

## News

M2M General



# China Unicom and Telefónica present their reinforced collaboration on a remote subscription management solution for embedded M2M SIMs, with the participation of Telstra and upgrade functionalities

China Unicom and Telefónica Digital, with its partner Telstra, have developed and successfully proven a remote management solution for embedded M2M SIMs based on the cooperation and technical support of Giesecke&Devrient (G&D). The solution will provide a unique working framework composed of a management platform and working eSIM samples (compatible with actual GSMA standard definitions). The solution is a result of the M2M strategic agreement signed by China Unicom and Telefónica in October 2011 to develop the M2M market perspectives.

**Madrid, June 21<sup>st</sup>, 2012** – China Unicom, through cooperation with Telefónica, has proven a pre-standard solution for remote management of embedded SIM subscriptions data based on the principles of the embedded SIM that is being developed by the GSMA and other collaborating international standards bodies and fora. This solution allows remote management of the subscription data of M2M embedded SIMs, including remote activation on demand, subscription transfer between different M2M devices, subscription replacement (for example, subscription swapping between China Unicom and Telefónica Spain, Telefónica UK, Telefónica Germany, and Telstra over the air.)

This solution will enable China Unicom, and Telefónica together with the new operator partners to provide more flexible and more easily managed embedded SIM services to M2M users, meeting M2M service requirements, and adapted to local and global service provision. Secure profiles from Mobile Network Operators (MNOs) can be downloaded to the embedded SIMs depending on business rules and needs in scenarios such as: equipment production lines, test facilities, commercial launching environments and post-sale of M2M products. Moreover, their profiles can be revised during the lifetime of the device. It will, among other things, allow swapping of MNOs to support scenarios like: specific roaming conditions, network changes and upgrade, service delete, and change of device ownership among other possibilities.



With this type of remote subscription management, device makers can manufacture devices with M2M embedded SIMs at an optimal cost ensuring connectivity support for the lifetime of the device no matter what market conditions they may face, while MNOs can customize their M2M connectivity offerings for this specific target market.

This successful test and platform demonstration will also provide important input for the ongoing standardization processes in the various forms.

Main cornerstones of this trial are the subscription management enabled M2M embedded SIMs with remote management capabilities, a subscription management platform -hosted in a secure G&D environment- and an MNO specific portal developed for various operators (China Unicom, Telefónica, and Telstra).

This project derives from the strategic agreement signed by the two companies in October 2011 to develop M2M. This agreement covers collaboration in areas like marketing, products, sales, roaming and technologies.

### **About Telefónica**

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. From this outstanding position in the industry, and with its mobile, fixed and broadband businesses as the key drivers of its growth, Telefónica has focused its strategy on becoming a leading company in the digital world.

The company has a significant presence in 25 countries and a customer base that amounts more than 309 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.



Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4.551.024.586 ordinary shares traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao and Valencia) and on those in London, New York, Lima, and Buenos Aires.

### **About China Unicom**

China Unicom is a company with a leading position in the telecommunication industry in the world and provides comprehensive and integrated telecom services within the territory of People's Republic of China. It is listed on the New York Stock Exchange and the Hong Kong Stock Exchange. Through its affiliate, China Unicom is engaged in the business of GSM and WCDMA mobile telecommunication, domestic and international long-distance communications, domestic telephone service, Internet services, data communications and other related value-added telecommunication services in 31 provinces, municipalities and autonomous regions in China. Furthermore, China Unicom has established operational entities in Hong Kong, the United States, Japan and Europe to engage in relevant international business.

### **About Telefónica Digital**

Telefónica Digital is a global business division of Telefónica. Its mission is to seize the opportunities within the digital world and deliver new growth for Telefónica through research & development, venture capital, global partnerships and digital services such as cloud computing, mobile advertising, M2M and eHealth. It is also driving innovation in over the top communications services under a new umbrella brand called TU. Telefónica Digital will deliver these new products and services to Telefónica's 309 million customers as well as leveraging the power of the internet to enter new markets. It is headquartered in London with regional centres in Silicon Valley, Sao Paulo, Spain and Tel Aviv. Jajah, Terra, Tuenti, Media Networks Latin America, 48 and giffgaff are all part of the Telefónica Digital group of companies.



### About Telstra

Telstra is Australia's leading telecommunications and information services company, with one of the best known brands in the country. Telstra offers a full range of services and competes in all telecommunications markets throughout the country. Telstra has Australia's largest fully integrated IP network and Australia's largest and fastest mobile broadband network, the Telstra Mobile network, comprising 3G-HSPA+ (across the entire coverage footprint) and 4G-LTE technology (in more than 100 locations across Australia) operating together. Telstra also has an international presence spanning 15 countries, including China.

### About Giesecke&Devrient

Giesecke&Devrient (G&D) is a leading international technology provider headquartered in Munich, Germany. Founded in 1852, the Group now has a workforce of over 10,500 employees and generated sales of EUR 1.635 billion in fiscal 2011. 58 subsidiaries and joint ventures in 32 countries ensure customer proximity worldwide.

In all its markets, G&D is a global leader and pioneering innovator in the production and processing of banknotes and banknote paper, security documents, identification systems and smartcard-based solutions. As an end-to-end provider of mobile security applications, G&D develops and sells hardware, software, and services for banks, mobile network operators, public transportation companies, business enterprises, and OEM.