Device Enablement Summit
MWC Barcelona 2026

Summary & Strategic Synthesis

1. Introduction

The Device Enablement Summit at MWC Barcelona 2026 convened key stakeholders across the mobile ecosystem, including operators, OEMs (Original Equipment Manufacturers), platform providers and technology partners, to address a growing structural challenge: how to enable, deploy, and scale connectivity services seamlessly in an increasingly complex device–network landscape.

While the pace of innovation continues to accelerate across 5G, eSIM, RCS (Rich Communication Services), satellite connectivity and multi-device ecosystems, the industry continues to face persistent execution challenges. These challenges are no longer rooted in technological limitations, but in the ability to operationalise and scale these capabilities consistently across markets and devices.

Across all sessions, a consistent message emerged: the competitive advantage in telecoms is shifting from building new capabilities to enabling them faster, more reliably, and at global scale.

2. The Core Industry Challenge

Speakers highlighted a fundamental structural issue impacting the ecosystem:

- Fragmentation across telecom devices, operating systems, and networks
- Limited use of scalable network and device testing procedures
- Limited use of industry standards for centralised testing and network parameter sharing across stakeholders
- Increasing pressure to accelerate time-to-market for new services

From a customer perspective, expectations are straightforward: devices should connect seamlessly, and services should be available instantly upon activation.

However, the reality often includes:

- Delays in feature availability (VoLTE, Wi-Fi Calling, RCS, etc.)
- Inconsistent performance across networks and devices
- Complex onboarding journeys (particularly with eSIM)
- Increased operational costs and customer support demand

The overarching conclusion is that the industry's next step after innovation needs to be effective execution at scale.

3. Speaker Sessions

3.1 GSMA – Opening Remarks & Strategic Framing

Speaker: Sianne Ryder, General Manager – Services, GSMA

Sianne Ryder opened the summit by setting the overall context, emphasising the growing importance of customer experience, speed, and industry collaboration in addressing device–

network enablement challenges. She also acknowledged the support of Google as the summit sponsor, highlighting the importance of continued collaboration across the ecosystem.

She noted that, while innovation continues to accelerate, delivering a seamless and consistent experience at scale remains a key industry priority. Achieving this requires closer alignment across operators, OEMs and platform providers, alongside a continued focus on reducing complexity and accelerating execution.

3.2 GSMA – Vision & Industry Framework
Speaker: Shamit Bhat, Senior Product Director, GSMA
Shamit Bhat Slides

Shamit Bhat set out the industry problem statement and presented GSMA's structured approach to addressing device–network enablement at scale. He highlighted the gap between customer expectations, where devices and services are expected to work seamlessly, and the current reality, where fragmentation across devices, networks and operating systems continues to create complexity and inconsistency.

To address this, the GSMA outlined a vision to build a world where every device connects seamlessly to every network, enabling features at scale; instantly, intelligently and securely.

To achieve this vision, he shared GSMA's framework built around three interconnected service pillars:

- **Interoperability Testing**
  Enabling centralised standard validation of device–network compatibility at scale to help ensure reliability across services such as VoLTE, 5G and messaging.
- **Network Settings Exchange (NSX)**
  Providing a centralised mechanism for operators to distribute network configuration parameters to OEMs at scale, replacing fragmented bilateral processes.
- **Entitlements Service**
  Introducing a dynamic activation layer that enables real-time interaction between devices and networks to activate services on Android, iOS, and Harmony devices.

Together, these components form a cohesive framework aimed at reducing fragmentation, improving scalability, and delivering a more consistent end-user experience.

Shamit also introduced GSMA's vision of consolidating these capabilities into a unified platform, offering a single access point for operators and partners. This reflects a broader ambition to simplify access to GSMA services and support more efficient ecosystem collaboration. He also outlined the exciting product development plans for NSX 2.0.

3.3 Google – Android Network Ready Program
Speakers:

- Kyle Webster – Lead, Android Connectivity Partnerships, Google
- Elvy Yu – Head of Partner Engineering, Google

Google slides

Google introduced the Android Network Ready Program, a strategic initiative designed to simplify and accelerate the rollout of connectivity features across the Android ecosystem. Their approach is built on three foundational layers:

1. Android OS – integrating connectivity features natively into the operating system

2. Entitlement Infrastructure – enabling dynamic, real-time activation of services
3. Standardisation – aligning with GSMA specifications, particularly TS.43

Google emphasised that modern connectivity experiences—such as seamless eSIM transfer, instant RCS activation, and reliable satellite connectivity—require frictionless coordination between devices and networks. The program is designed to support operators through:

- Accelerated onboarding and certification processes
- Dedicated technical support
- Simplified integration pathways

From a strategic perspective, Google reinforced the idea that entitlements are becoming a foundational layer for delivering scalable, secure, and monetisable connectivity services.

