

Maximize the Customer Experience through iOS Device Entitlements

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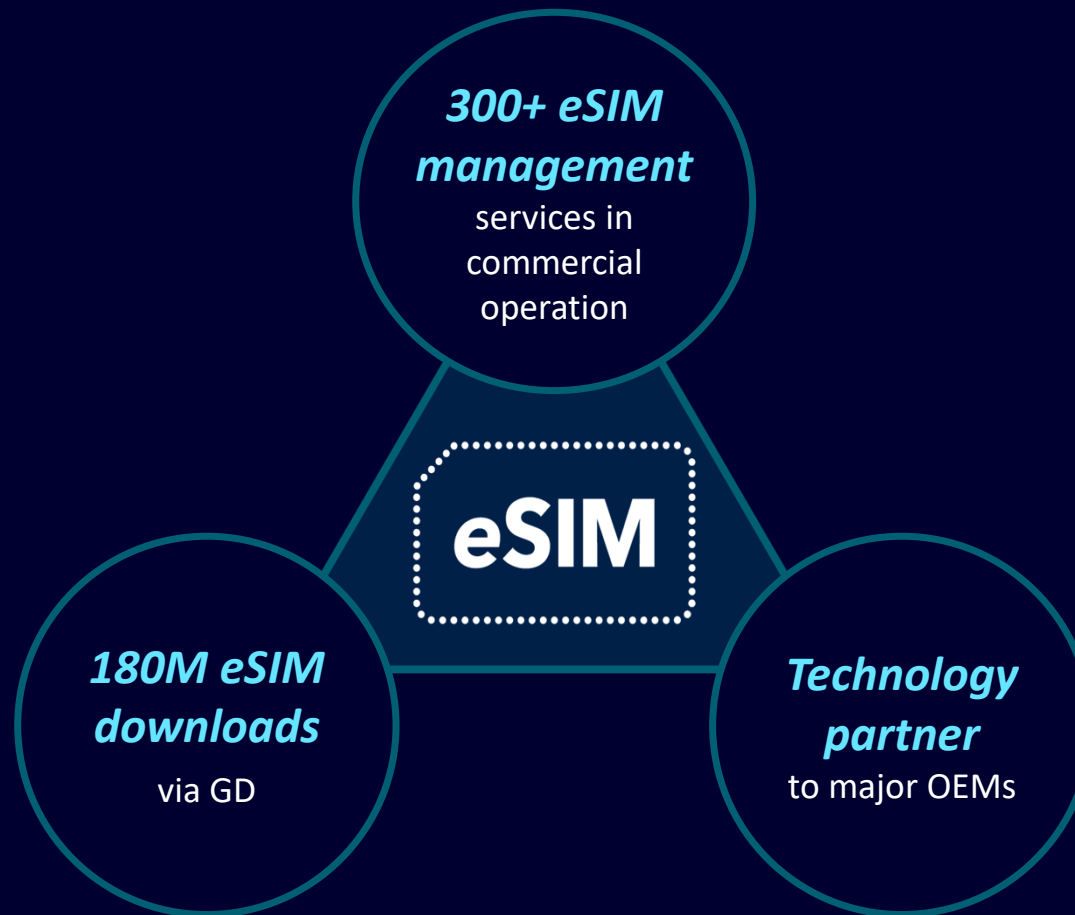
Mert Duran





