



eSIM and iSIM for IoT: case studies and analysis



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About this report

This report provides an overview of the IoT strategies of key vendors and operators in the eSIM/iSIM market. It also outlines the implications for operators and vendors that are interested in entering this market.

It is based on several sources:

- interviews with various players across the eSIM/iSIM for IoT value chain
- Analysys Mason's internal research on the eSIM/iSIM for IoT market.

KEY QUESTIONS ANSWERED IN THIS REPORT

- What opportunities are there for operators and vendors in the eSIM/iSIM for IoT space?
- What roles will operators and vendors play in the new eSIM/iSIM for IoT connectivity value chain?
- How are operators and vendors differentiating their eSIM/iSIM for IoT propositions?

CASE STUDIES

Vendors:

- Ericsson
- G+D
- Kigen
- Nokia
- Oasis Smart SIM
- Sony Semiconductor
- Thales

Operators:

- Deutsche Telekom
- KORE
- Truphone

WHO SHOULD READ THIS REPORT

- Operators that are interested in the eSIM/iSIM for IoT market.
- Vendors with an interest in eSIM/iSIM, including chipset players, SIM providers and platform orchestrators.

Introduction: the players included in this report have various priorities for eSIM/iSIM for IoT

Some players are more focused on the longer-term iSIM opportunity than on eSIM.

This report assesses the strategies of operators and vendors that are active in the eSIM/iSIM for IoT space (Figure 2).

The players profiled operate across various areas of the connectivity value chain and not all players provide the same set of solutions, nor do they sell to the same customers. As such, we do not seek to compare the ten profiled players directly. Instead, we group the players into four categories based on their primary roles in the eSIM/iSIM value chain.

We compare each player's strategy with the strategies of other players that perform similar roles (for example, we compare G+D and Thales because both are SIM and remote SIM provisioning (RSP) platform providers).

In the case studies section, we provide an overview of each player's eSIM/iSIM for IoT strategy and assess their key strengths and weaknesses. We also highlight where each player has attempted to differentiate their offering.

Figure 2: Summary of the services provided by the players included in this report

	Name	eSIM/iSIM services	Commercial eSIM for IoT solution? ¹	Commercial iSIM for IoT solution? ¹
Vendors	Ericsson	Orchestration	✓	✗
	G+D	SIMs, RSP platform, security	✓	✓
	Kigen	SIM IP, RSP platform, security	✓	✓
	Oasis Smart SIM	SIMs, RSP platform	✓	N/A
	Nokia	RSP platform, orchestration	✓	✗
	Sony Semiconductor	iSIM system-on-a-chip	N/A	✓
	Thales	SIM, RSP platform, security	✓	✗
Operators	Deutsche Telekom	Connectivity, iSIM solution design	✓	✗
	KORE	Connectivity	✓	✗
	Truphone ²	Connectivity, SIMs, RSP platform	✓	✗

Source: Analysys Mason

¹ As of July 2022. Some solutions may be at the commercial stage but not yet disclosed publicly.

² Truphone is listed as an operator, but also provides vendor solutions such as the RSP platform.

Oasis Smart SIM: analysis

Oasis is a fairly new SIM provider and is competing with large, well-funded competitors. It could partner with other eSIM/iSIM players to boost its profile in the IoT market.

Oasis's status as a small player competing against several large, established SIM providers comes with advantages and disadvantages. It may be more willing to support smaller-scale eSIM deployments than its competitors and some providers may prefer the greater flexibility that Oasis offers (for instance, it is more open to negotiation on pricing).

On the other hand, Oasis lacks the track record and level of experience in the SIM market of the likes of Thales and G+D. These players have developed relationships with operators over several years, which means that these operators are unlikely to switch to Oasis. Oasis may instead be able to offer its service as a complementary provider. For example, it could provide services to enable an operator to address the requirements of one specific customer that other SIM providers may not be able or willing to meet.

Oasis may benefit from forging partnerships with other players in the eSIM/iSIM market. This would help to provide it with new routes to market and build its reputation.

Figure 13: Key strengths and weaknesses in eSIM/iSIM for IoT

Strength	Description
IoT focus	Oasis provides consumer eSIM services, but is mostly focused on the IoT eSIM opportunity.
Complete solution	The tie-in with Tata Communications allows Oasis to offer connectivity, SIMs and the RSP platform as one integrated solution.
Weakness	Description
Geographical presence	Oasis has a significant presence in Europe and a reasonable presence in Asia-Pacific. It does not yet have much of a presence in the Americas.
Reputation	Oasis does not have the same brand recognition and reputation as other eSIM players such as Thales and G+D.

Source: Analysys Mason



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About the author



Ibraheem Kasujee (Analyst) is a member of the *Operator Business Services and IoT* research team in London, and contributes to the *IoT and M2M Services* and *Private Networks* research programmes. He has written on topics including private LTE/5G networks, IoT eSIMs and iSIMs and LPWA networks, and has conducted research on IoT verticals such as smart metering and smart buildings. Ibraheem holds a BSc in economics from the University of Warwick, and wrote his dissertation on the impact of technology on sleep.

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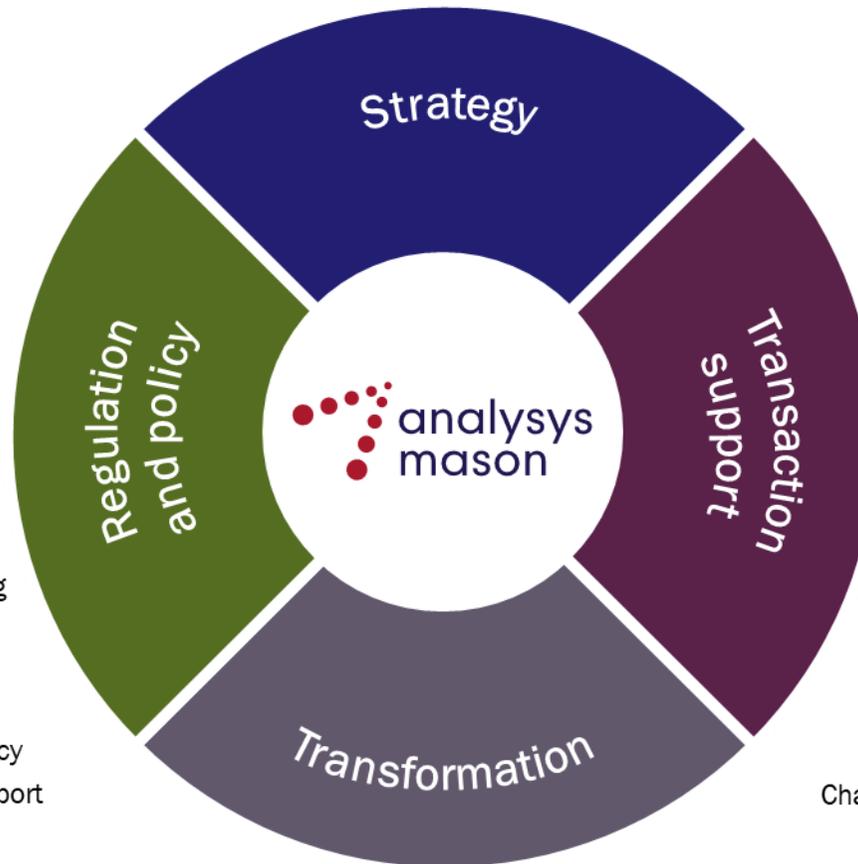
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