

# Smart Connect M2M

**Unleash the power of eSIM**



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## INTERNET OF THINGS

# Market Overview

Traditional cellular (2G,  
3G, 4G, 5G)

Private Network  
(LoRa, Wi-Fi, Wi-SUN)

Public proprietary  
network (Sigfox,  
LoRaWAN)



Cellular Network (2G-5G,  
LTE-M, NB-IoT)

Short Range (Wi-Fi,  
ZigBee, Bluetooth)

LPWA  
(Sigfox, LoRa, NB-IoT, LTE-M)

**105B** eSIM IoT  
devices in the market by  
**2024**

**11,7 billion** IoT  
connections in 2020 , more than  
non-IoT connections (9,9 billion).

IoT for industrial segment more  
than **half** total of IoT  
connections in 2025 (13.8B vs  
11.4B for consumer market)

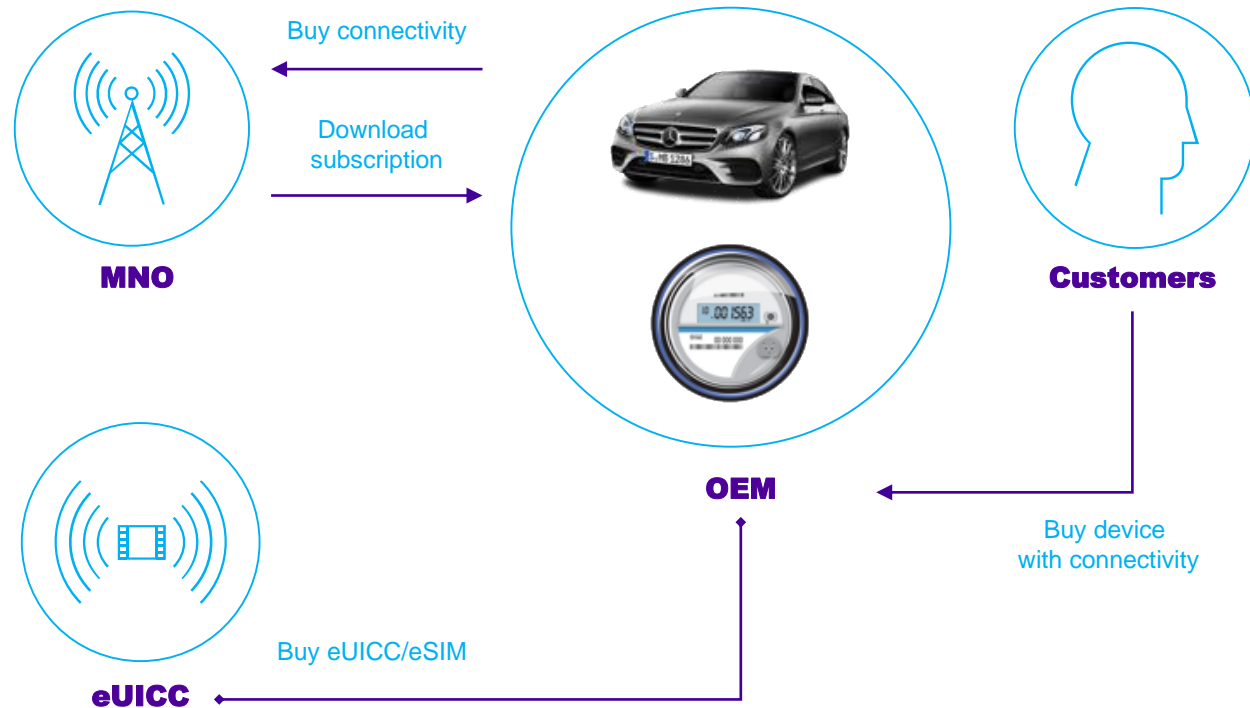
Non-IoT includes mobile phones, tablets, PCs, laptops, and fixed line phones  
IoT includes all consumer and B2B devices connected (e.g. connected cars, smart  
home devices, connected industrial equipment)

Source: GSMA, Juniper, and IoT Analytics Research 2020

# Smart Connect for M2M

## ECOSYSTEM AND USE CASES

### M2M



## Use cases



**Bootstrapping:** Activation of eSIM in the country of destination for global deployment



**Second-hand** connected products connectivity management



**Connectivity management** for devices which have a long lifetime and are difficult or impossible to attain (antenna, sensor...)

