

DEPLOYING GSMA ESIM DISCOVERY SERVICE

KEY SUCCESS FACTORS

GSMA Services Showcase Live
June 22nd, 2022



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

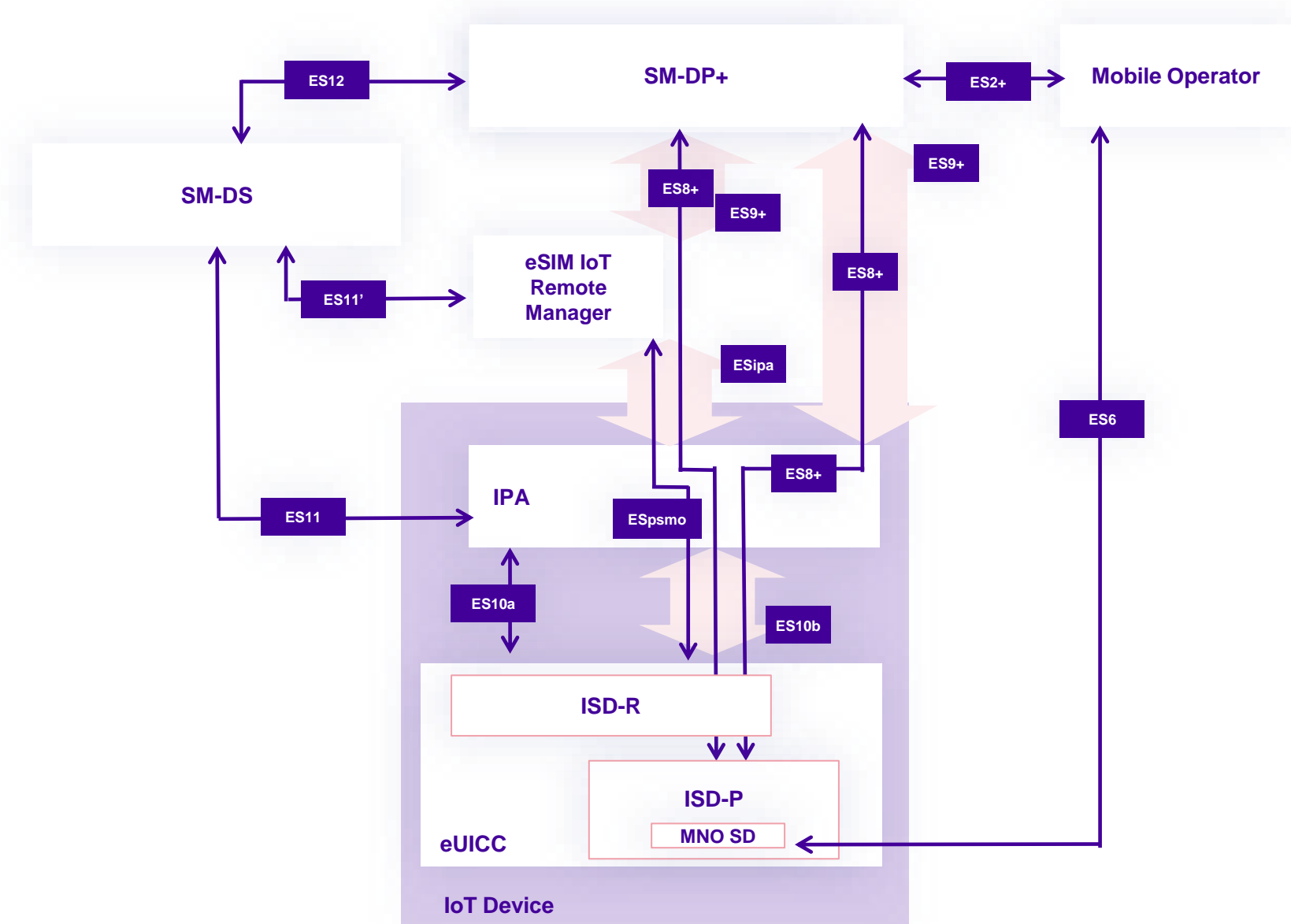


Automated process making end-user autonomous, with limited actions required



Compatible with a wide range of Consumer eSIM devices

ESIM DISCOVERY SERVICE IN IOT/M2M

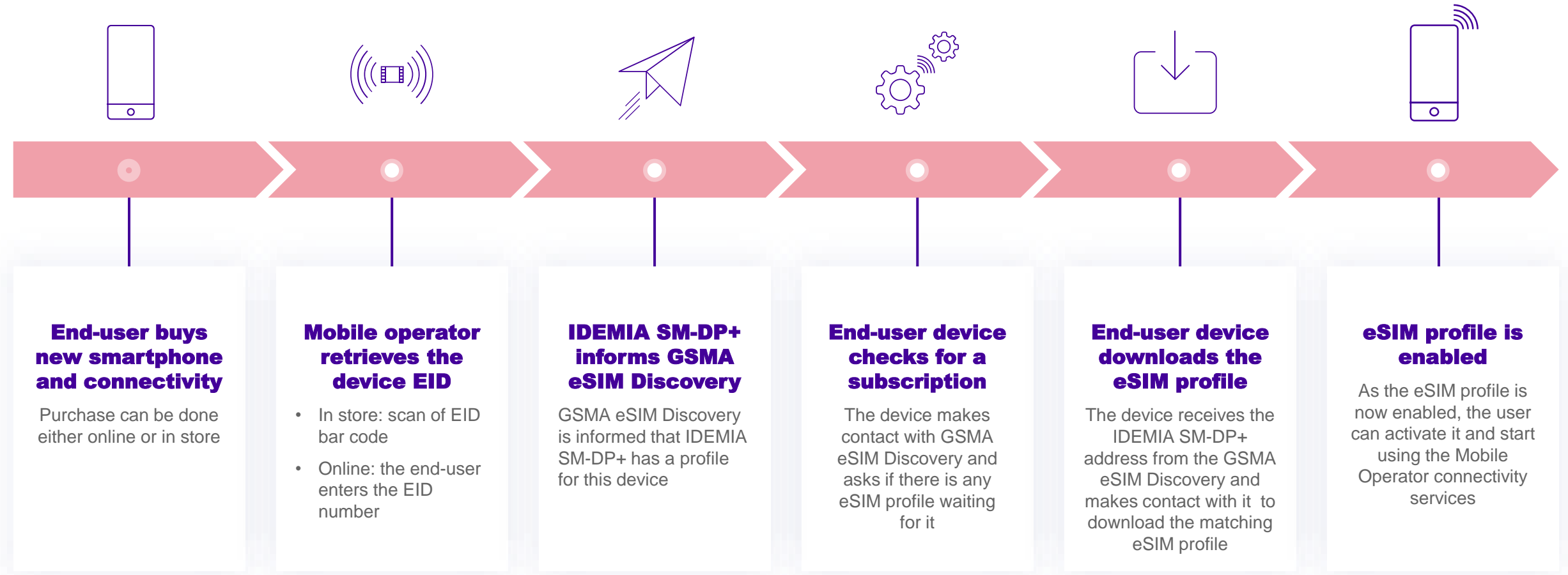


SM-DS flow still fully present in SGP.31 and SGP. 32

Interfaces are unchanged: ES11 & ES12

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

A STREAMLINED ESIM ACTIVATION PROCESS ENABLED BY GSMA ESIM DISCOVERY



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



IDEMIA SM-DP+ integration

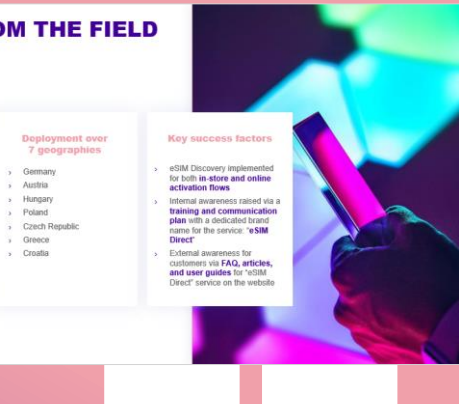
- › IDEMIA has integrated GSMA eSIM Discovery into its SM-DP+ platform
- › Deutsche Telekom is relying on IDEMIA SM-DP+ to:
 - Register events on the eSIM Discovery server
 - Ultimately download the eSIM profile

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

”



Sylvain GIVORD
Product Manager
Consumer eSIM Management solution

Sylvain.givord@idemia.com



Join us on     

www.idemia.com