

eSIM Travel Experiences

Powered by LotusFlare DNO™ Cloud

A LotusFlare DNO Cloud Story

Summary

- Nomad was developed to **make travel fun and simple**, allowing users to **control costs** by providing data connectivity and SMS at local rates anywhere in the world.
- With LotusFlare DNO™ Cloud as its software foundation, Nomad is now a vibrant and growing consumer business that delivers **mobile data to travelers across the world** while developing into a travel experience proposition.
- Nomad is a **connectivity marketplace** that aggregates mobile data supplied by various communications service providers and makes this accessible **for international travelers with eSIM-capable smartphones**.



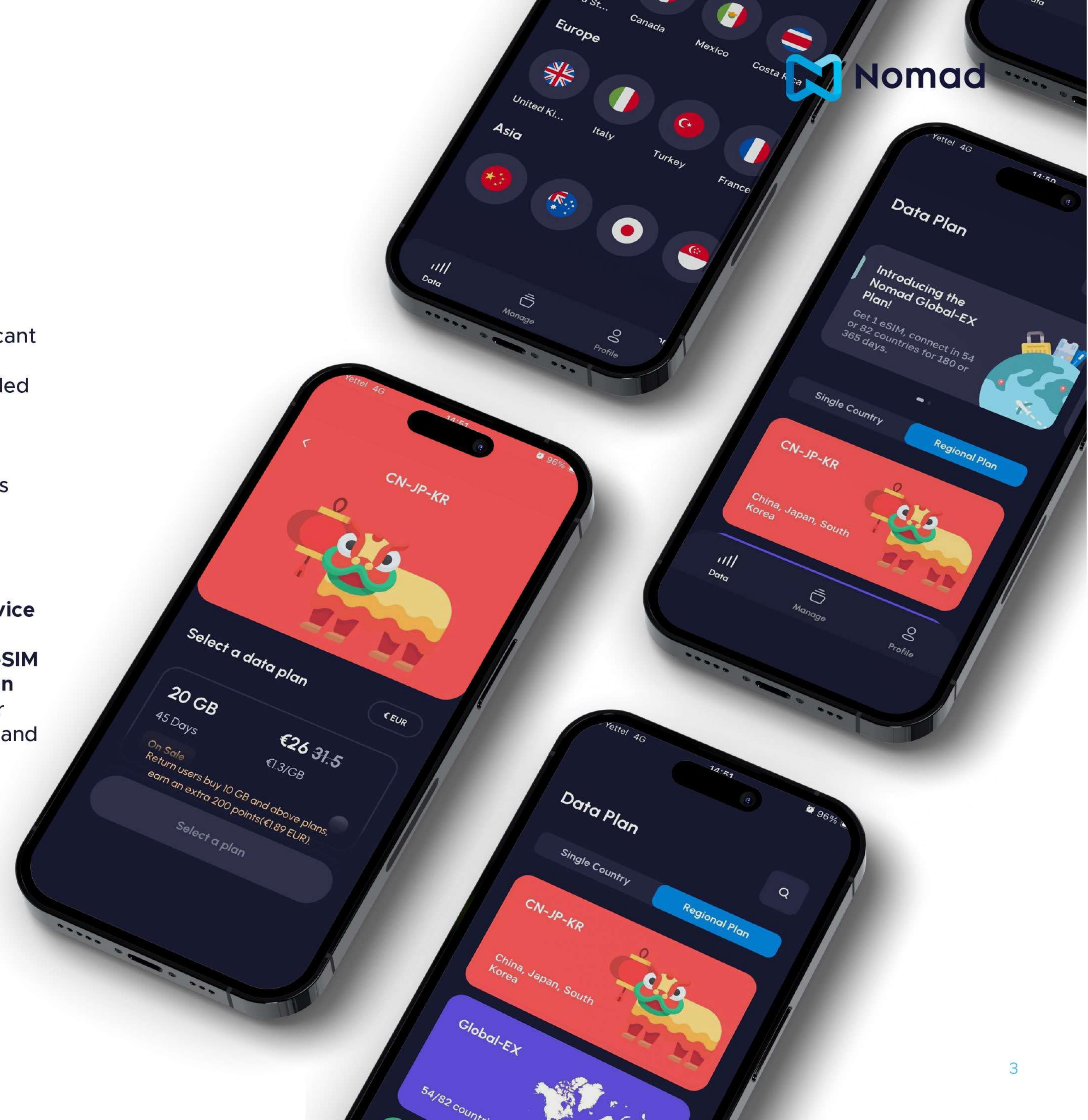
Conditions

The global pandemic of 2020 severely affected the travel industry for a significant period. As restrictions eased and international travel resumed starting later in 2020, it was clear that the desire to return to the ease with which people traveled before the pandemic would be a significant force.

In addition, the pandemic showed that mobile data had become an even more important aspect of people's lives. More and more, everyday activities - such as keeping in touch with family and friends or carrying out “personal logistics” - would be happening through mobile apps and social media platforms.

Two other conditions were also present in the telco industry. First, there was a persistent **excess capacity of mobile data available from communications service providers** (CSPs). This excess capacity was underutilized and unable to be marketed or sold efficiently through the wholesale divisions of CSPs. Second, **eSIM technology offered the prospect of enabling an all-digital customer acquisition and management experience** for mobile phone subscribers. Device support for eSIM was low but quickly gaining momentum with announcements from Apple and other manufacturers.

With these conditions coming together in mid-2020, LotusFlare realized there was an opportunity to more efficiently sell mobile data using eSIM technology to a new wave of travelers after the pandemic.



Solution

Given the market conditions, LotusFlare understood that international travelers faced many headaches when it came to mobile data. The process of securing mobile data access was decidedly un-digital: buying a local SIM card upon airport arrival after waiting in line at a kiosk while figuring out the best plan. And it could be expensive with unassuming travelers having to pay **exorbitant daily roaming fees to their home carrier**.

