DEPLOYING GSMA ESIM DISCOVERY SERVICE KEY SUCCESS FACTORS

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THE DREAM OF A TRULY OUT-OF-THE-BOX EXPERIENCE CAME TRUE





No app to download or QR code to scan



A multi-channel activation method: in-store, at home, on the move

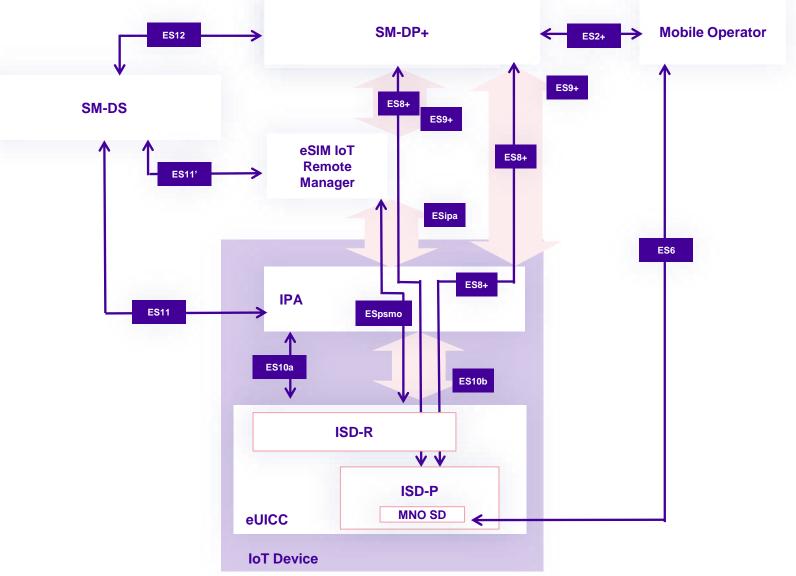


Automated process making end-user autonomous, with limited actions required



Compatible with a wide range of Consumer eSIM devices

ESIM DISCOVERY SERVICE IN IOT/M2M



SM-DS flow still fully present in SGP.31 and SGP. 32

Interfaces are unchanged: ES11 & ES12



Any investment to implement GSMA eSIM Discovery could be fully reused for IoT / M2M

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A STREAMLINED ESIM ACTIVATION PROCESS ENABLED BY GSMA ESIM DISCOVERY



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Purchase can be done either online or in store

Mobile operator retrieves the device EID

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- In store: scan of EID
 bar code
- Online: the end-user enters the EID number

IDEMIA SM-DP+ informs GSMA eSIM Discovery

GSMA eSIM Discovery is informed that IDEMIA SM-DP+ has a profile for this device

End-user device checks for a subscription

The device makes contact with GSMA eSIM Discovery and asks if there is any eSIM profile waiting for it

End-user device downloads the eSIM profile

The device receives the IDEMIA SM-DP+ address from the GSMA eSIM Discovery and makes contact with it to download the matching eSIM profile

eSIM profile is enabled

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As the eSIM profile is now enabled, the user can activate it and start using the Mobile Operator connectivity services

DEPLOYMENT KEY SUCCESS FACTORS

Enable multichannel eSIM Activation flow

- Careful and in-depth design of each activation flow
- Consider changes in the backend systems for EID retrieval and handling

Raise awareness & train your staff

- > Sales agents in branches
- Customer service agents in call centers
- Nominal use case and troubleshooting guides

Educate customers

- > eSIM benefits
- > eSIM activation flows



EXAMPLE FROM THE FIELD



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IDEMIA SM-DP+ integration

- IDEMIA has integrated GSMA eSIM Discovery into its SM-DP+ platform
- Deutsche Telekom is relying on IDEMIA SM-DP+ to:
 - Register events on the eSIM Discovery server
 - Ultimately download
 the eSIM profile

Deployment over 7 geographies

- > Germany
- > Austria
- > Hungary
- > Poland
- > Czech Republic
- > Greece
- > Croatia

Key success factors

- eSIM Discovery implemented for both in-store and online activation flows
- Internal awareness raised via a training and communication plan with a dedicated brand name for the service: "eSIM Direct"
- External awareness for customers via FAQ, articles, and user guides for "eSIM Direct" service on the website



Thanks to "**eSIM Direct**", Deutsche Telekom has been able to provide a simple and frictionless out-of-the-box user experience to its subscribers.

Markus Kröber – Deutsche Telekom





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