# In Today's Complex IoT Landscape, We're Making it Simple for Global Carriers and Enterprise Customers

April 8, 2020 by [Bill Wark](#)

Companies are rarely born inflexible and complex. And yet over time, that's exactly what happens, whether its through tight contractual agreements, heavy hardware requirements, or reliance on third-party infrastructure.

For a long time, I've been looking for a better way, a way to turn the existing limitations on their head, and approach IoT connectivity with agility, simplicity and flexibility. Enter Software-Defined Connectivity. One SIM, one platform, one agreement. It really is that simple.
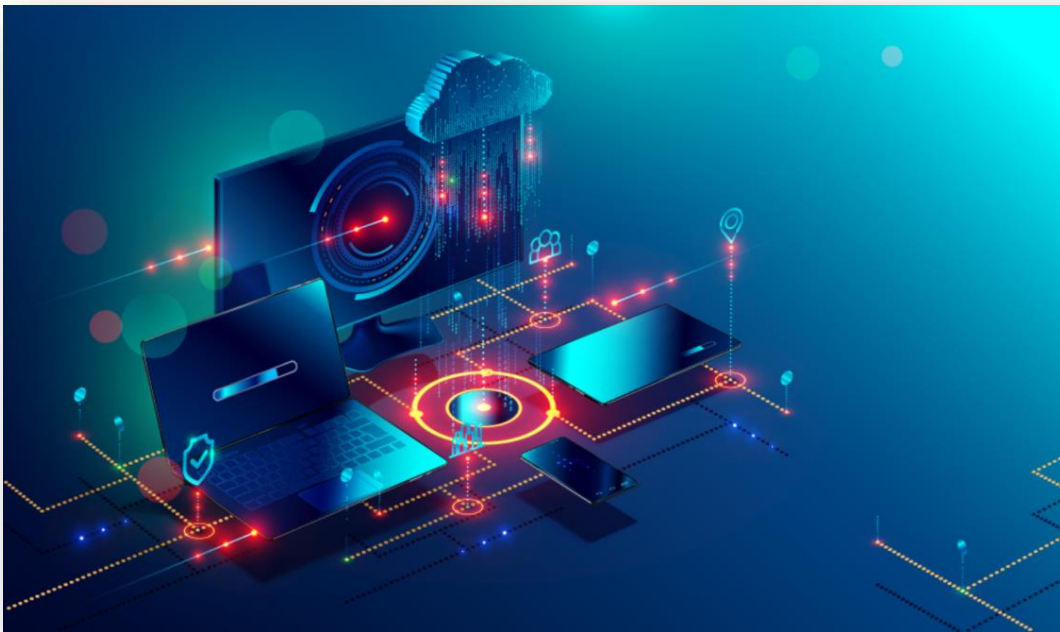


## Tackling the Limitations of Monolith Suppliers

Think about your average network carrier, any one of the giants of the industry that is a big player in their own country. Maybe they have 3 or 4 core networks globally. When this company looks to expand connectivity for IoT projects in new locations, it relies on roaming capabilities and agreements with other carriers, as one MNO is hardly likely to hand over its profile to another.

Now think about a third-party company like floLIVE, who enters the stage with a new prospect for these MNOs. Give us your profile, and we'll provide that connectivity alongside our platform to enterprise customers who can use it globally. Each carrier has limited core networks, and deploying these globally is prohibitively

expensive, but our IMSI library is competitively broad, and we use virtual machines – practically eliminating those platform costs.

## Leveraging this Flexibility and Control

Starting with a virtual approach means that flexibility is built into our solution from the earliest possible stages. We own 100% of the code and the capability, so we're poised to get there faster, every single time. Hardware-dependent carriers are looking at a time frame that could be anywhere from 9 months to multiple years to extend or implement a core network. At any stage, the project could be slowed or even stalled by problems like legacy devices that the carriers can't support. In contrast, at floLIVE we can provide pure connectivity for any and all devices at the click of a button, in as little as a week. Even implementing a new core network altogether could be completed in just 4-6 weeks.

Of course, the flip side of this flexibility is the ability to embrace complexity when the customer wants it, too. What do I mean by that? When you're working with big players, your solution will fit to the carrier's needs, your deployment will be on their terms. They don't have the flexibility to offer anything different.
At floLIVE, customers can ask for whatever they want, and we can deploy solutions in niche and customized ways that suit their exact business model. We can adjust to the speed and requirements of each customer as an individual. I see this as a key attraction of floLIVE, and one of the reasons why I was excited to join the team.

## The xSim. Inbuilt Simplicity, Complete with Global Privacy and Compliance

Let's peel back the onion a little on the language that MVNOs use, and how to sort the 'Big Talk' from the results. An operator claims they provide global connectivity. What does that mean in practice? Again, for the customer it's not only about the end result, it's about turning the model on its head and seeing how complicated the process and journey to that result really are.

For a legacy MVNO, global connectivity is likely made up of multiple SIMs for different locations, various roaming relationships, and contractual agreements with other carriers who all have their own SLAs, and support processes. This isn't a solution for global connectivity. It actually creates a lot of problems for the customer, and relies on a lot of ongoing heavy lifting to keep those agreements and relationships in order.
In contrast, floLIVE are championing the xSIM, a SIM that can be a plastic physical SIM, it can be an electronic SIM, an iSIM, a soft SIM, or whatever the customer would like to use. This SIM, whatever the form, goes from one location to another, and connects automatically, through bootstrapped profiles and local core networks. This truly smart SIM solution allows your device to be part of the local network, complete with local compliance regulations, data privacy laws, and latency benefits, too.

Don't be fooled. Other operators might call their SIM an eSIM, but if it's roaming, then it isn't a true eSIM, and you aren't going to get the benefits of data privacy and compliance that are essential in today's communication landscape.
On top of this, we've ensured that the customer has one relationship with floLIVE instead of with multiple different operators, which means one support team, one dashboard, and one single pane of glass for visibility into all devices all over the world.

## An Enabler of IoT Growth

Software-Defined Connectivity brings all of this together, and makes it truly simple. Use one SIM, regardless of form factor, and go anywhere in the world. When you get there, your device will attach to a local network with all of the automatic benefits of that. The customer no longer needs to think about what connectivity they need to explore globally. It comes out of the box.
Other companies might be building something on-premises from scratch, or upgrading an existing solution with a new layer, but we've pared the whole challenge back. What does the customer want? Easy global connectivity. So, that's what we're providing, not on a complex roadmap that plays to the strengths of the operator, but right now, in the most robust, flexible and customer-centric way possible.



Get in touch and to discuss your IoT requirements.