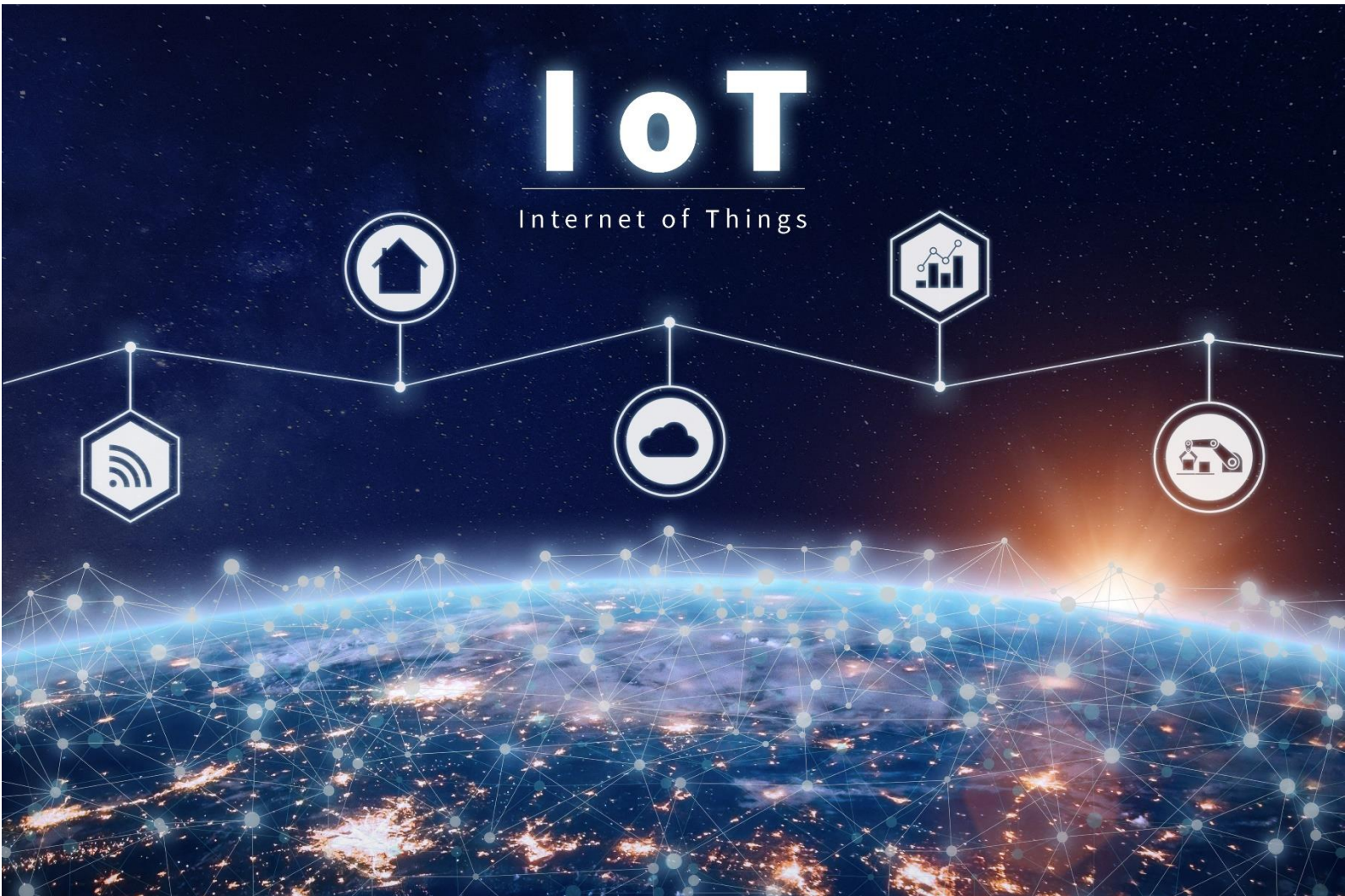




Efficiently Managing Lower ARPU IoT SIMs and Devices



DATASHEET

The Business Challenge

Within the IoT space, traditional Core Network and OSS/BSS Systems are used by Mobile Operators allowing them to provide connectivity and to charge their subscribers, in real-time, based on service and data usage.