 NetLync

GD Services for MNOs



eSIM & Entitlements

Gary Waite



eSIM

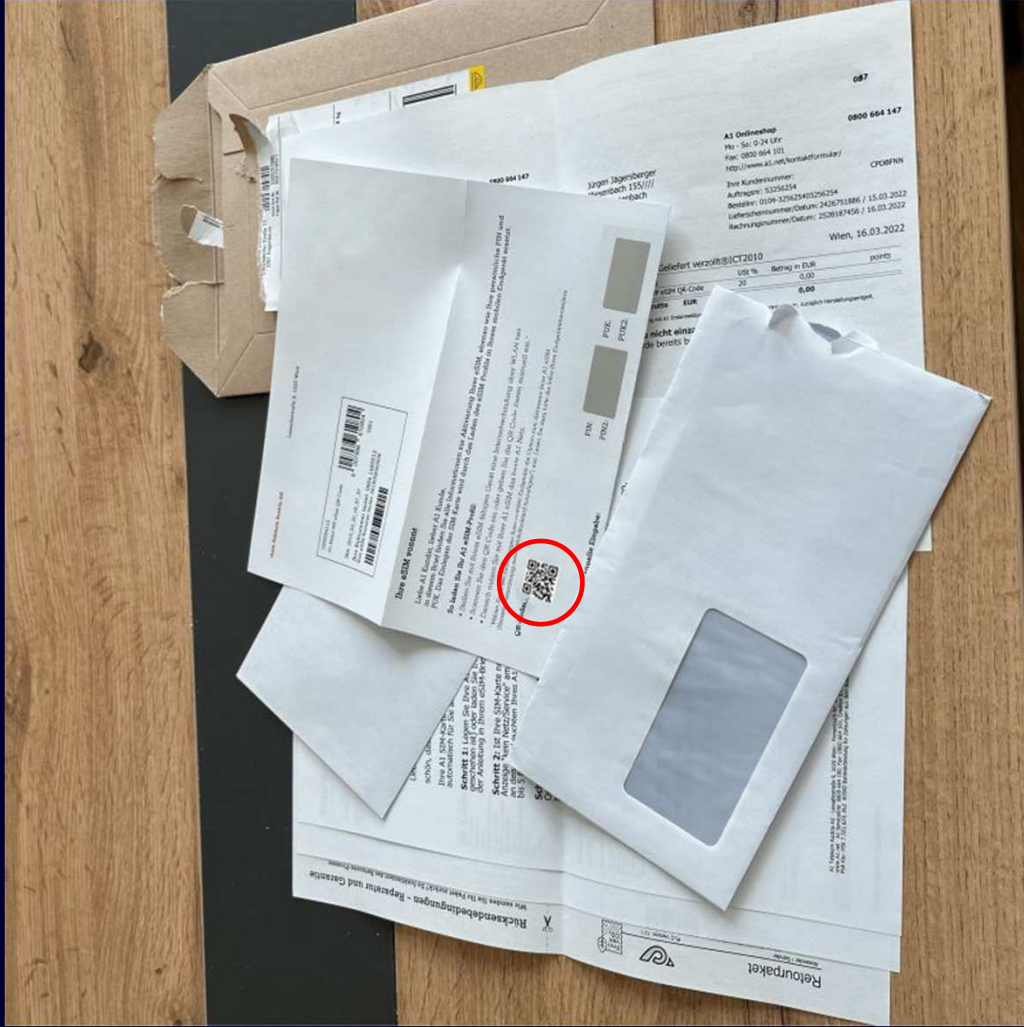


Focus on the Technology?



Focus on the Technology?

*“How can we get eSIM deployed quickly and easily
- **without** changing any of our existing processes?”*



Focus on the Customer

Focus on the Customer

1

Rapid service activation
via a smartphone

Focus on the Customer

1

Rapid service activation
via a smartphone

2

Easy activation of
additional devices

Focus on the Customer

1

Rapid service activation
via a smartphone

2

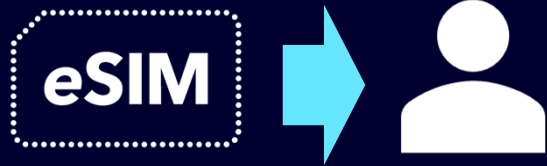
Easy activation of
additional devices

3

Seamless device
upgrades

1

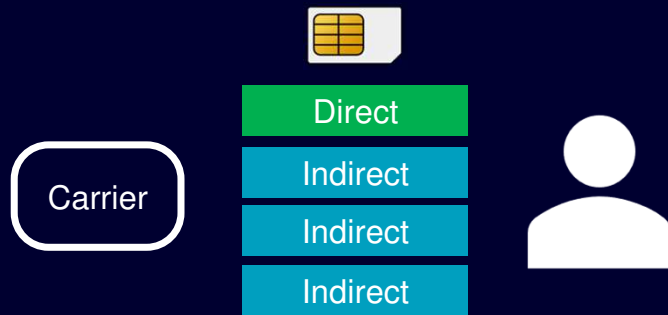
Rapid service activation
via a smartphone



