

GSMA™

# eSIM Summit MWC23

Expand your vision through unlimited opportunities enabled by the eSIM

MWC Barcelona Hall 7  
Wednesday 1st March 2023  
09.30 - 11.30



**Benjamin Mazet**

Product Line Manager of the  
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VISIBLE

MWC™  
GSMA

Platinum: <<>> IDEMIA KORE

Gold: THALES  TRUPHONE

# THALES

Building a future we can all trust

## GSMA eSIM Summit – MWC 2023 eSIM & Digital Transformation



**Benjamin MAZET**

eSIM Solutions Product Line Director

March 1<sup>st</sup>, 2023

Barcelona

# 2022 Main Facts Driving the eSIM Usage



Apple iPhone 14 launch:  
**eSIM** only in US



Automotive segment leveraging  
on **eSIMs** capabilities



Creation of Working Group 7:  
**eSIM** for IoT standardization



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# 2022 Key Figures on the eSIM Industry



» **750+** eSIM platforms deployed around the world



» **+150** eSIM devices commercially available

+75 Smartphones	+30 Watches	+25 Tablets	+20 Computers
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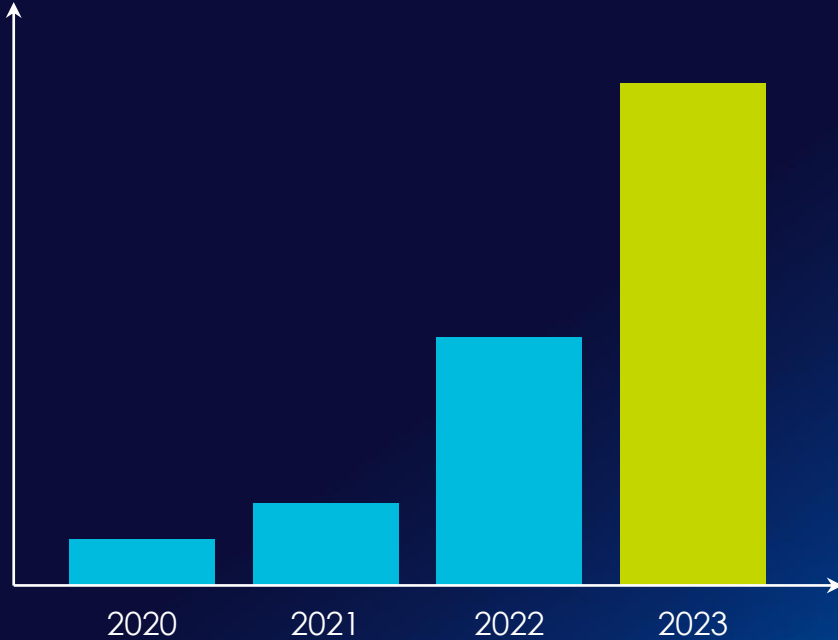


» **+200% YoY** eSIM transactions 2022

# Massive eSIM Deployment Becomes a Reality !

Volume of eSIM  
Profile Downloads

Traffic Multiplied by 2-3  
(Even 7-10 During Launch)



Yes, We Succeeded to Deliver  
This Mission Critical Service !

- > « Over The Air » know-how  
→ **Secure & reliable solutions**
- > Public Cloud infrastructure strategy  
→ **High scalability with cost-effectiveness**

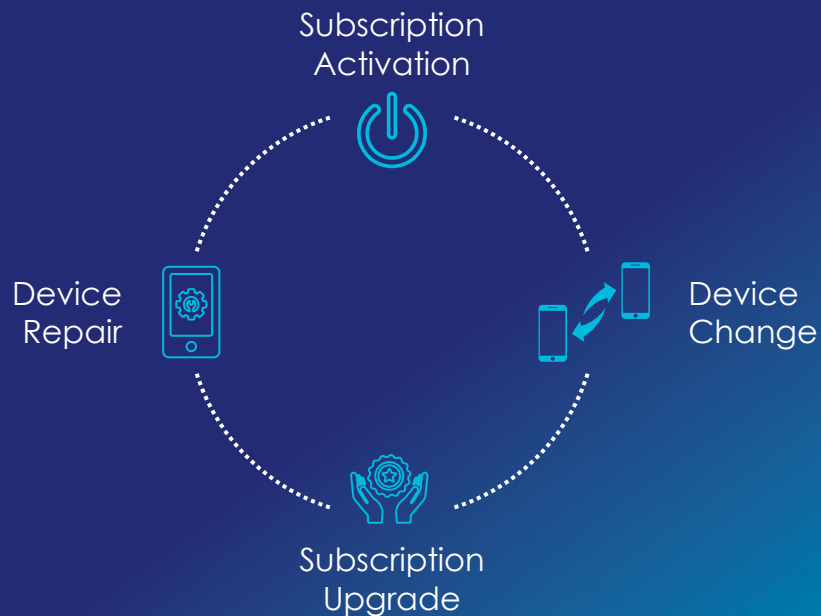
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Google Cloud Platform

