and **cost effective**

# How does it work?



# Extending connectivity to consumer IoT: LPA@device vs LPA@eUICC





## Some LPAe use cases



- ✦ Buy a new IoT personal tracker with data connectivity included and activate with one click



- ✦ Buy a new IoT home appliance and add it to my personal IoT data plan



- ✦ Other devices: wearables, furniture, clothes, alarms, environmental sensors, ...

Connected!

# LPAe to foster the consumer IoT market



- ✘ Connect **more** devices **securely**
- ✘ **No device certification** needed
- ✘ **Simple** development
- ✘ **Shorter** time to market

# Take away – Telefonica plans

- **Continue working with our partners:**
    - To get LPAe ready in more eUICC products (currently on Gemalto products)
    - To ensure LPAe is properly supported in SMDP+ servers (currently on Gemalto products)
  - **Promote and explain to the industry how LPAe can be easily used to include cellular connectivity on a wide variety of products:**
    - PoC with key partners
    - Reference design/ demonstrators
    - Clarifications / additional information in the GSMA specs
- ➔ **This is not at all a proprietary solution, it is included in GSMA specs and Telefonica is pleased to collaborate with industry at GSMA to get LPAe ready to be used as widely as possible.**

# Thank you for your trust!

**Benoit Jouffrey**

Connectivity & Embedded Solutions