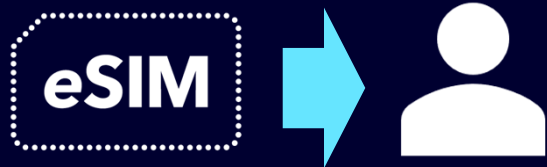
Faster connection of new customers



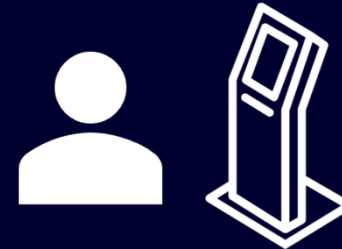
Lower cost retail outlets



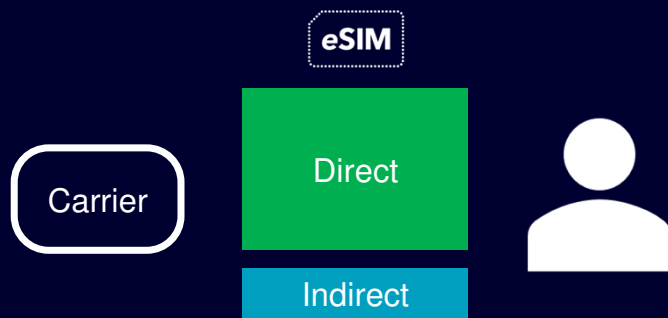
Reduction in commissions



Faster connection of new customers



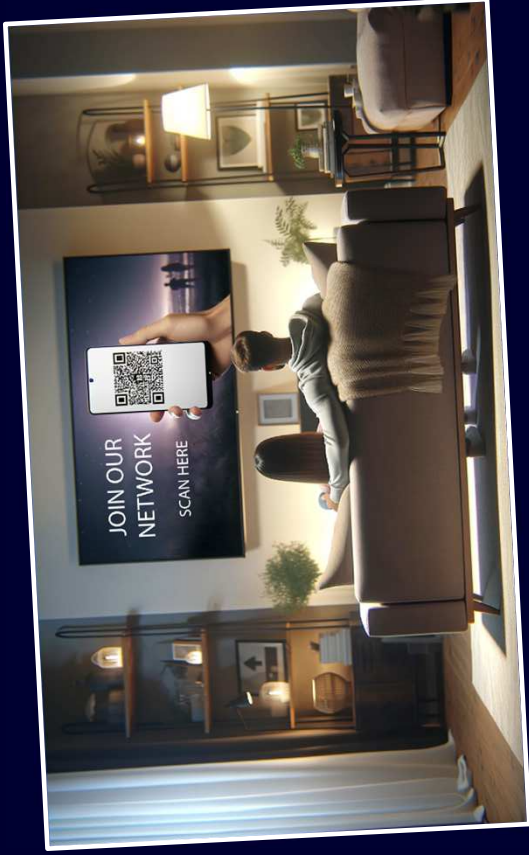
Lower cost retail outlets



Reduction in commissions



New online sales experience



That First Experience Really Counts!



Get it right and they'll tell all their friends about it

That First Experience Really Counts!



Get it right and they'll tell all their friends about it

They'll also likely forgive you if there's a problem later

That First Experience Really Counts!



Get it right and they'll tell all their friends about it
They'll also likely forgive you if there's a problem later



Get it wrong and you'll most likely lose that customer

That First Experience Really Counts!



