



# Leading M2M Alliances Back the GSMA Embedded SIM Specification to Accelerate the Internet of Things

Global M2M Association (GMA) and M2M World Alliance Members to Deploy Services; Nearly 65 Per Cent of All Global M2M Connections Now Serviced by Operators Committed to GSMA Specification

**Barcelona, March 2, 2015** – The GSMA has announced that operator members of leading M2M alliances including the Global M2M Association (GMA) **and the M2M World Alliance will deploy services using the GSMA Embedded SIM Specification for the remote over-the-air provisioning of machine-to-machine (M2M) devices.** In addition to these organisations, network operators América Móvil, China Mobile, KDDI and Tele2 have become the latest operators to commit to launch services based on the GSMA specification. According to GSMA Intelligence, nearly 65 per cent\* of global M2M connections are now serviced by operators deployed or committed to the GSMA's solution, confirming that the industry is moving towards a single, common specification that is helping to accelerate growth and reduce fragmentation in the M2M market.

“The number of leading network operators who have launched or committed to deploy services based on the GSMA Embedded SIM Specification is now more than 20 worldwide,” said Alex Sinclair, Chief Technology Officer, GSMA. “The backing of these leading M2M alliances further demonstrates that the industry is firmly united behind this common and truly global standard, an important factor that will drive the market to scale going forward.”

**The M2M World Alliance's nine operator members, Etisalat, KPN, NTT DOCOMO, Rogers, Singtel, Telefónica, Telstra, VimpelCom and Telenor Connexion, are developing global solutions based on the specification.** The GMA is a cooperation of six leading operators, including Deutsche Telekom, Orange, Telecom Italia, TeliaSonera, Bell Canada and SoftBank. It will showcase a live demonstration of their Multi-Domestic Service, leveraging embedded SIM cards at Mobile World Congress.

## Global M2M Association

“The growth potential of the Internet of Things will see a huge rise in the number of connected M2M devices placing an increasing amount of pressure on mobile networks. It is important that the players in the mobile ecosystem build on common foundations to ensure that the market can scale, thus creating a reliable and efficient



network for IoT services to successfully run on. That is why we chose to implement GMA services compliant with the GSMA Embedded SIM specification,” says Hans Dahlberg, Head of TeliaSonera Global M2M Services and one of the founding members of GMA.

### **M2M World Alliance**

**“We believe that our unique and seamless Single Global SIM solution, combined with the GSMA Embedded SIM Specification will drive rapid adoption of M2M communications worldwide,”** said Randy Bryson, chairman of the M2M World Alliance. **“By integrating the GSMA Embedded SIM Specification, the M2M World Alliance members will provide robust local, flexible and cost effective support for our customers’ diverse M2M and IoT connectivity needs.”**

### **Business Processes Document Published**

The GSMA has also published the white paper, “Business Processes for Remote SIM Provisioning in M2M”, to assist OEMs and operators in providing M2M eUICC-based services. The document provides a step-by-step guide on profile swaps and detail on potential deployment models, as well as typical business processes.

### **Live Solutions Showcased at the GSMA Innovation City**

The GSMA will showcase two live demonstrations of the GSMA Embedded SIM Specification at the GSMA Innovation City, where profiles will be swapped over the air. The demonstrations are being supported by the GMA and the M2M World Alliance in cooperation with Giesecke & Devrient (G&D), Sierra Wireless and TST and highlight two real-world scenarios in which the specification can be deployed.

The GSMA Innovation City is located at Stands 3A11 and 3A31 in Hall 3, Fira Gran Via and will be open during Mobile World Congress exhibition hours from Monday 2nd March through Thursday 5th March 2015.

The GSMA Embedded SIM Specification allows mobile network operators to provide scalable, reliable and secure connectivity for M2M connected devices that are often hermetically sealed, such as in the connected car or in smart meters. It also facilitates over-the-air operator provisioning and management, which provides service flexibility to end customers.

For more information on the **GSMA’s Embedded SIM** please go to:

**<http://www.gsma.com/connectedliving/connected-living-mobilising-the-internet-of-things/>**.

To download a copy of the **“Business Processes for Remote SIM Provisioning in M2M”** document please go here: **<http://www.gsma.com/connectedliving/business-processes-for-remote-provisioning-in-m2m/>**.



\* According to GSMAi, as of Q4 2014, there are 157.7 million cellular M2M connections for all operators committed to launching the GSMA Embedded SIM Specification accounting for 65% of total global cellular M2M connections. GSMAi forecasts 316.8 million connections at the end of 4Q15.

\*\* AT&T, Etisalat, NTT DOCOMO, Telefónica and Vodafone have already launched services based on the GSMA Embedded SIM Specification.

For more information, please visit the GSMA corporate website at [www.gsma.com](http://www.gsma.com).

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