



Case Study

Want to deploy iOS and Android features in weeks?

From months to weeks: how OnOff Telecom simplified entitlement deployment

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Introduction

Tech-first global virtual operator, OnOff Telecom, accelerated the deployment of its entitlements-based service – turning traditional multi-month projects into rapid implementation of RCS and eSIM.

This has been achieved by working with their entitlement-enablement partner, GSMA Industry Services, through a cloud-based platform built on GSMA TS.43 standards, which is aligned with evolving OEM requirements.

Trusted entitlement infrastructure

Apple iOS and Google's Android Network Ready Program place entitlement infrastructure at the centre of feature activation and service enablement.

Furthermore, operators are under increasing pressure to deploy services such as eSIM transfer, RCS, and satellite messaging faster than ever, while maintaining seamless customer experiences. All these reasons mean it makes sense to have trusted entitlement infrastructure that efficiently enables scale, security and monetisation.



In terms of operational benefits, time to market and cost integration – it transformed our project. Entitlements went from being a potential launch blocker to a solved item on our launch checklist, months ahead of schedule.”

Benoit de Longeaux,
OnOff Telecom



How GSMA Entitlements accelerates deployment

Service entitlements are usually one of the biggest challenges when it comes to deploying a new service on a network. Every feature, from VoLTE and eSIM to 5G and wearables, relies on entitlement servers that must be individually aligned with each operating system's specifications.

If you're an MVNO building your entitlement server from scratch, this can take months of effort, specialised expertise and ongoing maintenance as the specifications evolve.

OnOff Telecom wanted their subscribers to be able to transfer an eSIM to a new phone and activate RCS messaging from day one after launch, which is why they wanted a solution like GSMA Entitlements.



GSMA Entitlements is pre-aligned with the OS vendors, so we didn't have to interpret ambiguities in the specifications ourselves – the hard work of alignment was already done."

Maksim Solovjov,
CTO, OnOff Telecom



We wanted to have a very simple digital onboarding process – that would be our promise to our customers. Google recommended GSMA NSX for a seamless customer experience on the settings side and when we discovered GSMA Entitlements, it made sense to have both."

Benoit de Longeaux,
OnOff Telecom

The key is standards-alignment

The main value that GSMA Entitlements brings to operators is its synchronisation of TS.43 standards with iOS, Android and Harmony.



Having a single platform that stays synchronised with iOS and Android specifications means we implement and validate once, and we're ready the moment each ecosystem switches the capability on. For a lean team, not having to track three ecosystems' specification updates in parallel is a major operational relief."

Juri Pilviste, Engineering Manager, OnOff Telecom



From many months to merely weeks

Speeding up the time-to-market is of course one of the key priorities when launching a new service.

OnOff Telecom were able to achieve such an accelerated deployment, mainly because GSMA Entitlements reduced complexity and development effort.



Everything we needed was available in the portal, clearly documented, with the integration steps laid out in a logical sequence. Our team focused only on connecting our own systems to a single, well-documented interface, rather than managing separate relationships with each ecosystem."

Anton Safonov,
Senior Developer/Team Lead,
OnOff Telecom



Three factors made the two-week deployment possible: the maturity of the GSMA Entitlements platform, the quality of the portal's documentation and progress tracking – which meant zero time lost figuring out what to do next – and the fact that we're building a clean, modern MVNO architecture with no legacy constraints."

Benoit de Longeaux,
OnOff Telecom

How GSMA Entitlements helps growing MVNOs and MNOs



Instead of having to manage one-to-one integrations with iOS and Android, we can have a single point of contact, single API and single platform."

Benoit de Longeaux, OnOff Telecom

For growing MVNOs such as OnOff Telecom, speed, agility and simplicity are critical business requirements, yet these are precisely what the usual process of activating service entitlements reduces significantly.



For a new MVNO, the economics matter as much as the technology. GSMA Entitlements gives us capabilities that were historically reserved for large MNOs with dedicated device teams – without the fixed costs, and without delaying our launch. It levels the playing field."

Benoit de Longeaux, OnOff Telecom

Typical pain points for operators include:

- Shrinking ARPU due to operational inefficiencies and customer experience gaps
- Significant development effort and integration costs
- Multiple vendor relationships and fragmented processes
- Delays in launching new OEM-enabled services
- Difficulty maintaining compliance with evolving OEM requirements

How GSMA Entitlements addresses them:

- Accelerated deployment timelines and faster innovation cycles
- Reduced engineering effort with developer-friendly architecture
- Simplified ecosystem engagement
- Alignment with iOS Universal carrier and Android Network Ready Program
- Faster access to iOS and Android entitlement-enabled services

Being future ready, fast

Consumers demand the newest services, seamlessly. If their current provider can't give them what they want, when they want it, they will go elsewhere.

As a business that wants to develop and grow, OnOff Telecom needs to be ready to seamlessly deploy next-generation iOS and Android services – and this is the ability that GSMA Entitlements gives them.

Find out how [GSMA Entitlements](#) can help your MNO or MVNO business – discover more information and fill out the [form](#) to book in a call with the Industry Services team.



We're evaluating additional use cases, with companion device / wearable connectivity (smartwatches) high on the list. Satellite messaging is also on our radar as device support matures. The advantage of the GSMA Entitlements model is that these become configuration exercises rather than new build projects."

**Maksim Solovjov,
CTO, OnOff Telecom**

GSMA

Industry Services

GSMA Industry Services is a department within the GSMA, providing data, resources and tools that improve and support global connectivity by underpinning important interoperable backend functions and addressing the problems GSMA Working Groups have identified.

As the global source of TAC data, we offer TAC allocation for all connected industries, along with eUICC identification numbers for the growing eSIM market.

Our device attribute and device status data provide essential insights for businesses and organisations across the mobile ecosystem.

Find out more at:

gsmaservices.com/network-services/entitlements/

GSMA

The GSMA is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Our vision is to unlock the full power of connectivity so that people, industry and society thrive. Representing mobile operators and organisations across the mobile ecosystem and adjacent industries, the GSMA delivers for its members across three broad pillars: Connectivity for Good, Industry Services and Solutions, and Outreach.

This activity includes advancing policy, tackling today's biggest societal challenges, underpinning the technology and interoperability that make mobile work, and providing the world's largest platform to convene the mobile ecosystem at the MWC and M360 series of events.

Find out more at: gsma.com

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