

eSIM; Road to Future Growth

Robert Khello

Strategic Product Manager

LITUANIA eSIM workshop, December 2021



Agenda



- What is eSIM for Ericsson
- eSIM Domain
- Issues of eSIM in business segments
- Ericsson offering to industries
- Summary
- Q&A

Ericsson classification of eSIM



What is eSIM for Ericsson ?

A REVOLUTION

A mean to digitalize telecom subscription solutions & services

A Capability for onboarding Billion of connected devices

A smooth solution for offering new services meeting customer demands

A seamless method for consumer, IOT and Enterprise business segments

Business Growth for Telecom and Industries

eSIM Domain : Insights & Trends



- 2020 : Operator adoption of Entitlement Server based solutions is accelerating → eSIM service On-Device-Activation and related use case/solutions are really taking off.
- Popular solutions are related to Apple Watch eSIM solutions, followed by Samsung Watch eSIM solutions.
- Several cellular eSIM smart watches already coming into the market from both traditional device OEMs (Oppo, Xiaomi etc.,) and non-traditional device OEMs (FOSSIL , Montblanc etc.,) powered by Google WearOS.
- 2020 is a starting year for entitlement service solutions related to Primary eSIM devices/Smartphones. In 2021-22, these solutions expected to start their growth trajectory.
- 2021-22 also bring in another eSIM device category into focus : Laptops & Tablets.
- 2022 bring in another eSIM device category into focus : Next Gen Automotive (Cars) Consumer eSIM solutions and Carrier Telephony/VoLTE (one number) + Data Services.



Issues of eSIM in business segment



Ericsson eSIM engagement conducted with huge customer base, in both consumer and IOT business segments, have outlined several aspects limiting the exploration of eSIM values for the industries and users:

- Few are exploring new set of services and offering that can easily be managed through eSIM
- None is addressing the full digitalization journey related to subscription management solution
- Complex and slow adoption due fragmentation of IOT segments (Mission Critical IOT, MBB IOT, LPWA IOT)
- Consumer and users are still not aware of eSIM contributing to improved life experience
- eSIM is mainly driven by device manufacturers rather than industries
- eSIM support seen as necessity rather than mean to grow with 5G offerings
- Slow publication of new standard specifications (Consumer & IOT) supporting new capabilities
- No real preparation for the arrival of eSIM only devices

Ericsson offering to industries



General eSIM;

- eSIM solutions for all device brand and types through interoperability verification with major device manufacturers
- Worldwide experience (>60 customers) with excellent service handling and customization support
- Innovative technology leadership saving investment and enabling E2E digitalization journey

For consumer segment;

- Multi channel entitlement serving both primary and secondary eSIM device onboarding
- Adaptive workflows for all eSIM device brand and types (watches, laptop, smartphones, etc)
- Flexible design and customization capability for best fit with customers environment

For Enterprise and IOT segment;

- Launch of eSIM Hub service for IOT supporting >15M eSIM subscriptions
- Launch of very popular eSIM use case for fleet management support
- Contributing to the new GSMA standard that will simplify growth for IOT industry

Ericsson eSIM solution and use cases



eSIM consumer segment and in addition to activation of VoLTE and VoWiFi services, the Ericsson entitlement have been deployed supporting the following eSIM related solutions and use cases:

- Activation of secondary eSIM device, shared ID (Apple Watch Tokyo/Rio, Samsung Watch, ...)
- Activation of new subscription on secondary devices (Apple Watch Tremblant, Samsung watch)
- Activation of transfer of subscription SIM/eSIM → eSIM (Apple Magnolia, Samsung transfer, ..)
- Activation of new primary eSIM device subscription (iPhone 10..13; Samsung S20/S21)
- Activation of eSIM enabled Laptop, Windows 10

In the fragmented M2M and IOT segment, the Ericsson IOT Accelerator supports a wide range of eSIM related solutions and use cases for multiple enterprises, mentioning some few:

- Connected car and trucks
- Utility (e.g. smart meters)
- Transport & Logistics (e.g. location and asset tracking)
- Industrial (e.g. water pump)
- Healthcare (e.g. Diabetes treatment device)
- Consumers & Business users (e.g. Professional coffee machine, Wearable, Police Body Camera, POS terminal)
- Micro-mobility (e.g. e-Scooter)

Summary: What we bring to you !



Business Flexibility
Multiple Channels



Quick Integration
Excellent PNS support



Global Expertise
all use cases



Lab services
New use cases pre-verified



Growth

Innovative solutions
Telecom and services

Speed

Quick TTM
Proven services

Leadership

Quality, Expertise
for smooth E2E offerings

Trust

Network Impact Risk
(Interoperability device
testing)



Q & A



Imagine Possible

[Enterprise Communication - Ericsson](#)