



## Profitability, Global Reach and Full Visibility for MVNOs, CSPs with floLIVE

Connectivity Service Providers (CSPs) often face challenges when trying to establish a global connectivity business and provide such services to enterprises:

CHALLENGE

### Coverage and Carrier Access

True global coverage cannot be achieved with a single MNO, due to regulations, performance and lack of resilience; thereby requiring multiple carrier profiles. Building and maintaining numerous relationships with multiple MNOs requires multiple integrations, which creates inconsistent service offerings in different countries and, in many cases, entails a high financial commitment. In today's connectivity world, multiple carrier profiles are an absolute must if you want to provide decent global coverage, exposing yourself to the shortcomings of multiple carrier engagements.

CHALLENGE

### Challenging Business Models

Maintaining and operating a global infrastructure incurs direct operational costs that translate into lower gross margins and overall low profit, which does not improve as your business expands.

CHALLENGE

### Lack of independence

The common method for integrating with mobile operators is through the APIs exposed by their Connectivity Management Platforms (CMPs), where devices are connected, controlled and billed via the MNO's platforms – this means you are highly dependent on the MNO to provide information related to the devices you're providing connectivity services to. You're also exposed to changes made in the network and have zero control over network parameters, configurations, and behavior. Even more importantly, you have very limited tools to troubleshoot and support your customers when they need you most: when their devices in the field have connectivity issues.

Furthermore, you're completely in the hands of the MNO, who can increase prices without prior notice and sometimes even cease the service, holding you captive with no way out.

## Our Offering for IoT MVNOs and CSPs

On floLIVE's multi-tenant, multi-tier cloud platform, you can benefit from a fully branded platform (including SIM branding) with a rich API suite that allows you to quickly integrate any of your existing applications.



### Best Coverage

You will gain immediate access to all four major carriers in the United States and globally via multiple tier-1 IMSIs, each running on a separate infrastructure to ensure resiliency and high reliability. Couple this with floLIVE's autonomous network switching mode and you'll ensure your customer devices are always on.

Additionally, we don't steer. We leave it up to you to determine which network to use in every country, so you can optimize the 'cost vs. quality' equation. Furthermore, we give you full control over network selection and ensure consistent behavior of your customers' devices – anywhere they operate.



### Customer Management

Multi-tier customer management fully supports any reselling business model, which is not limited to connectivity only – simply add additional products and services and manage them all via the same platform. Effortlessly assign SIMs to your customers and enjoy full SIM lifecycle management as well as a full, real-time billing suite that allows you to bill and invoice your customers with tailored packages and bundles, cross-carrier / cross-IMSI pool plans and more – and we'll include all of the above in a single bill to make your life even easier.



### Customers First – Ours and Yours

We designed and developed our platform with our customers' success in mind. Knowing the complexities of global cellular connectivity, we equip our customers with several tools to improve and expedite fault detection and resolution. First and foremost, our global, 24/7 human customer support teams are always ready to support not only you but also your customers. To provide you further autonomy in running your business, every element of our platform exposes information in real-time, via both customer portal and REST API suite – deep network inspection tools, network events, signaling, location, data usage and SIM behavior analysis are all there to allow you to improve your customer service and gain a significant competitive edge.

Our full control of the network includes throttling, real-time configuration changes, over-the-air (OTA) SIM management and control and other customizations and adaptations that are often required for emerging IoT use cases.

# Unique Business Model that Supports Your Growth

We know what it's like building a connectivity business, so we took every action to make sure your business journey is as simple and profitable as possible. First and foremost, you have absolutely no upfront charges. Our entire business model is OPEX-based, practically tying our success with yours.

In addition, since we know IoT use cases take a relatively long time to materialize, so we only charge for active SIMs. If your customer SIMs are inactive, you won't be charged. Simple, fair and advantageous for you.

## Accelerate Your Success with our Gradual Implementation Approach

### Phase I - Shared Infrastructure

To achieve ultra-fast time-to-market and start seeing revenue, start with our shared infrastructure. You will be up and running in a matter of hours, with access to the entire IMSI library and a platform ready-to-serve both you and your customers.

### Phase II – Dedicated Infrastructure

Our dedicated core network hosts an IMSI range from any of our existing partner MNOs and can be managed two different ways:

1. We will manage and host your dedicated core on our cloud so you remain worry-free.
2. We will manage your dedicated core network, and you take care of hosting – our core network is cloud-native and based on the latest software technologies such as Kubernetes, with a very low footprint and resource requirements.

### *Bring Your Own Connectivity Agreements*

If you already have strong commercial relationships with MNOs, you can bring them on board for your sole use. We will build a dedicated core network to host these MNOs' IMSIs, and you will benefit from a single management platform, keeping your own commercial arrangements. And don't worry – you will still be able to use our IMSI library to complement your existing MNO relationships.

The value and benefits of having a dedicated core infrastructure include:

- **BYOC (“Bring Your Own Carrier”)** agreements for optimized cost control, allowing you to maintain your direct relations with them.
- **Increase your gross margin** with lower operational costs and more efficiency.
- **Fully adaptable network** that suits your customers' needs, including dedicated PCRF, VoLTE (via IMS) and any other customization.

- **Determine the core network location** to comply with local regulations, address security requirements, and achieve better performance in any location you operate in.
- **Give your customers direct integration** into the core network, so they can gain access and control over every bit of the network.
- **Control the time windows of software updates and upgrades.** Whether your customers are more active on weekends or weekdays, holidays or specific times during the year, having your own dedicated core infrastructure allows you to determine your own maintenance windows.
- **Optional local breakouts:** If you have specific performance or regulatory requirements in a specific country, we will extend our network with local LTE/5G breakouts to improve performance and adhere to regulations without affecting your customers' business operations.

## About floLIVE

floLIVE designed and developed an elastic, robust core cellular network that serves as the largest connectivity infrastructure in the world. Through this powerful framework, we offer numerous services to MNOs, IoT MVNOs and CSPs seeking seamless, high performance and globally consistent connectivity anywhere in the world. With a global carrier library based on interconnected local core mobile networks, floLIVE ensures low latency, high throughput and adherence to privacy acts, data regulations and roaming restrictions. As of today, we've integrated with over 40 MNOs, offering our customers multi-tier connectivity access. floLIVE has established through direct, network-based integration with the MNOs, so customers can monitor their devices, access real-time network events and usage, switch operators and networks remotely, and troubleshoot failures ahead of time, providing a seamless experience that keeps devices connected at all times. Through a single integration, single SKU and single platform, customers have a world of connectivity and endless possibilities.



## Let's connect

Get in touch to discuss how we can meet your IoT requirements. We're sure to surprise you.

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