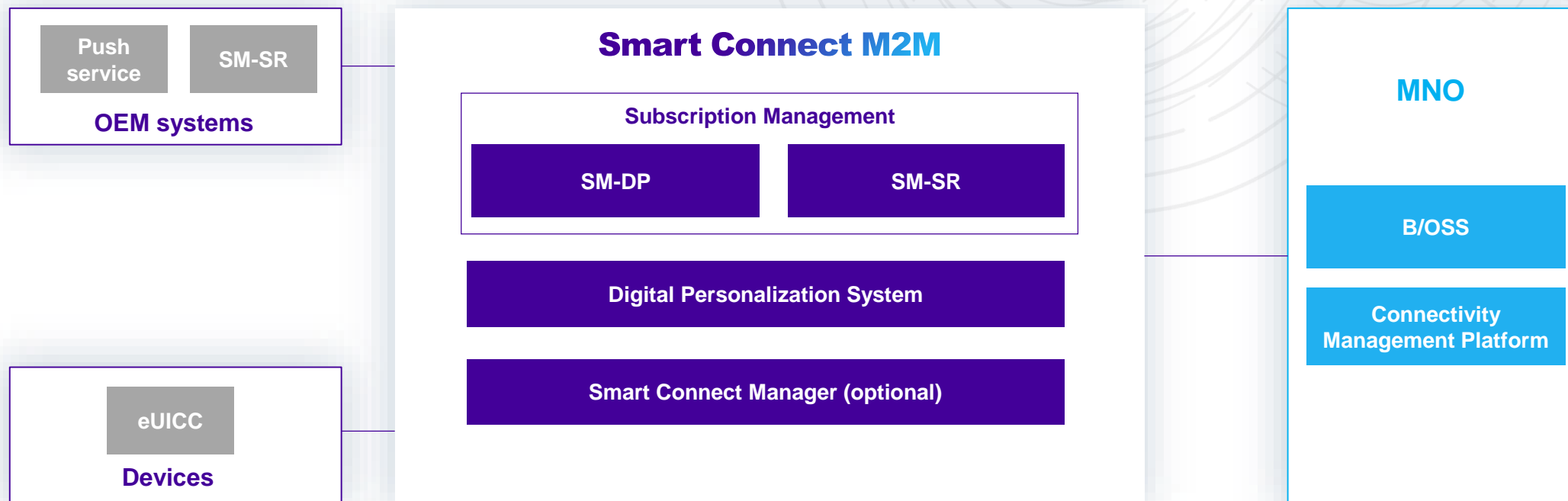


**Active switching** by IoT device to automatically switch to the optimal carrier profile



# Smart Connect M2M

## HIGH LEVEL ARCHITECTURE





# Smart Connect M2M components

A COMPREHENSIVE SOLUTION TO MANAGE ESIM FOR M2M USE CASES



## Subscription Manager Data Preparation (SM-DP)

It belongs to Subscription owner representative (typically MNO or MVNO).

It stores MNO credentials, generates and encrypts MNO profiles on-demand.

## Subscription Manager Secure Router (SM-SR)

It belongs to eUICC owner representative (MNO/MVNO or OEM).

It stores eUICC access information, delivers MNO profiles OTA, and permits remote management of the profiles on an IoT device.

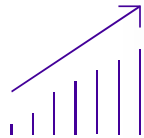
## Digital Personalization System (DPS)

It lets MNOs more easily manage profile ordering and stock management, and simplify integrating with companies' IT systems.

## Smart Connect Manager (optional)

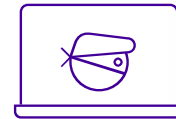
Provides additional features to connect to MNO and OEM backend systems, to handle external events, to manage intelligent actions workflows and to run campaigns

# Microsoft & IDEMIA protect your activity



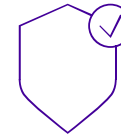
## eSIM volumes expected to grow

- › eSIM enabled devices are growing and expected to reach **3.4Bn in 2025**
- › When eSIM only handsets will be launched, MNOs will need to support them and volumes of profile downloads will take off
- › This increase will also drive more DDoS attacks and risks



## Distributed Denial-of-Service (DDoS) attacks: a threat to take seriously

- › DDoS attacks create major disruptions for internet properties that are not protected by a cloud-based DDoS protection service
- › **#1 most attacked industry** in Q1 2021: Telecom
- › **+20% increase** in DDoS attacks in 2020



## Effective defense with a cloud-based DDoS by Microsoft and IDEMIA

- › Active traffic monitoring & always-on detection
- › Automatic attack mitigations
- › AI (adaptive tuning, attack patterns)
- › Scale and capacity
- › Multi-layered (3,4,7)





