



Jimmy Jeppsson Bäckström,
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at inRiver PAGE 31

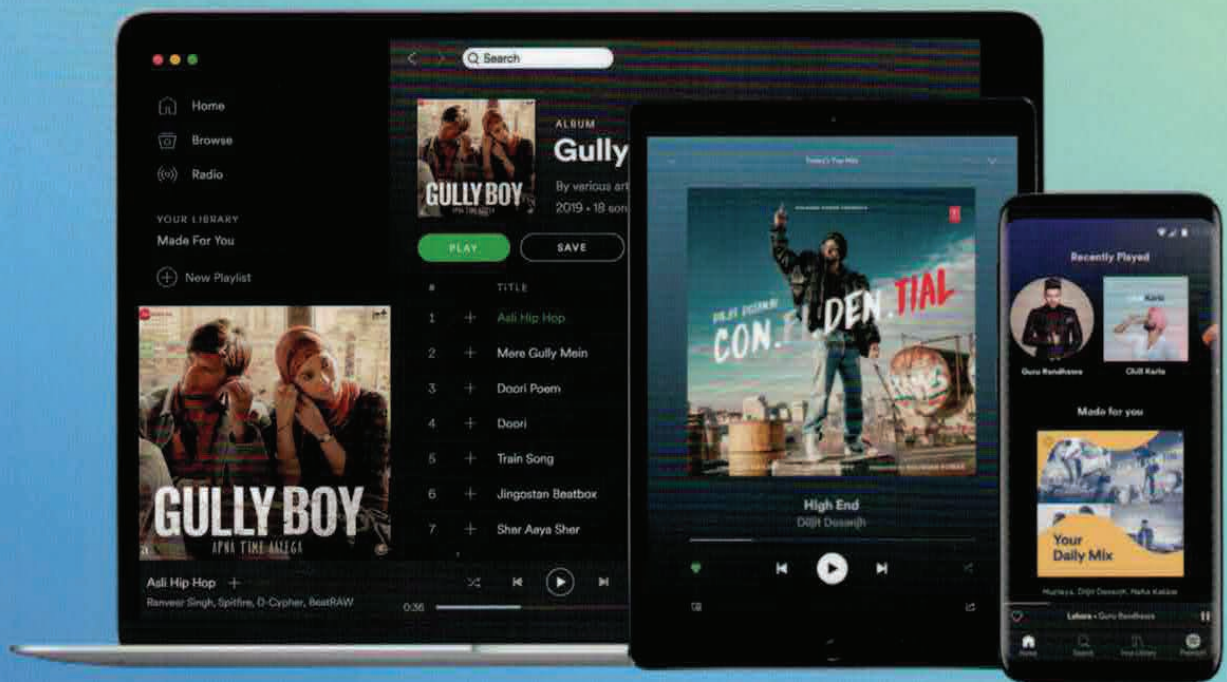
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eSIM: A milestone for mobile connectivity

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Few fields of technology move faster, and in more innovative ways, than the telecommunications space. For the mobile networks subset of this field, the key breakthrough that will guide global communications in years to come is the standardisation of eSIM, the miniaturised equivalent of the SIM card familiar to most cell phone users. The biggest change the eSIM provides is the ability to switch networks, through an embedded chip that can be programmed, without the need to swap cards. Canada-based Telna is one of the companies at the forefront of this technology, with an announcement made recently at Mobile World Congress Barcelona 2019.



Telna at WMC



Telna was acquired in 2016 by KnowRoaming a leading roaming solution provider company. This merger created opportunities with disruptive business models to provide global connectivity for various industries across the globe.

“Now, KnowRoaming is a one part of Telna’s business model which focuses on consumer roaming solution. We have a unique product called SIM Sticker which can be attached to your SIM card and it only gets activated when the user is traveling outside its home country, while giving you access to local networks at low prices without the need to switch SIM cards.” explained Gregory Gundelfinger the CEO of Telna.

“It was a sticker SIM card that would only activate when you traveled, giving you access to local networks at low prices without the need to switch SIM cards.”

Telna’s focus has been to provide global connectivity to IoT and M2M applications allowing customers to manage their cellular connectivity under one unified platform, allowing customers to manage connectivity for M2M and IoT and their cellular connectivity applications in a unified platform.

Telna Cronus_Connectivity Platform

Since inception of KnowRoaming and Telna Merger the company has grown to 100 employees including offices in the U.S and Canada and a broad number of partnerships with operators all around the world.

“The company has focused on providing a holistic solution to consumers,” Mr. Gundelfinger said. “We can’t have coverage gaps, so we’ve partnered with networks globally in order to give them an end-to-end turnkey solution.”

Recently company debuted what is sure to be a key moment in its history the launch of eSIM technology and Cronus connectivity platform. The announcement was made at the prestigious Mobile World Congress 2019 in Barcelona, the annual event that gathers the top names in the telecommunications industry.

“Everybody who is in telco will be at this event,” said Mr. Gundelfinger. “It’s probably the most important telecommunication event of the calendar year. There, we demoed the technology and talked to prospective customers. This is the biggest event of the year for mobile network operators, and typically large announcements in the space are made there.”

To understand what eSIM is, think of it as an embedded chip that allows operators to avoid the need to swap SIM cards physically, removing one of the largest barriers to switching between networks. First presented 2017, this technology officially has the backing of a large trade organisation called the GSMA (Global System for Mobile Communications), the



Telna eSim Solutions

governing body for the mobile communications realm.

“The big change that *the industry is facing is the eSim and how it’s going to be embraced by all the operators,” the CEO said. “The ability for interoperability between operators is now being defined and I think that this is going to cause a huge amount of disruption and that here will be many niche companies that will emerge from this technology.”

For example, the CEO says, for tracker makers that ship their products globally from its Chinese factory to Europe or South America, the technology from Telna allows makers to have the ability to get on to the cellular networks in all different countries and * and they don’t have to have a commercial agreement with every network, one SIM card will allow the device to stay connected through a single payment, on a unique billing platform.

Through Telna eSIM capability users will be able to access their SIM profile over the air (OTA), connecting seamlessly to local networks and the data plans they need simply by scanning a QR code.

“We offer a unified billing platform for our customers to have cellular connectivity,” Mr. Gundelfinger said. “If you’re a system integrator or are looking for an eSIM platform we can

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provide you with one unified billing platform that gives you access to networks globally.”

Mr. Gundelfinger says that, amid a competitive market, Telna’s competitive advantage is that mobile networks are inherently inflexible and run mostly by large vendors. For them, making custom changes to the network for a specific customer’s use case is very expensive and takes a long time.

“When clients come to us and ask for customisation, we’re able to do this because it is software-defined: all the network elements are virtualised, said Mr. Gundelfinger. “We have the ability to scale on demand and we have the ability to make customers changes for specific customer use cases.”



Telna IoT