

Acquire new subscribers remotely through agile eSIM solutions

1

GROW BEYOND YOUR SUBSCRIBER BASE

2

SECURE YOUR DEPLOYMENT WITH VIP SUPPORT

3

ACCELERATE YOUR GO-TO-MARKET



A Telecom Operator in the USA



eSIM Management

The ability to acquire new subscribers remotely is key for dynamic regional Telecom Operators who want to expand their business.

They need a digital customer acquisition strategy in a context where digital transformation already started for many industries, including telcos and which has been further accelerated by the pandemic.

Building on its success, C Spire, an innovative regional operator in Mississippi was seeking to reach out to customers across the USA. It has identified eSIM (embedded SIM) solutions as a key enabling technology for remote customer acquisition.

Early in 2021, C Spire began the process of sourcing an eSIM Management solution that could match its ambitious plans and fit alongside their existing Thales OTA (Over The Air) platform.

>>> Numerous large and regional operators and key industry players worldwide have adopted the award-winning eSIM Management platform, with over 300 references. Recently an analyst report* mentioned: Thales leads eSIM Subscription Management with the broadest GSMA-compliant eSIM portfolio on the market, along with a wealth of value-added services. They ranked us as # 1 Champion Vendor for eSIM Management.

* Kaleido Intelligence "The Connectivity Vendor Hub H2 2021" October 2021

1

GROW BEYOND YOUR SUBSCRIBER BASE

Regional telecom operators who want to acquire new subscribers in regions where they haven't physical stores, need remote customer acquisition capabilities

C Spire had a gateway to acquire and support customers both in Mississippi and everywhere else in North America, using the one-stop shop eSIM Management solution.

>>> The eSIM Management platform can easily scale up and adapt to multiple ways of enrollment (QR codes, mobile apps...). The platform proved easy and flexible to manage for the Telecom Operator.





2

SECURE YOUR DEPLOYMENT WITH VIP SUPPORT

Regional operators expect local support and outstanding levels of service from suppliers.

Early in 2021 C Spire was looking for a supplier committed to delivering outstanding levels of service and support within the rapidly evolving eSIM market.

>>> C Spire gets VIP support through dedicated teams both at global and local levels (technical consultants , field application engineers, R&D...)



3

ACCELERATE YOUR GO-TO-MARKET

Operators need fast deployment as demand is soaring while an increasingly diverse array of eSIM capable smartphones, tablets and wearables are being released.

C Spire needed timely access to all the necessary eSIM profiles in the market, to ensure a great end user experience. Working to a tight deadline, C Spire also expected any new platform to be ready for the launch of Apple's eSIM enabled iPhone 13 range in September 2021.

>>>> **The new solution** was deployed **in just 3 months**. As a result, the eSIM Management was up and running well ahead of the launch of the acclaimed iPhone 13. C Spire could then anticipate how to manage a flagship eSIM capable devices. C Spire now operates on a 24/7 basis. They rely on Thales capacity to issue new eSIM profiles when required and to provide additional support to meet peaks in demand.

Marla P. Rogers, Ph.D., Distinguished MTS - Subscriber Management Architect for C Spire said: "Deployment of our new eSIM subscription management platform further extends the successful relationship we have built with Thales. The enhanced service and support we are now enjoying is enabling C Spire to harness the full potential of exciting eSIM enabled devices such as the latest 5G smartphones. As a result, we are delivering an outstanding experience for customers and expanding our geographical horizons."

C Spire is now building on the foundations of a scalable solution that addresses both its current and future requirements. And given that eSIM is key for the digital customer acquisition and journey C Spire is understandably keen to accelerate the upward trend in adoption.

To learn more about our eSIM solutions, [visit our webpage](#)