

Subscription Manager - Thales SMDS Connect

Maximizing the reach and activation of eSIM capable devices

1 The growth of embedded SIMs (eSIM) in the context of digital transformation



0.9 billion
eSIM capable devices shipped annually by 2027 ⁽²⁾



eSIM profile transactions increase
337 million
eSIM shipments for 2021 ⁽¹⁾



More than 260 MNOs in
90 countries
already support eSIM capable devices ⁽³⁾



1.4 billion
eSIM capable devices in Europe by 2030 ⁽⁴⁾

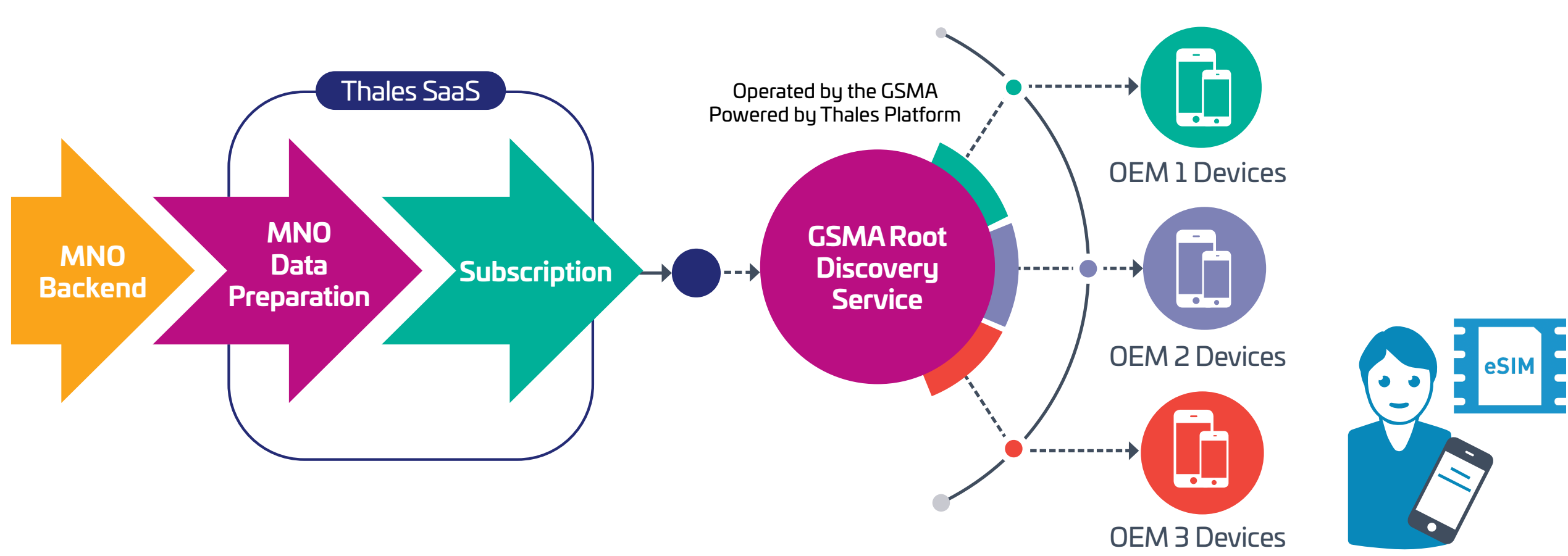
Source: ⁽¹⁾ TCA (Trusted Connectivity Alliance), ⁽²⁾ ABI Research - eSIM in the Consumer & M2M markets Q3 2022, ⁽³⁾ GSMA - eSIM: market progress, consumer behaviour and adoption to 2030, ⁽⁴⁾ Wiki Consult

2 MNOs must meet consumer expectations regarding mobile connectivity, anytime and anywhere



3 The Discovery Services

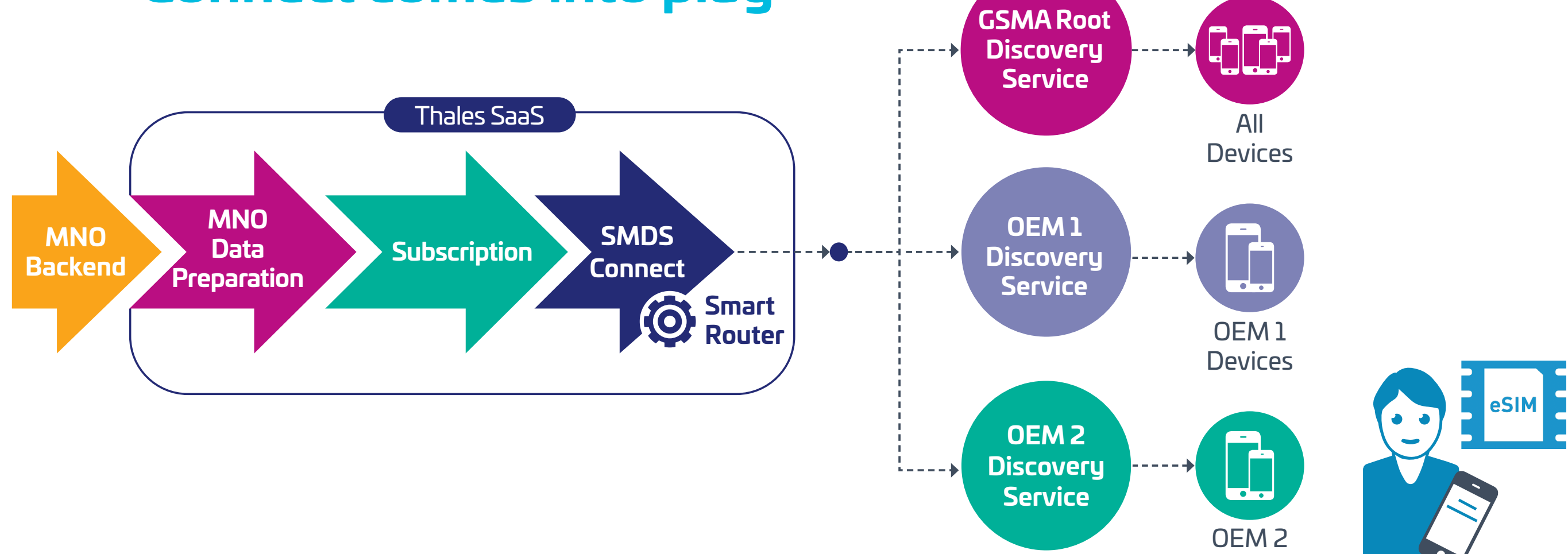
a. The GSMA Root Discovery Service to accelerate eSIM activation
Enabling a seamless approach to activating subscriptions by connecting MNOs and OEMs



b. The wider market dynamics
Reflecting the benefits provided by the GSMA Root Discovery Service, some OEMs are seeking to replicate the Root Discovery Service framework within their own commercial environment



4 This is where Thales SMDS Connect comes into play



It allows MNOs to use the Root Discovery service and features a smart router that can automatically connect an MNO's backend system to the GSMA's Root Discovery Service and all other deployed OEMs' Discovery Services.

5 The benefits for MNOs



6 Our solutions

Our **award-winning solutions** have been adopted by major MNOs and key industry players. With more than 360 projects, we are the world leader in Subscription Management Platforms, used for both consumer and M2M (Machine to Machine) ecosystems. We can also support both OEMs and MNOs seeking to deploy and operate their proprietary Discovery Services.

[More information](#)