

Use Case – The Connected Tablet

A Thales survey*

Today, a large proportion of people have an occasional need to connect their tablet to the mobile internet but:

Current pricing options don't meet consumer expectations

- The incremental price to add mobile broadband is too high
- Current long-term monthly contracts are too costly and not adapted to consumer needs



The device purchase moment is not the best time to try and sell broadband connectivity...

- Consumer attention is focused on device's features
- The benefits of cellular connectivity aren't clearly articulated
- Consumers don't want to have to pick one MNO and get locked into a long-term plan

Consumers' on-the-go needs mainly involve unplanned, infrequent situations, but too much effort is usually required to properly establish connectivity



Out and about:
In coffee shops or public places when no other connectivity options are available or convenient



Holidays:
To avoid paying for costly hotel Wi-Fi services, and searching for a pay-as-you-go SIM in an unfamiliar country



While traveling:
Keeping entertained on long journeys



Emergencies:
When your Wi-Fi is down and you need to perform a task best suited to your tablet

When consumers want to use their tablets on the go, they either need to prepare in advance or use their smartphone...

- But writing emails offline and downloading videos in advance is inconvenient.
- Smartphones aren't always the best devices for all tasks, and end users want to preserve battery power for voice calls.

Or they have to use less-than-perfect alternatives to 3G/4G



Public Wi-Fi: perceived as inconvenient with logins required and time limits imposed, slow, and unsecured



Mobile Tethering: not a very well-known solution and not offered by all mobile operators. Also unsustainable as it drains both phone battery and data allowance

The solution: "One-step connection"

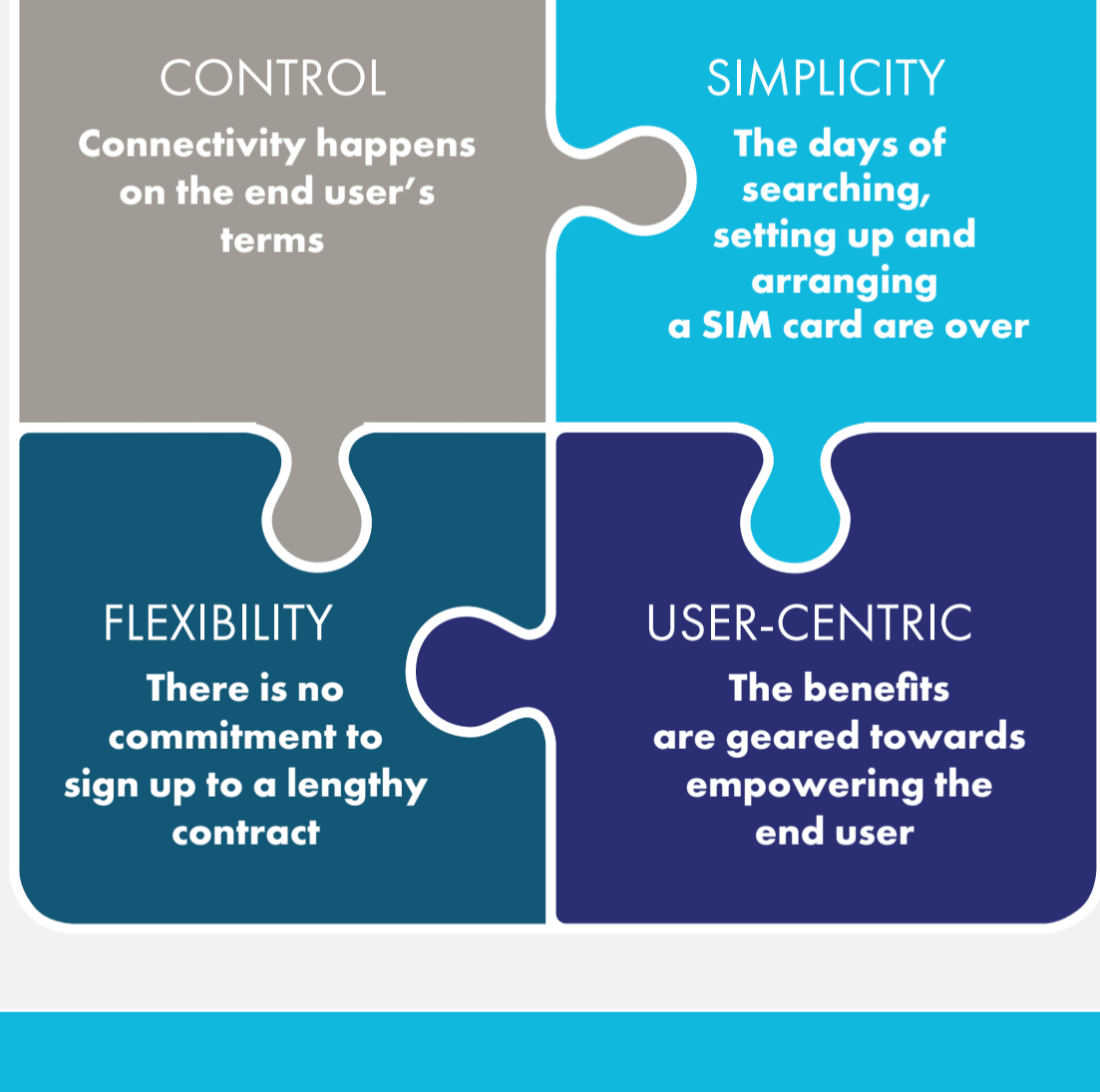


The "one-step connection" functionality connects tablets to the 3G/4G thanks to a built-in SIM. Consumers can then easily manage their broadband connection directly on the tablet itself, when and where they need it with the deal that suits them best.

