

# An Untapped Opportunity: **Enterprise Connectivity Management**

How Device Management Platform  
Providers Can Offer Connectivity  
Management Services

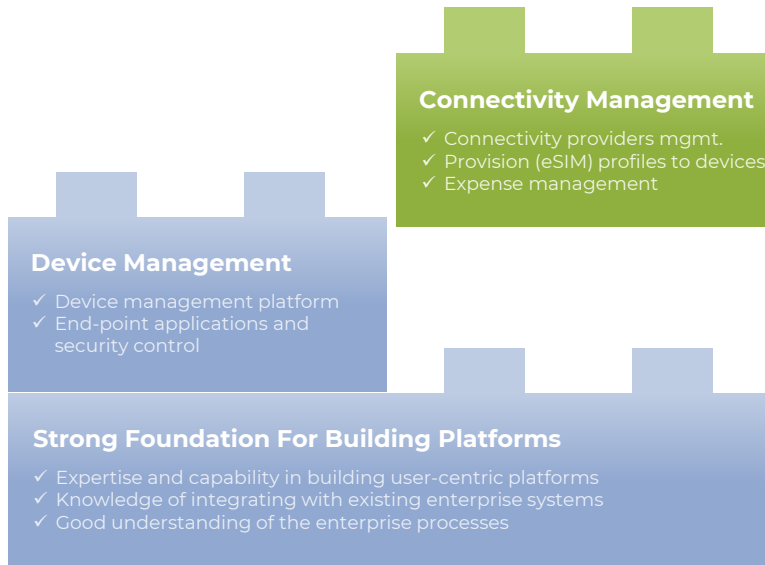
**Discussion Paper**

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# Device management platform providers can untap a large market by providing connectivity management services for enterprises.



## New Proposition For Platform Providers



## Opportunity: Connectivity Management Services For Enterprises

- **Add-on services for Connectivity Management** for enterprise devices
- **Untap a large market potential with minimum additional effort** by providing solution to the unaddressed demands of enterprise customers

### Challenges for Enterprises

- ✗ Separate solutions/platforms for connectivity and device mgmt.
- ✗ Lack of flexibility from connectivity providers

For enterprises, connectivity-, device-, and expense management are painful activities and currently do not have a single-platform solution in the market.

 Enterprise Pain Points



**Procurement**

Role

Goal

**Buy affordable connectivity** that fits my company's needs



**Fleet Manager**

- **Fast setup** and roll-out of devices and connectivity with single interface
- **Manage device connectivity** with low effort



**Business-Line**

- Provide the **right connectivity** for each team member
- Keep **costs within budget**



**End-User**

**Seamless connectivity** everywhere

**Challenges**

**Low bargaining power**

"Switching operators" is not a credible threat due to high switching and logistics costs.

**High manual effort**

Low degree of automation and separate systems for device and connectivity management.

**Complex expense management**

Keeping connectivity costs in budget is hard due to complex and separate expense management.

**No self-service functionality**

Full dependency on fleet managers and SIM logistics processes.

Enterprises are looking for a solution that would solve these pain-points with low efforts to build and integrate into their existing systems.

 Ideal Solution For Enterprises



Stakeholder

**Procurement**



**Fleet Manager**



**Business-Line**



**End-User**

**Challenges**

Low bargaining power

High manual effort

Complex expense management

No self-service functionality

**Ideal Solution**

- **Higher flexibility in connectivity negotiations** due to easier operator switching

- **Instantly connected and set-up devices** due to integrated device and connectivity management
- **Advanced security applications** through newer technology

- **Smooth cost control** through integrated expense management
- **Cost reduction** through easy over-the-air operator switching, depending on country, operator, and price

- **No waiting times** through instant SIM/eSIM provisioning
- **Self-service capabilities** through all-integrated connectivity management

# Device management platform providers are well-positioned to build solution to this requirement due to their existing competence and experience.

## Enterprise Services Beyond Device Management

### Your existing services



#### Integrated **Device Management**

Built-in security and device management capabilities already provided through MDM, EMM or UEM platforms.



### Additional services



#### Real-Time **Connectivity Management**

Enable, switch or deactivate connectivity at the push of a button, with eSIM profile.



#### Transparent **Telecom Expense Management**

Standardized reporting and billing data available in one central interface.



### **Unified Enterprise Platform**

#### eSIM-enabled

For the first time the eSIM enables a useful integration of device and connectivity management.

# Device Management Platform-providers can benefit from the proposition by using already available resources to delight their enterprise customers.

 Benefits For Platform Providers

## Better Customer Experience

- **Simplified overview of all the devices and their connectivity** promises a better customer experience to enterprise customers.
- **Resolving the most critical pain-point** of maintaining separate solutions for their devices.
- **Advanced security applications** through eSIM capabilities



## First-mover Advantage

- **Combination of device and connectivity management to enterprises** will be first of its kind in the market.



## Higher Revenue Potential

- **Potential for higher revenue from large enterprises** by providing valuable solutions as an add-on to the existing device management platform.



## Build on Existing Resources

- **Already possesses the competence and experience** for building such add-on solutions.
- **Little to negligible need for extra investment in resources** to build the solution.

# Combined expertise and experience with Digital Oxygen can result in a successful transformation of the device mgmt. platforms.

Digital Oxygen: Why We Are The Right Partners

## Team of Experts



**Axel Meiling**

Partner

**Experience**

- 18 Years in Telco
- 10 Years in Consulting
- Inventor of numerous Telco patents



**Nicolas Bell**

Partner

**Experience**

- 15 Years in Telco
- 10 Years in Consulting
- Customer experience and Digitalization expert

### Digital Oxygen's **eSIM Expertise**

Trusted partners for multiple telco companies for their eSIM challenges and digitalization needs.

### -aaS Implementation Experience

In-depth understanding of challenges occurring in purchasing appropriate services for large enterprises.

### Platform Provider's **Device Mgmt. Platform Expertise**

Platforms which have evolved with growing needs; from device mgmt. and remote app mgmt. to security.

### Enterprise Knowledge

Knowledge of the existing systems and processes at large enterprises.





**DIGITAL OXYGEN**  
Management Consultants

Weißburger Straße 25  
81667 Munich

[www.digital-oxygen.com](http://www.digital-oxygen.com)



**Nicolas Bell**

Partner

E-Mail: [nbe@diox.de](mailto:nbe@diox.de)

Mobil: +49 151 / 5824 3366