# Next Key Challenges to Keep the Momentum

## Subscriber Lifecycle Management



## ➤ Maintain Seamless Experience in a Digital Environment

- Out-of-the box experience on the subscription activation
- Enable the device change
- Ease the subscription upgrade on customer demand
- Facilitate the support & device maintenance

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SM-DP+

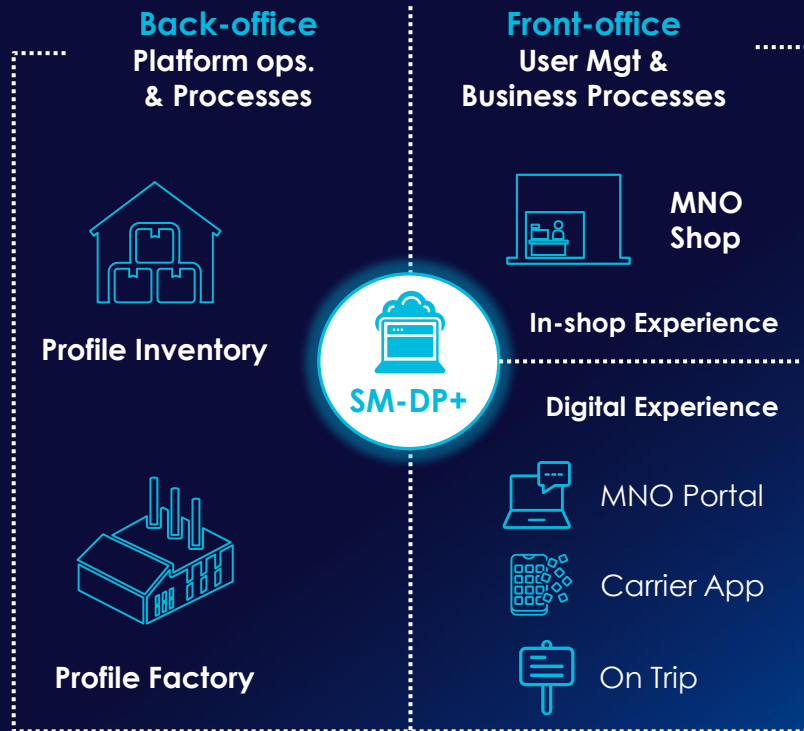


Entitlement Server

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# Challenges Behind the Scene

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## Digital Transformation Impacts the MNO Supply Chain & Processes

- Adaptation of the front-office processes
- Supply chain of the eSIM profile to download becomes critical
- Real time adaptation to user environment

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- SM-DS & DS-Connect
- On-demand & Generic evoucher
- Smart Profile Matcher & Regeneration