3.4 Samsung – NSX Implementation & Operational Impact
Speaker: Justin Jun, Quality Planning, Head of Group, Samsung
Justin Jun slides

Samsung provided a practical, execution-focused perspective on device configuration and integration challenges.
Historically, onboarding new operators and deploying network configurations required:

- Multiple manual steps
- Extensive validation cycles
- Significant engineering effort

Through the adoption of NSX, Samsung has been able to:

- Enable VoLTE for 120 MVNOs and apply APN configurations for 79+ operators globally
- Reduce integration effort by approximately 15 hours per operator
- Accelerate deployment timelines
- Improve global consistency of device configurations

Samsung also highlighted the scalability benefits of standardisation, particularly in regions with a high number of operators and MVNOs.
The key message was clear: standardised configuration frameworks are essential to enable efficient global device deployment.

3.5 Deutsche Telekom – Standards & Ecosystem Evolution
Speaker: Florian Leon Schmitt, Partner Engineer, Deutsche Telekom & TSG Chair
Florian Leon Schmitt slides

Florian Leon Schmitt provided insight into the development and evolution of industry standards through the GSMA Terminal Steering Group.
Two key specifications were highlighted:

- TS.32 – enabling scalable network configuration exchange (NSX)
- TS.43 – defining the entitlement framework

These standards were developed in response to the lack of scalability in traditional integration models, where operators and OEMs relied on one-to-one relationships.
The introduction of shared standards enables:

- Centralised configuration distribution
- Improved interoperability
- Reduced duplication of effort

- Consistent and reliable user experiences

A key takeaway from this session: standards are not static: they evolve continuously based on industry needs and contributions.

3.6 GSMA Working Groups – TS.43 & Future Evolution
Speaker: Yolanda Sainz, Senior Director, GSMA
Yolanda Sainz slides

This session focused on the evolution of entitlement services and their role as a central orchestration layer. Entitlement servers act as a decision engine, enabling:

- Identification of device capabilities
- Validation of subscriber eligibility
- Dynamic activation of services

Recent enhancements to TS.43 include:

- Cross-OS eSIM transfer
- Satellite connectivity integration
- Expanded API capabilities for service provisioning

This reflects a broader industry shift toward real-time, software-driven service enablement, replacing static configuration models.

4. Panel Session – Entitlements in Practice
4.1 Panel Overview
Moderator:

- Shamit Bhat – Senior Product Director, GSMA

Panelists:

- Elvy Yu – Head of Partner Engineering, Google
- Emir Aboulhosn – CEO & Founder, NetLync
- Benoit de Longeaux – Product Director, OnOff Telecom

4.2 Panel Insights by Speaker
Elvy Yu (Google) – Scaling Connectivity Through Entitlements
Elvy Yu reinforced Google's position that entitlement services are essential to scaling modern connectivity features across the Android ecosystem.
She highlighted:

- The importance of entitlements as a bridge between device capabilities and network services
- The need to reduce friction in onboarding and activation processes
- The opportunity to unlock new revenue streams through services such as RCS, satellite connectivity and wearables

Her perspective emphasised that standardised, entitlement-based architectures are critical to delivering consistent, high-quality user experiences at scale.

Emir Aboulhosn (NetLync) – Democratisation of Entitlements
Emir Aboulhosn provided a perspective from a technology provider focused on entitlement solutions. He highlighted the evolution of entitlements from complex, long-cycle deployments to more accessible, scalable implementations

He emphasised:

- The importance of making these capabilities available to operators of all sizes
- The role of collaboration between the GSMA and technology providers
- The need to simplify historically complex processes

His key message: entitlements are transitioning into a core infrastructure layer that must be accessible, scalable and efficient.

Benoit de Longeaux (OnOff Telecom) – Real-World Implementation
Benoit de Longeaux provided a practical example of entitlement deployment in a real-world environment.
Key outcomes included:

- Successful implementation within 2 to 4 weeks, compared to historical timelines of up to 18 months
- Simplified integration and onboarding processes
- Faster access to advanced connectivity features

This demonstrated that with the right frameworks and support, deployment timelines can be significantly reduced, enabling faster innovation cycles.

5. Conclusion
The Device Enablement Summit highlighted a fundamental shift in the telecom industry: the challenge is no longer developing new technologies, but ensuring they can be deployed, scaled, and activated seamlessly across the global telco device network ecosystem.

The combination of standardised testing, centralised network parameter configuration via NSX and dynamic activation of services through entitlements forms is fundamental to this transformation.

6. Next Steps for Operators
The Device Enablement Summit highlighted a clear industry shift: competitive advantage is moving from innovation to execution at scale.

Operators can accelerate service rollout by:

- adopting standardised device–network testing
- centralising configuration management
- enabling real-time service activation through entitlements
- aligning with industry specifications such as TS.32 and TS.43

To explore these approaches in more detail, access the full summit content:
Access the Device Enablement Summit content