There are many IoT solutions that use low ARPU devices (such as sensors and smart meters) and because of the sheer number of such devices, it can introduce significant infrastructure costs. For example:

- ❖ A traditional Core Network and OSS/BSS Systems are very expensive to license, customize and deploy
- ❖ They can be very complex and costly to manage on an ongoing basis, not just the devices but also the IoT partner relationships
- ❖ All this results in a significantly lower Return on Investment (ROI)

The global IoT market size was valued at \$164Bn in 2018 and is expected to grow at a CAGR of 38.62% by 2025 (*Source: QYResearch*), and with many more IoT devices that will require further management than today, this ultimately means billing these devices and monitoring them in real-time will become a huge challenge.

Our Solution

SIMpleData is a self-contained solution offering core network (HLR/HSS) and data management (OCS lite) functionality.

Instead of MNOs investing in expensive license expansions and customization of OSS/BSS systems, Evolving Systems **SIMpleData** solution, provides MNO's the ability to manage connectivity and monitor the data consumption of SIMs/IoT devices.

As many of the low ARPU Mobile IoT devices don't require constant connectivity, **SIMpleData** provides that connectivity by pooling MSISDN use and only using one MSISDN per active connection, hence maximizing MSISDN utilization and drastically reducing any regulatory fees that may apply.

SIMpleData also allows MNOs to enable their IoT partners to create connectivity models at attractive price points by limiting access to different times, access technologies or device types.

To summarize, with **SIMpleData** MNOs can:

- ❖ Manage millions of IoT SIMs/Devices and their associated access technology characteristics
- ❖ Provide low cost infrastructure for low ARPU mMTC IoT SIMs/devices
- ❖ Lower time to Market for both the MNO and their IoT partners
- ❖ Differentiate the billing process for high/low ARPU IoT SIMs/Devices
- ❖ Provides just-in-time access control on data exhaustion to prevent fraudulent misuse
- ❖ Manage regulator costs and provide lower package pricing
- ❖ Manage millions of connections for a single IoT partner

SIMpleData Benefits

- ⌘ **Enables MNOs to secure additional revenue streams via their IoT partners** – attract new business with big companies that invest in IoT markets.
- ⌘ **Provides a Self-contained core network for different 3GPP access technologies, reducing total cost of ownership**
- ⌘ **Streamlines the billing process** – by using the concept of “data buckets” or shared quota. IoT partners that invest in thousands of devices (smart meters, sensors, etc.) can have a single bill and share its data quota among the devices. Even if the device has a distinct data consumption profile, the process is lightweight and easy to manage.
- ⌘ **Free up any slots and license capacity on your HSS/HLR** - SIMpleData provides Connectivity Management and cost savings as IoT SIMs are provisioned on SIMpleData’s HSS/HLR platform.
- ⌘ **A simple and cost-effective solution with minimum integration requirements** – streamlined solution built on RESTful APIs and a single IoT partner portal.
- ⌘ **Can also work as an extension to our Dynamic SIM Allocation (DSA™) Solution** - to support connectivity for IoT SIM/Devices.
- ⌘ **Work with a Trusted Partner** – we have the advanced knowledge and expertise, with a proven track record to support you every step of the way!

About Evolving Systems

Evolving Systems, Inc. (NASDAQ: EVOL) empowers Communications Service Providers (CSPs) to succeed in fast-changing, disruptive telecoms environments. This is achieved through a combination of People, Processes, and Platforms and empowers CSPs to activate, engage, and retain their customers. Evolving Systems’ real-time digital engagement solutions and services are used by more than 90 service providers in over 60 countries worldwide. The Company’s portfolio includes CSP market-leading solutions and services for network provisioning and resource management, enhancing the digital sales and distribution channels, service activation, real-time analytics, customer value management and loyalty. Founded in 1985, the Company has its headquarters in Englewood, Colorado, with offices in Asia, Europe, Africa, South and North America. For more information, please visit www.evolving.com or follow us on Twitter at <http://twitter.com/EvolvingSystems>.