# New Opportunities Provided by the eSIM Capabilities

01

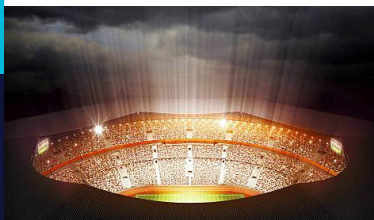
## Connectivity for Travelers



- Provide data package to enable applications
- Addressed Silent Roamers

02

## Connectivity on Event



- Enable event-based connectivity offer

03

## Try & Buy



- Marketing tool to promote offers
- Increase conversion rate

... And  
more to  
come



**Thank you!**

**Meet us  
Hall 2 stand 2J30**



# 2023 Visible eSIM & NFT (Network Free Trial)

GSMA eSIM Summit - Mobile World Congress

-

March 1, 2023  
Barcelona, Spain

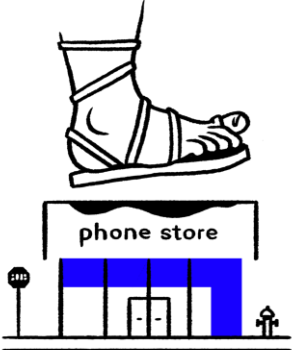


**Alisha Rodrigues**  
Head of CX and Product

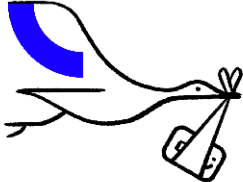
**visible**  
by Verizon

# Hi, we're Visible.

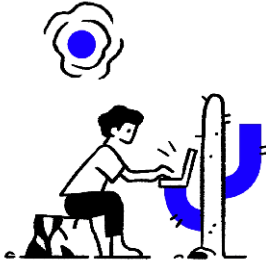
All Digital



Hybrid Carrier



Accessible Unlimited



Powered by Verizon





## What comes standard:

### Unlimited everything, no hidden fees

Get the unlimited data, messages and minutes you love without hidden fees raising your cost.

### 99% of the US population covered

Visible is by Verizon, so all Visible's benefits come with America's most reliable 5G network.

### All the hotspot usage you can handle

There are no data limits on your hotspot usage so feel free to stream wherever you are.

### 24/7 access to human assistance

We don't have stores, but we can still offer you access to our care team via chat, at any hour.

## Here's how we do it.

We built a more cost-effective, direct-to-you wireless service.



No storefronts or call centers means lower operating costs that you have to pay for. (Don't worry, there's still 24/7 chat support.)



We offer two simple plans, including only what you need: unlimited data, talk, text & hotspot — making things easier & less expensive.

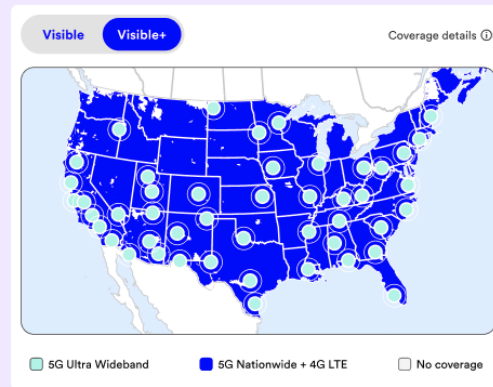


Running on Verizon's 5G Ultra Wideband, 5G Nationwide & 4G LTE networks lets us deliver reliable coverage for your needs. ⓘ

## Our network covers 99% of the population.

That means we're pretty much everywhere you need us to be. That's because we run on Verizon's award-winning 5G and 4G LTE networks.

[Learn more](#)



# Mission

We are here to reimagine what wireless *should* be: radically simple, fundamentally accessible, and audaciously inclusive.

# Vision

To be the most loved brand of the digital generations.