A panel of end users assessed the one-step connection tablet

65% said they would consider buying a **tablet** with this **functionality**

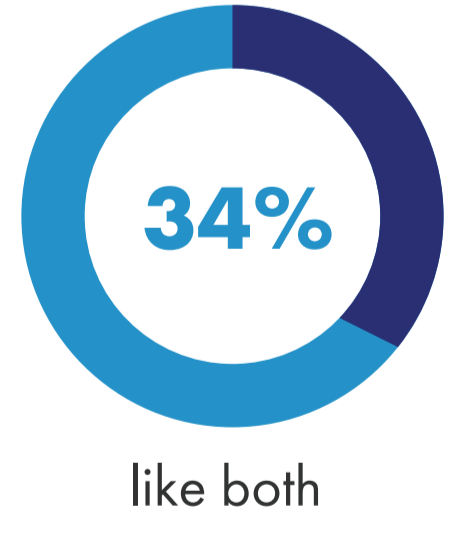
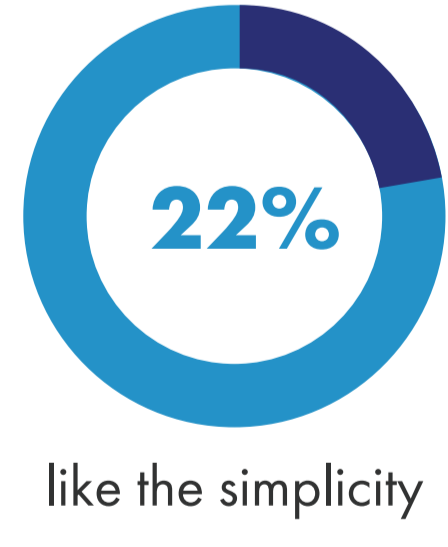
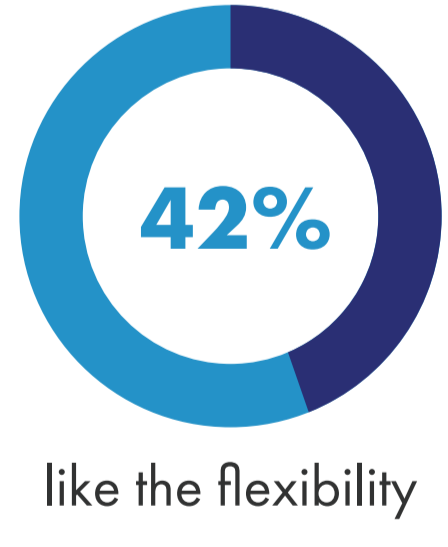
They identified 4 main benefits:



How it works:

- 1 - Sarah wants a 3G/4G tablet, but she doesn't think she'd use it often enough to justify the price of a monthly plan. A one-step connection seems ideal.
- 2 - One day, Sarah's train is delayed and she is stuck at the station for three hours.
- 3 - She turns on her tablet, selects a three-hour tariff, pays in one click via PayPal and is connected in seconds.
- 4 - When going to visit her parents who don't have Wi-Fi, Sarah buys a week-long mobile internet subscription to keep her in touch and entertained. She feels in control of her spending and data, paying for what she uses and no more.

Which benefit appeal most?



How would they prefer to find a connectivity tariff?



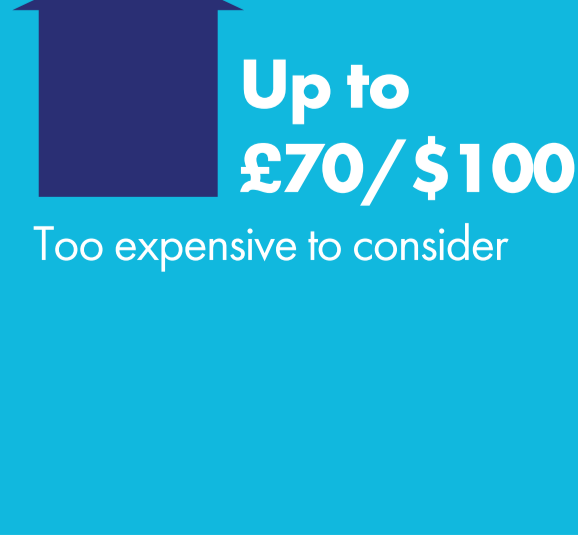
would prefer to deal with their existing network provider. They like the convenience of centralized billing but still expect flexibility.

What kind of tariff would they consider?



How much would they willing to pay?

To add one-step connectivity on top of the price of a £200/\$300 Wi-Fi-only tablet:



Thales eSIM solutions meet the needs of consumers on the go, providing instant mobile broadband connectivity and flexible subscription management for tablets and a wide range of new connected eSIM-compliant M2M and consumer devices.

Find out more: www.thalesgroup.com

*A survey conducted by Thales, thanks to a consumer collaboration community made up of 200 consumers from the USA and the UK.