GSMA Services Showcase Live #4

How eSIMs play a key part in mobile digitisation

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Questions	Answers
What's your view on when smartphone manufacturers will shift to eSIM-only smartphones?	Motorola was the first to launch an eSIM-only phone several years ago (Razr, LTE model), but that was a single case. GSMA Intelligence believes there will be a gradual transition to eSIM-only mobile phones between 2022 and 2024. This is confirmed by a survey GSMA Intelligence conducted a few weeks ago with eSIM vendors. The survey showed that there is a consensus that: - One device maker will launch eSIM-only phones in 2022; and - More than half of the device makers will continue this trend by 2024
In regards to Africa, when do you believe the eSIM adoption will start to increase?	Sub-Saharan Africa will have the slowest adoption of eSIM as the technology is currently present in only a few countries. More eSIM phones for the low- and mid-end customer segments are needed to facilitate eSIM customer adoption in Africa.
How do you achieve 18M monthly queries?	As shared in the presentation, 80+ device models support the eSIM Discovery service. As a result, there have been a significant number of requests since the rollout of our eSIM Discovery Service
Is the GSMA eSIM Discovery service open to private networks, not only for the big operators?	As eSIM Discovery is provided through the Internet to serve all devices, we do not see any significant obstacles to adoption to private networks, except that some traffic may need to be allowed for access to eSIM Discovery.

Is there an easy way to get the EID from a new subscriber's device?	As mentioned in the slides from Thales and Idemia, eUICC Identifier (EID) can be obtained through:
	  i) Package of the device
	  ii) Device Settings Menu and/or entering *#06# on the device
	  iii) Provided in bulk from providers of the device
	
	For (i) and (ii), many times, they are also displayed in the barcode or QR code. There are also developments in SGP.22 to include device information codes to provide additional information

Have you seen Mobile Network Operators implementing the SM-DS flow for subsidised devices?	One of eSIM Discovery's critical advantages is providing an enhanced open box experience for MNO subsidised devices. As shared by GSMA and Idemia, customers with device purchases from MNOs can have their EID scanned during the purchase process at the MNO. Deutsche Telekom's "eSIM Direct" is one of the samples of how MNOs can utilise eSIM Discovery as part of their subsidised device activation strategy.
What would be the incremental benefit of using eSIM Discovery if the MNO mobile application retrieves the EID from the phone?	As shared by Idemia, various device deployment scenarios require the right eSIM provisioning methodology. The profile download strategy would depend on access to the device by the MNO.
If an MNO wants to test the eSIM Discovery Service, what should they do?"	Mobile Operators can contact their SM-DP+ providers, where they can test the service
What is the timeline for push notification to be live?	While GSMA would like to develop the push notification relatively fast, it also requires OEM and Operating System providers to develop and adopt the device-side software and make themselves compatible with the offering.
IoT devices (e.g. no display) will probably come without WiFi. Which connectivity will be used to reach out to DS?	There are multiple ways to achieve this, such as in-factory provision. The eSIM working group also started the study of SGP.41 to focus on in-factory provision processes.
Will the SGP.31 be released this year?	SGP.31 has been published and is available online at HERE. It contains the architecture specification on the eSIM IoT specification. SGP.22 version 3 and SGP.32 are still under discussion by the relevant working groups.

If you have more questions about GSMA eSIM services, please contact esimservices@gsma.com