

Benefits of eSIM for Businesses

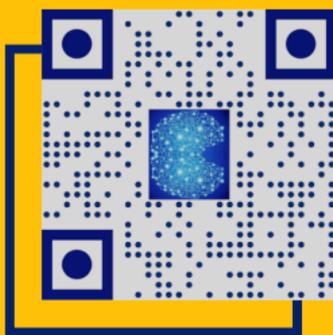
1.2 billion devices



- Embedded SIM (eSIM) is a new feature available in consumer devices incl. smartphones, tablets, laptops, and wearables
- 1.2 billion devices - esp. iPhones & iPads - already support eSIM
- GSMA expects 42% of all smartphones globally to have eSIM by 2025

Main eSIM attributes:

- Can be distributed online and activated using QR codes, activation codes, or carrier apps
- Allows multiple wireless plans (e.g., for work, travel, etc.) on the same device
- Enables digital cellular data services with the same AES authentication of SIM cards



eSIM Use Cases for Businesses



Customer Engagement

As a new loyalty perk or as bundled service to upsell other services/promotions



International Travel

To save more than 90% on data roaming fees and stay connected while traveling



Back-up Connectivity

To maintain redundant connectivity esp in crowded or remote environments



Employee Engagement

As a new work perk for employees or gig workers, optionally linked to KPI's

Factors to consider while picking an eSIM API

Quality of Service

The cellular network(s) used by the eSIM determine the quality of service (esp. speed and coverage) of the eSIM service.

eSIM Locality

eSIM profile can be offered from a local or intl provider. Local providers are a safer option as they tend to be comply with local privacy laws.

API Specs & Performance

eSIM API specs (endpoints) and performance (incl. latency, uptime) together with security compliance are essential to consider.

eSIM Security

eSIM QR & activation codes utilize 10 to 20 random variables. In general the longer the random string the more secure the eSIM.

Programmability & Analytics

eSIM programmability & analytics increase the eSIM fit and success potential for the targeted use cases, while reliable support is also important.

Fixed Costs & Prices

Fixed costs (capex, opex) and eSIM prices matter when picking an eSIM API provider to achieve meaningful ROI, while considering other factors.

For more information visit celitech.com