Get it right and they'll tell all their friends about it
They'll also likely forgive you if there's a problem later



Get it wrong and you'll most likely lose that customer
And they're likely to never come back
(There's no store manager to come in and fix things)

Apple
iMessage

Apple
FaceTime

VoLTE

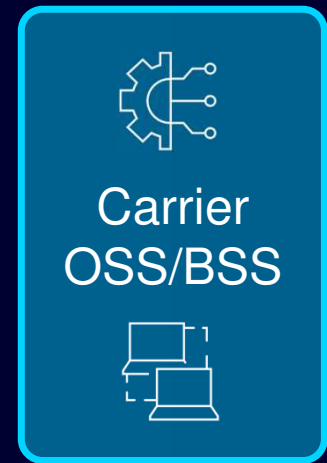
Wi-Fi Calling

Entitlements

Apple Phone Number Registration



Entitlement
Server



Focus on the Customer

1

Rapid service activation
via a smartphone

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Easy activation of
additional devices

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Seamless device
upgrades

2

Easy activation of
additional devices



Easy addition of more devices to
the customer's account



Easy addition of more devices for the family

Focus on the Customer

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Rapid service activation
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Seamless device
upgrades

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Seamless device
upgrades

eSIM Quick Transfer on iPhone



Benefit from a perfect transfer experience, designed by Apple



Avoids the need to develop your own process



Provides instant gratification for the customer, which reflects strongly on the carrier

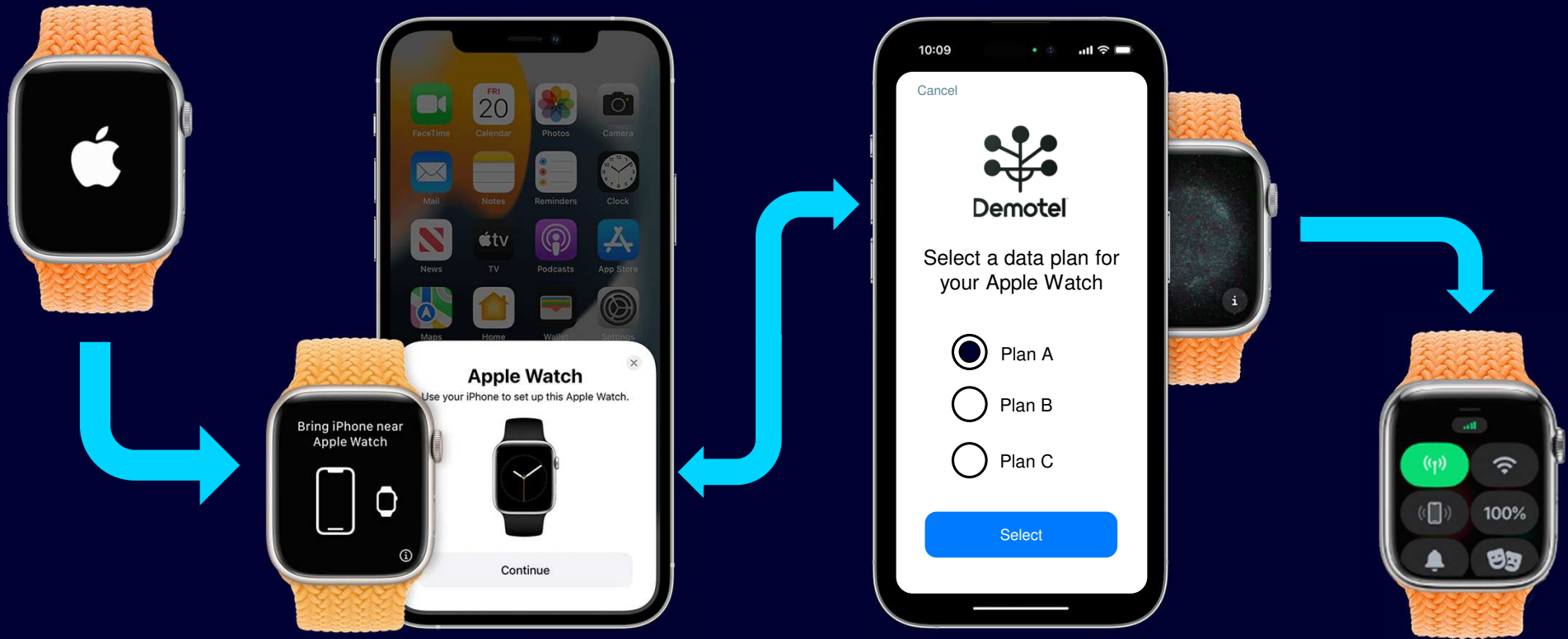


Removes any decision point for the customer to look for new carrier options when transferring