# Values



Transparency

Connection

Community

Innovation

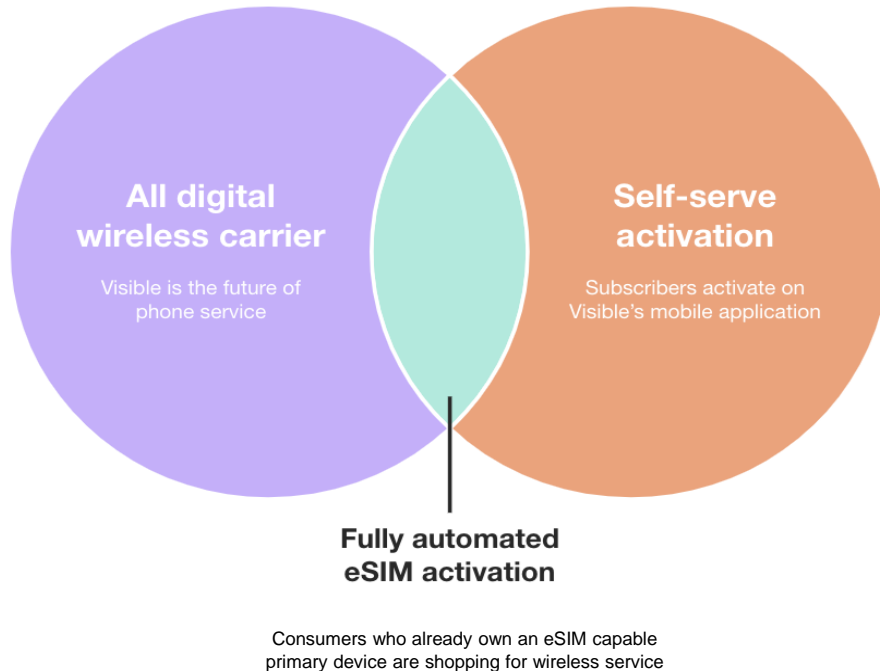
Impact

Fun

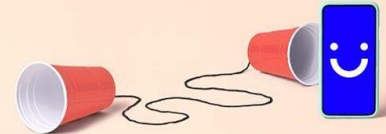
# Visible eSIM



# Visible was conceived and built for eSIM



- Instant sign-up without going to a store or incurring the complexity and cost of shipping a physical SIM card
- Visible doesn't have stores to which it needs to drive traffic like most other US carriers
- Visible's target market is tech savvy, and prefers to self-help, making eSIM a perfect match
- Visible's network makes eSIM a great opportunity to attract subscribers through a free trial



# eSIM % of activations are increasing monthly

**50%**

Of Visible's January new members started via eSIM

**2x**

Increase in eSIM mix of subscribers over prior 12 months

**95%**

Of eSIM users activated without contacting customer care

**10 mins**

Majority of members activated in less than 10 minutes; pSIM averages 5 days which includes *overnight shipping*

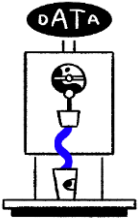
More than 1 in 5 of Visible members use eSIM

Recent increases driven by the iPhone 14

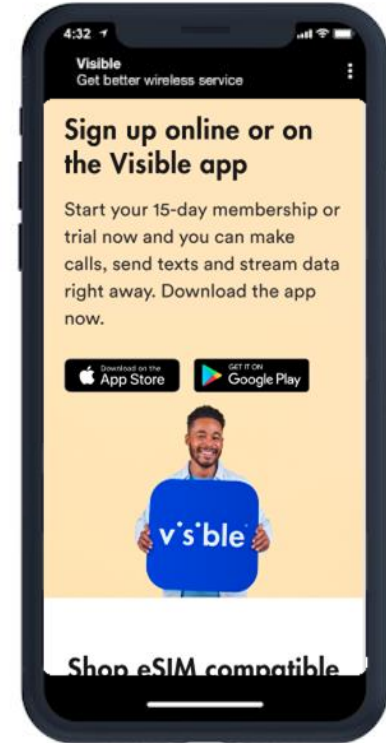
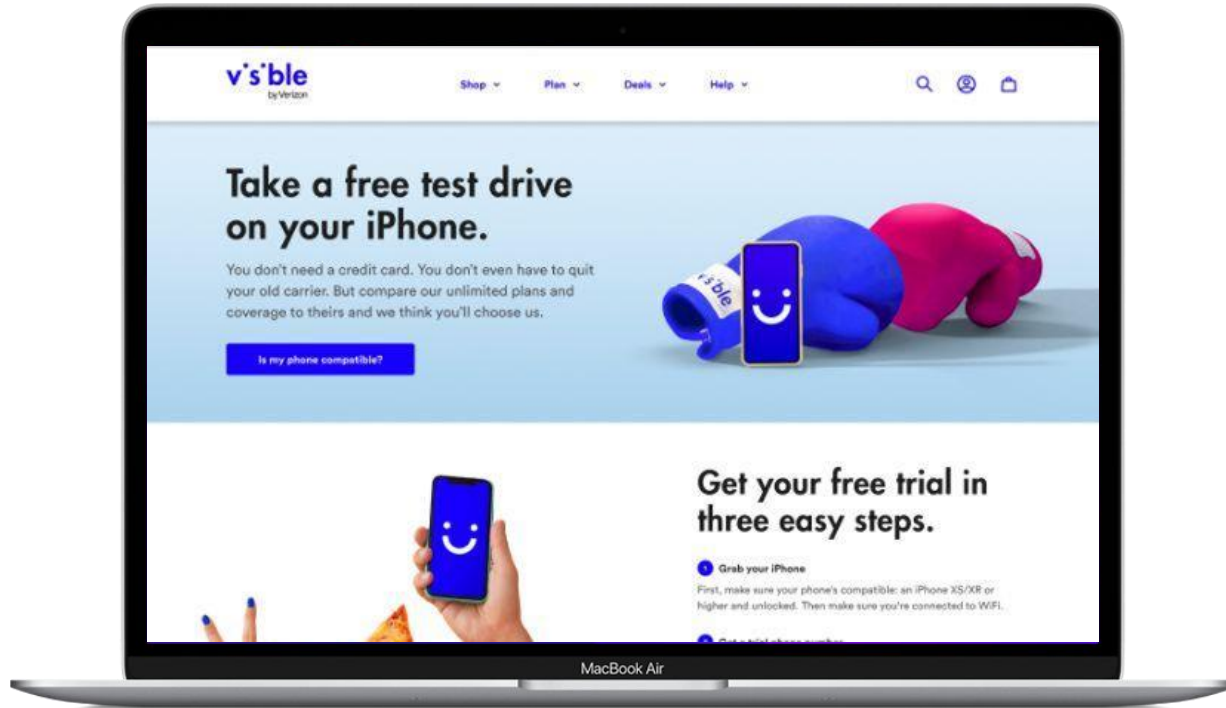
Expect recent trends to continue due to broader industry shift