Starting in 2020, LotusFlare carved out a small team to focus on the development of a product that could **reduce the hassle, cost and time to get connected when on the go**. The concept of a mobile data marketplace started to take shape.

At the time, there was a concentration of 3 to 5 eSIM travel app competitors followed by a long tail of very similar-looking products - single-country eSIMs or regional plans that covered only large countries. These products were data-only and none offered calls or texts.

In planning to develop the LotusFlare offer, which would come to be known as “Nomad”, the main idea was to make travel fun and easy by giving travelers something to control costs by providing **data connectivity, voice, and SMS plans at local rates anywhere in the world**. Starting from this idea, the team set out to build along the following lines:

- **Create a Product:** Nomad needed to possess the qualities of a user-friendly Internet OTT app. Product development should be based on “continuous iteration”, with an aggressive development timeline that quickly incorporated user feedback and released new features practically every month.
- **Remove Complexity:** Nomad is a mobile data marketplace with complex device provisioning and API calls. That complexity had to be hidden from the user’s experience so that purchasing could happen accurately and quickly when a decision was made to purchase.
- **eSIM Experience Made as Simple as Possible:** In terms of design and usability, the product had to look and feel like an OTT service with fast registration, purchase and provisioning. eSIM was a key enabling technology but must be harnessed for the larger purpose of simplifying travel.
- **Coverage Spanning the Globe:** The marketplace had to be comprehensive, providing reliable, high-speed connectivity in at least 100 countries, with support for multiple languages.

LotusFlare decided to power Nomad using LotusFlare DNO™ Cloud. The reasoning behind this decision was twofold. First, at its core, **LotusFlare DNO Cloud is a commerce and monetization engine** that has the right capabilities to support a marketplace where agility is paramount. LotusFlare DNO Cloud can manage product offerings from partners and quickly change or update them with immediate impact on the front-end apps and websites. This DNO Cloud marketplace outcome had been proven commercially in the T-Mobile DevEdge deployment.

Second, LotusFlare DNO Cloud already supported eSIM experience using the **LotusFlare eSIM SaaS component**, something which, at the time of early Nomad development, was not widely used by CSPs. In this way, LotusFlare DNO Cloud could deliver the eSIM orchestration required on the back end to facilitate the purchases from a simple intuitive front-end application built by the Nomad team.