# IDEMIA & Microsoft partnership at the service of MNOs

## High availability levels & resilience

for a maximum uptime to support your activity and to protect your business from major physical and logical disasters

## Enhanced security

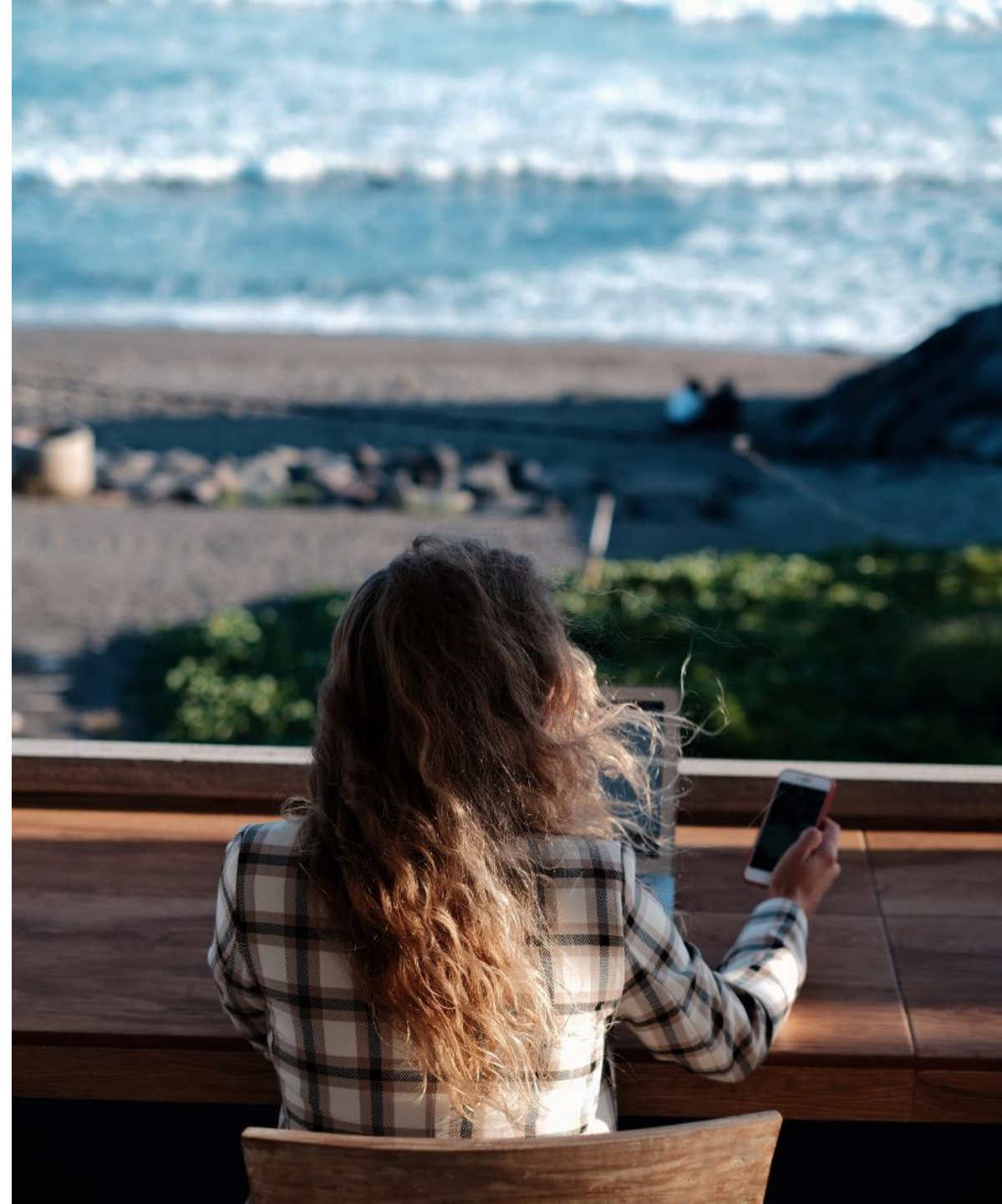
with the GSMA-certified hosting sites for eSIM services (GSMA Security Accreditation Schema for Subscription Management – SAS-SM)