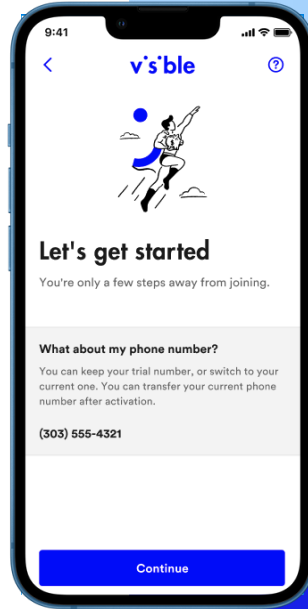
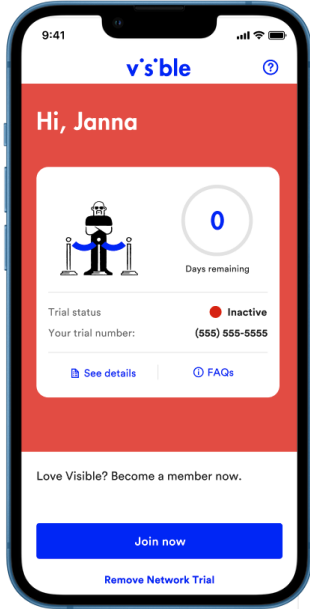
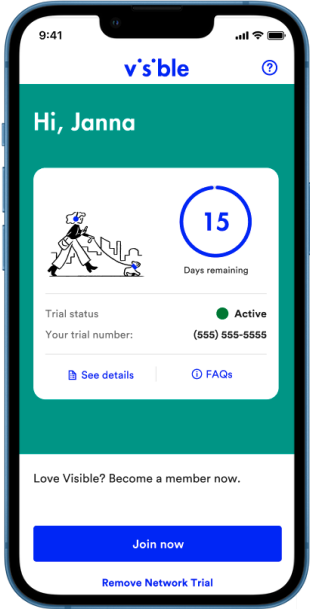
# Visible Network Free Trial (NFT)



# Visible Network Free Trial (NFT) using eSIM



# Using the trial



# Customers use the NFT to test Visible's network

## #2 reason for switching: Network

Customers switch for price and network experience

*Customer's test the network primarily where they live and work*



# 39%

conversion rate of Network Free Trial participants

*Compared to 4% conversion rate of similar no credit card required free trials*

### NFT User Profile

- Joins with a recent iPhone
- Consumes 6GB of data during the trial
- Rarely uses call or text features
- Average trial usage is only a few days

**NFT creates piece of mind before fully committing to Visible**

v's'ble

# Thank you.

**Alisha Rodrigues** (she/her)

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