



# eSIM

**Jola** is a global IoT MVNO, providing the UK's first multi-network eSIM to the channel. Resellers can order multi-network roaming connectivity, delivered via GSMA-compliant, removable or embedded eSIMs, in Mobile Manager.

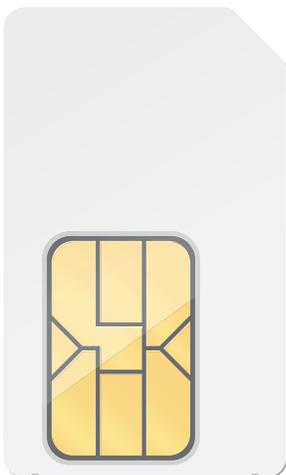
We have deployed a UK-based, resilient MVNO mobile core network, with global connectivity to over 450 networks in over 190 countries and local connectivity with all four UK mobile networks. UK-based interconnects and breakout ensure the traffic stays in the UK. Traditionally MNO roaming SIM traffic is routed back via a home network, outside of the UK, increasing latency and the uncertainty of prioritisation, security, local legislation, and steering by the operator.

Jola eSIMs provide reliable, flexible and cost-effective mobile data access. The solution is suitable for any M2M/IoT application that requires wireless Internet or private network access virtually anywhere in the world. The solution is designed to be suitable for all types of applications, from low consumption IoT solutions through to high consumption mobile broadband solutions.

Jola eSIM (eUICC) is available in multiple form factors: You are able to order triple-cut, industrial, M2M, eSIM cards (Mini SIM - 2FF, Micro SIM - 3FF, Nano SIM - 4FF) or embeddable industrial eSIMs (MFF2).

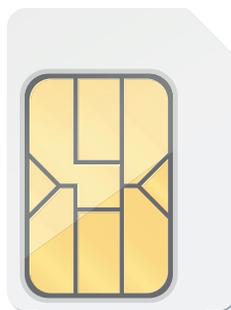
## 2FF - Mini SIM

25mm x 15mm x 0.76mm



## 3FF - Micro SIM

15mm x 12mm x 0.76mm



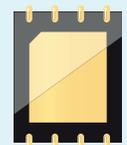
## 4FF - Nano Sim

12.3mm x 8.8mm x 0.67mm



## MFF2

M2M Form Factor



eSIM is a standard set by the GSMA, the association representing mobile network operators worldwide. It is a new technology which means that a SIM can hold multiple mobile profiles simultaneously and can be re-configured 'over the air' (OTA) with new profiles or profile selection rules. Jola's use of this technology means that resellers can choose whether to deliver mobile data solutions that are optimised for best coverage or for best cost, whilst retaining the flexibility to change this preference in the future.

Jola's eSIM provides access to over 450 networks in over 190 countries. Wherever the eSIM is in the world (local regulations permitting), it is always roaming. eSIM facilitates a device to connect to the strongest available network. Multiple steering options are also possible e.g. prioritising the lowest cost network in specific countries or preferring one specific network over another.

An issue for manufacturers selling their products in different countries has been the need to maintain multiple SKUs. This is because they have had to use SIMs from different operators based on the territory they are to be sold in. No single mobile network operator can provide the optimal solution for all countries but eSIM solves this problem.

## Contact us

For further information  
call us on 0115 822 5000  
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or visit [www.jola.co.uk](http://www.jola.co.uk)

## Pay Per Zone eSIMs

With Pay Per Zone eSIMs, pricing is divided into five zones from EU countries to worldwide. End-users only pay the higher zone rate when using the higher rate networks and revert to a lower zone rate when in lower rate networks. Partners can view usage in Mobile Manager and bill end-users on per zone rates.

## Mobile Manager

eSIM is provisioned and managed via the Mobile Manager portal. Mobile Manager provides a simple but powerful interface that enables our partners to activate SIMs, monitor usage, setup alerts, add bolt-ons and cease services. Usage data with eSIM is near real-time and so there is very little risk of being hit with unexpected overages. SIMs can be grouped by customer, associated with pools and / or Private APNs. Partners also have the option of giving their customers access to Mobile Manager so they can monitor and manage their own estate of SIMs.

## Key features and potential benefits

| Feature                      | Potential Benefits   |
|------------------------------|--|
| Global                       | Multiple mobile network operators MNO with all 4 UK networks included and access to over 450 networks in over 190 countries worldwide.   |
| Configure Over The Air (OTA) | Mobile profiles and profile selection rules can be loaded and updated over the air. This enables a level of flexibility that simply cannot be matched by standard mobile operator SIMs.  |
| Secure                       | The GSMA eSIM standards are built on robust foundations that prevent any manipulation of the mobile profiles being modified by unauthorised parties.   |
| Industrial-grade             | Jola eSIMs are M2M industrial grade and suitable to be used in extreme environments (e.g. temperature, vibration and humidity).  |
| Cost effective               | Pick the tariff required based on the amount of data the customer needs and the country (or countries) that the SIM will operate in. No more unexpected roaming charges to worry about.  |
| Manageable                   | Jola's eSIM is provisioned and managed via Mobile Manager portal, that provides a simple but powerful interface, enabling our customers to activate SIMs, monitor usage, setup alerts, add bolt-ons and cease services. Furthermore, you can optionally setup Mobile Manager so that your own end-users can log in to monitor and manage their own estate of SIMs. |
| Simple                       | Site surveys to determine which networks are available are expensive and time-consuming; one SIM connects to multiple networks in most countries.  |
| Future-proof & cost-saving   | No need to go to the trouble and expense of a truck roll to swap out an estate of eSIMs at the end of a contract if the original deal is no longer the best fit.   |
| No 'home' network            | Jola's eSIM is unlike most other UK-based MVNOs in that we do not have a 'home' network. This means that by default our eSIM is unsteered. In practice this means the SIM will connect to the strongest available network and the device is then able to switch to a stronger signal should one become available. Custom steering options are also available.      |

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| Feature                 | Potential Benefits  |
|-------------------------|---|
| UK breakout             | <p>Foreign operator roaming SIMs deliver un-steered, multi-network connectivity. All traffic on these SIMs is routed back to the home network from the UK resulting in increased latency and the UK user being geo-located in a foreign country. This is not normally an issue and Jola has sold thousands of Dutch and Irish roaming SIMs using this model.</p> <p>Jola's roaming eSIM is different as all traffic breaks out of Jola's core network in the UK resulting in a superior performance when compared with foreign operator roaming SIMs in the UK.</p> |
| Wide range of options   | Tariffs ranging from 10MB to 200GB with data bolt-ons and pooled data options also available.   |
| New Mobile Technologies | New, exciting mobile technologies are always under development. Examples include 5G, LTE-M and NB-IoT. When these new technologies are made available to roaming partners then the Jola eSIM will support them. There is no faster way to gain access to these technologies, across multiple networks, than by using eSIM due to its inherent ability to be reprogrammed to support new networks and new technologies.  |
| Private APN             | For partners wanting a secure mobile data solution, layer 3 Private APN delivery is an option.  |
| L2TP Option             | For partners wanting full control over IP addressing and routing, L2TP delivery and framework is an option.   |
| Fixed IP eSIM Option    | For partners wanting un-steered roaming coverage on all 4 UK mobile networks, Fixed IP eSIMs are available. Jola eSIM Fixed IP is delivered using a true IP address, which does not require static IP addresses or NAT. Reverse DNS is also available upon request.   |

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