With decisions about goals and underlying technology in place, the Nomad team started developing and testing the application. The first iteration of the product was offered as a **webshop** and **Apple iOS app** in December 2020. Since this release, there have been several advancements, including an **Android app**. Today, Nomad is available in **13 languages**.

In addition to language expansion, Nomad has greatly expanded its range of data plans. The business development team set about negotiating wholesale roaming agreements with connectivity aggregators and CSPs globally. These efforts culminated in signing contracts with several companies to provide eSIM profiles and high-speed data connectivity in **190+ countries** at affordable rates.

In 2023, Nomad launched “**unlimited**” **data plans** in six destinations, catering to travelers who prefer worry-free connectivity abroad. Travelers can now choose from **flexible Day Plans**, offering 500MB to 3GB of high-speed data daily, with unlimited reduced-speed data once the high-speed allotment is used.

Most recently, Nomad has launched its first global 365-day plan called **Global-EX**. Available in two coverage options—54 countries or 81 countries—the plan offers validity periods of 180 or 365 days. Travelers can select from data bundles of 10GB, 20GB, 30GB, or 50GB to suit their connectivity needs.



Outcomes (so far)

Nomad has gone from concept to launch to viable business in the two years after launch. Today, Nomad includes:

- Mobile data plans at local rates
- Native iOS and Android apps
- Webstore availability both on desktop and mobile
- Instant provisioning of eSIM-enabled smartphones
- Multi-currency at payment
- 13 languages
- Promo code redemption
- Loyalty points accrual and redemption
- User dashboard and top-ups
- 24/7 customer support
- Unique travel content
- Enterprise version

In less than one year after it launched, Nomad consistently notched ~30% month-over-month (MoM) growth in its user base. There is a strong indication of product-market fit and customer loyalty, with nearly half of all customers having made repeat purchases.

Looking forward, Nomad will maintain its brand commitment to simplifying travel connectivity while expanding its reach into enterprise applications. LotusFlare's objective for Nomad is to go beyond being the eSIM-powered marketplace, aiming to become a **comprehensive travel destination that enhances travel and user experience**. To achieve this goal, the team is diligently working on integrating more personalized travel recommendations and inspirations for accommodations, attractions, food and travel services within the Nomad app.





LotusFlare designed, built and continuously advances LotusFlare Digital Network Operator (DNO™) Cloud, a cloud-native BSS, to deliver valuable business outcomes to consumer and enterprise customers of CSPs. Developed from “customer experience down”, LotusFlare DNO Cloud enables CSPs to:

- **Create a Business Innovation Engine**

LotusFlare DNO Cloud allows CSPs to test, tune and launch new business on the same DNO Cloud instance in months rather than years. CSPs can integrate a single DNO Cloud instance on top of multiple networks to serve multiple lines of business.

- **Lower IT Total Cost of Ownership**

LotusFlare DNO Cloud enables CSPs to significantly reduce CAPEX and OPEX expenditure. Its cloud-native architecture is designed to run on the public cloud at a fraction of the total cost of traditional legacy stacks and provide greater agility to roll out new businesses.

- ▲ **Move at Internet Speed**

LotusFlare DNO Cloud removes the burden of maintaining and upgrading a BSS stack, letting CSPs move at the speed of internet players. LotusFlare’s “un-vendor” MVP mentality drives rapid deployment and the testing and tuning of new business while in production.

- **Deliver Valuable Business Outcomes**

Whether B2C or B2B customers or wholesale partners, LotusFlare DNO Cloud is proven to quickly move a project to completion and deliver valuable outcomes to CSPs in service of their consumer and enterprise customers.



Based in the heart of Silicon Valley, LotusFlare's mission is to simplify technology and customer experience to deliver valuable business outcomes to enterprises. LotusFlare Digital Network Operator® (DNO™) Cloud is an AI-powered, cloud-native business support system (BSS) for communications and media services providers.

Learn more at lotusflare.com



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