Also allows migration from SIM to eSIM on the same device

Apple Watch Provisioning



Entitlements are Key to the Best Customer Experience with eSIM

1

Rapid service activation
via a smartphone

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Easy activation of
additional devices

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Seamless device
upgrades

Challenges with Today's Entitlement Solutions



Complex Contracting



Slow & Painful Deployment



High Cost of Ownership



Difficulties when adding new use cases

A New Approach to Entitlements

Challenges with Today's Entitlement Solutions



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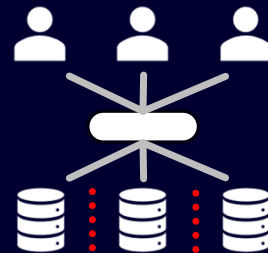
Technical

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Entitlements as a Service (EaaS)



Cloud-based



Multi-tenant



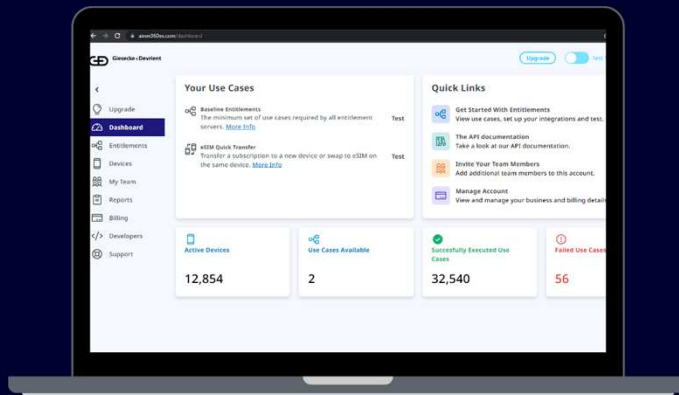
Secure



Technical

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Developer-led, Self-onboarding



3 developers x 4 weeks

stripe

twilio

ATLASSIAN

HubSpot

slack

Square



Technical

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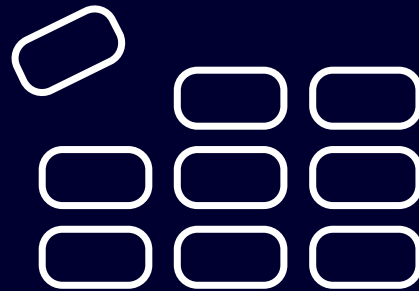
Supports both
iOS and Android



Technical

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Ready for New Use Cases





Commercial

AirOn360® ES

- ➔ Pay as you grow model
- ➔ No setup fees / CAPEX
- ➔ No minimum commitments
- ➔ Removes all the risk and fits any budget

Multi-Entitlement Support

eSIM Quick Transfer on iPhone



Phone Number Registration

5G VoLTE Wi-Fi Calling

Availability

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Entitlements is now available to
every MNO and MVNO
across the world

Case Studies



"As we dive into learning and onboarding entitlement services for the first time, it's crucial to grasp the full picture of how things flow, from the device all the way to the far end of the networking components. Plus, the developer portal is user-friendly."



"The digital customer experience is critical to our strategy. Having access to entitlements for the first time added crucial features to deliver the best experience designed by OEMs. We added these capabilities to 3 countries in a matter of months with no external resources."



AirOn360[®] ES



- ➔ The **fastest** and most **affordable** way to deploy entitlements today
- ➔ One solution for **both** iOS and Android
- ➔ Now available to **every** MNO and MVNO – no matter what size
- ➔ **Multi-Entitlement Support** for eSIM Quick Transfer on iPhone
- ➔ A commercial model that removes **all the risk** and **fits any budget**

➔ airon360es.com ←

Thank You!



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