

Ericsson enables seamless eSIM activation for Samsung devices

- Ericsson introduces an industry-first entitlement server solution for on-device eSIM subscription activation for smartphones – starting with Samsung Galaxy S20 and Galaxy Z Flip
- Enhanced digital experience for consumers by managing mobile subscriptions on eSIM-enabled devices with just a few clicks, and without QR codes
- Together with the Ericsson eSIM solution, launched in January 2020, service providers benefit from fully automated eSIM subscription management

Ericsson (NASDAQ: ERIC) is introducing an industry first entitlement server solution for on-device eSIM subscription activation without QR-codes for smartphones – starting with Samsung Galaxy S20 and Galaxy Z Flip. The Ericsson solution enables consumers to remotely activate and manage their eSIM-enabled smartphone with just a few clicks. Together with the Ericsson eSIM solution, launched in January 2020, service providers can enhance their customers' digital experience through fully automated eSIM subscription management.

Ericsson's unique [eSIM](#) solution, is comprised of the Ericsson Secure Entitlement Server and the Ericsson eSIM manager ([SM-DP+ server, Subscription Management Data Provisioning](#)). The Ericsson Secure Entitlement Server enables on-device eSIM subscription activation for smartphones without using QR codes while the Ericsson eSIM Manager, provides fully automated device and subscription orchestration. The solution is interoperable with smartphones and other devices.

Ericsson is in the process of deploying the solution with several service providers.¹

Monica Zethzon, Head of Solution Area Communication Services at Ericsson, says: "Together with Samsung, we are introducing a unique and easy on-device subscription activation solution for smartphones. This industry first, based on the Ericsson Secure Entitlement Server and Ericsson eSIM manager, is verified with Samsung Galaxy S20 and Galaxy Z Flip. This brings a superior digital experience for consumers and new business opportunities and operational cost savings for our customers."

A major shift is taking place in the telecommunications industry, as physical SIM cards are being replaced by embedded SIMs (eSIMs) in mobile devices. With eSIM, consumers will be able to manage new subscriptions – or transfer existing ones – to eSIM-enabled devices in seconds, without having to visit a retail store. It's predicted that the number of eSIM devices will increase rapidly, reaching billions of users in the next few years.

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A recent report from Ericsson [ConsumerLab](#) shows strong consumer demand for eSIM services, with 94 percent of respondents willing to pay extra to connect more devices to their current subscription plan, and 86 percent hoping for “[try and buy](#)” offerings.

¹ The availability of the solution for Samsung devices will vary by region and service provider.

Related links:

More about [Ericsson’s eSIM solution](#)

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Ericsson enables communications service providers to capture the full value of connectivity. The company’s portfolio spans Networks, Digital Services, Managed Services, and Emerging Business and is designed to help our customers go digital, increase efficiency and find new revenue streams.

Ericsson’s investments in innovation have delivered the benefits of telephony and mobile broadband to billions of people around the world. The Ericsson stock is listed on Nasdaq Stockholm and on Nasdaq New York. www.ericsson.com