## Capacity to support growth and peaks

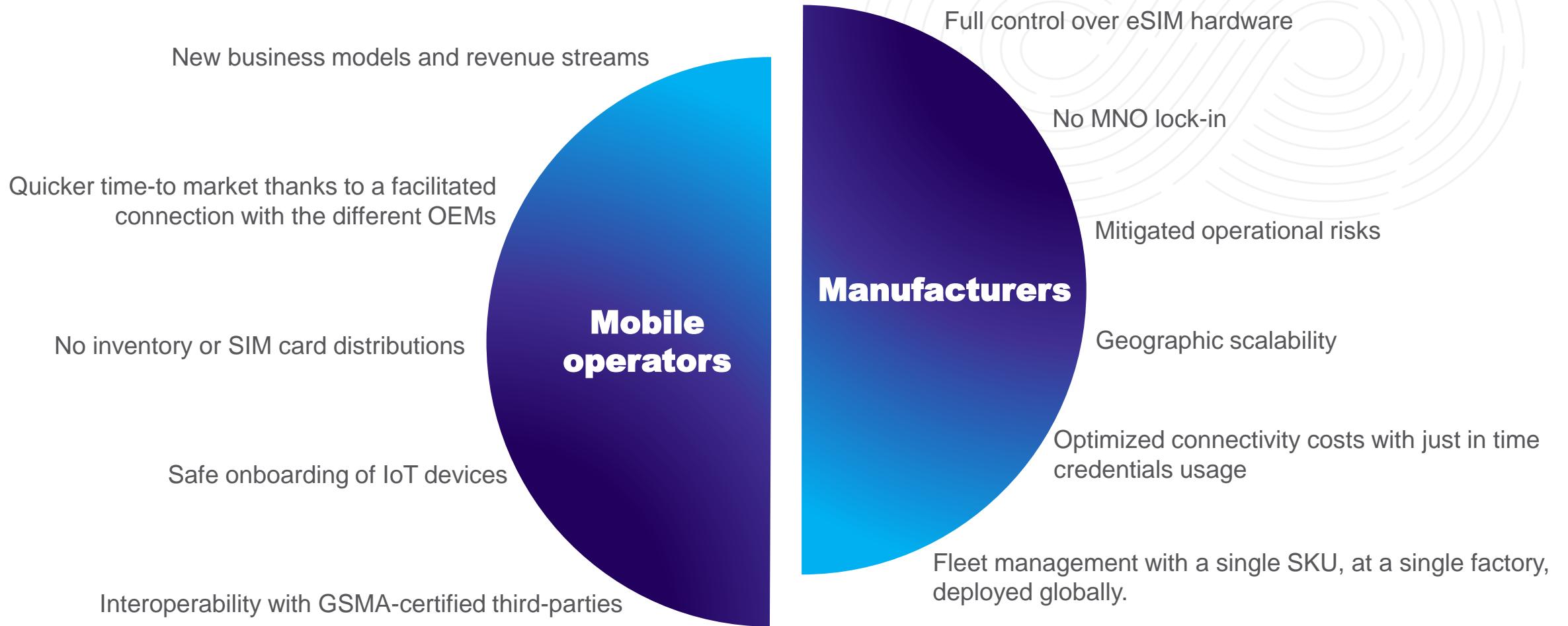
supporting the increasing number of eSIM profile download.

## Quick deployment time

enabling a fast time to market for your new services and solutions

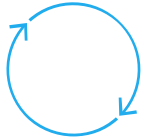


# Key benefits for the ecosystem



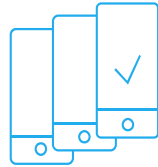


# Smart Connect M2M advantages



## Simple integration

Simple integration with existing systems and processes thanks to a rich set of Application Programming Interfaces (APIs).



## Flexible

Supports a large panel of IoT eSIM devices and use cases across all industries.



## Secure & scalable

Highly scalable and available solution meeting telco-grade SLAs, as well as accommodating any data privacy and data sovereignty requirements



## Cloud-native

Hosted in GSMA SAS-SM certified data centers to ensure fast time-to-market, high availability and reliability, as well as predictable costs.

Working closely with the major OEMs players, IDEMIA is in a unique position to anticipate and accompany MNOs for the introduction of new eSIM-capable devices and the associated use cases, which is critical for success.



# Your eSIM partner for today and tomorrow

Serving clients in  
**180 countries**

Trusted by  
**500 MNOs**

**110+**  
Major wins in  
eSIM platforms

**5M+**  
eSIM profiles activated

**€1B**  
allocated to R&D over the  
next 5 years in cutting-edge  
technologies

**€2.2B**  
in revenues in 2020

CONTACT



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