



LinqUs On-Demand Subscription Manager



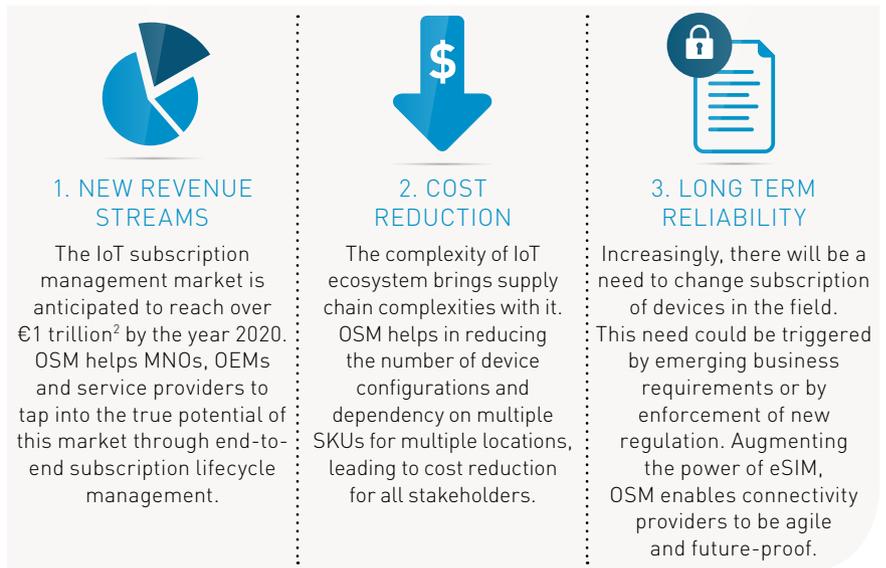
Evolution of Mobile Subscription

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The mobile communication industry is at a point of inflection. The rapid expansion in application of mobile communication into industrial and consumer electronic markets has encouraged GSMA to work on a common specification for remote provisioning of consumer electronic devices. This allows mobile network operators, OEMs and service providers to take subscription management from mobile phones to the world of connected objects in the Internet of Things, propelling from 3 billion mobile subscriptions today to a projected 30 billion mobile subscriptions by the year 2020¹. This tenfold increase in subscriptions is anticipated to lead to complex lifecycle management of subscriptions. Gemalto On-Demand Subscription Manager (OSM) helps businesses gear for this anticipated surge in subscription management needs, while remaining relevant to industry standards.

OSM Business Drivers

Subscription management plays an instrumental role in connecting objects, from industrial M2M applications like smart vehicles to consumer electronic devices like smart watches. For service providers and OEMs alike, there are three main business drivers to have a GSMA compliant subscription management solution.

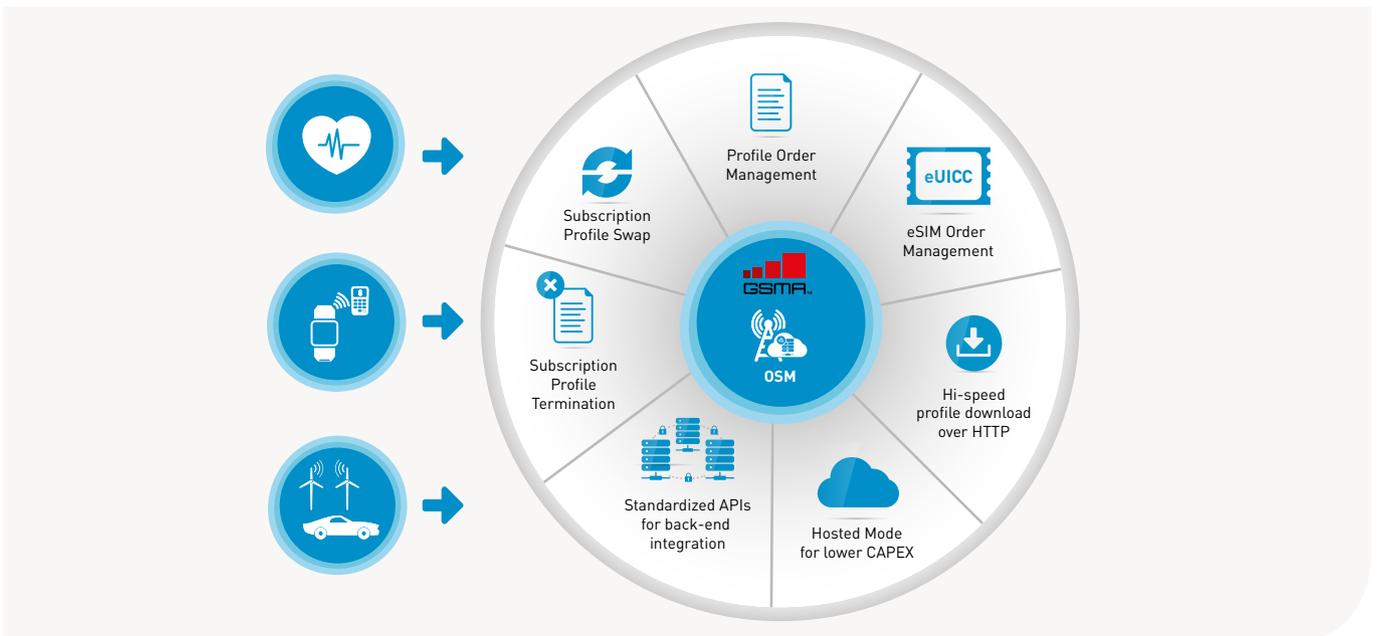


How OSM delivers value

Gemalto On-Demand Subscription Manager is the one-stop shop for MNOs, OEMs and Service Providers for their subscription management needs.

Leveraging our experience in SIM cards, over 800 solutions deployed, including OTA Platforms, Device Management, Roaming Services and QoS solutions, Gemalto has developed a solution that is based on standards, offers highest levels of security, and drastically reduces the complexities of supply chain.

OSM works with any GSMA-compliant embedded SIM, which ensures seamless interoperability, enabling customers with multiple sourcing options. Whether in hosted or in-house modes, customers can rely on high speed profile management over HTTP, and end-to-end subscription lifecycle management for multiple industry verticals.



¹ EY Consensus

² EY Mobile Network Operator On-Demand Subscription Management Study

Industry Recognition

- > 2015 IoT Evolution Product of the Year - IoT Evolution Magazine
- > 2014 Telecom Industry Editor's choice – Communications World Weekly, Telecom Science, Telecom Technology
- > 2014 ICT Leaders “Best M2M Solution” – Communications World Weekly

WHY GEMALTO

- > Working with over 450 mobile network operators, Gemalto manages the largest base of MNO subscription profiles
- > Experience of highest number of OTA deployments (250+) around the globe
- > Uniquely positioned due to relationship with OEM both from M2M and consumer markets
- > Extensive portfolio of complementary solutions, including QoS, Roaming, OTA and Device Management to enrich customer experience
- > Compliant with GSMA eSIM specification and eSIM Remote Provisioning Architecture
- > Adheres Global Platform security domain standards for segregation of MNO profiles
- > Based on PKI architecture
- > Fully interoperable with all GSMA-compliant eUICC vendors

