



Product Brochure

Singtel IoT Connectivity

# Leverage in-region market knowledge to unlock Asia Pacific's cellular connectivity opportunities

Benefit from an unparalleled ecosystem of Tier-1 mobile network operators (MNOs) across APAC through Singtel's partnership with Bridge Alliance and a compelling multi-domestic connectivity solution.

# Challenges unique to APAC

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**4.8b**  
population



**13**  
countries



**540**  
network operators

Exciting growth opportunities abound in the Asia Pacific and the time to explore new markets, expand networks, and achieve success is now. However, the region is characterised by diverse regulatory laws and a fragmented market, and it is best navigated with local expertise and multi-domestic insights.

- Uneven distribution of IoT readiness: Countries in Asia differ in economic strength and technology infrastructure. For instance, investments in IoT infrastructure vary in the region, with China, South Korea, and India leading the way. In terms of connectivity capabilities, the Digital Inclusion Index — a measurement of the level of sophistication with digital adoption — ranges from as high as 86 to as low as 46 across countries in APAC<sup>1</sup>.
- Differing IoT governance: Regulations regarding data sovereignty and privacy, testing, and cybersecurity vary vastly. Hardware qualification guidelines also differ across countries—some requiring testing to be done locally, others accepting tests conducted elsewhere.
- Cumbersome management of SIM cards across regions: A change of network for devices is required when moving across countries in the region, resulting in having to manually configure the devices' SIM cards or risk losing connectivity as the network changes.
- Inconsistent SLAs with multiple partnerships: Partnering with various providers and vendors in different regions could create delays in troubleshooting issues or receiving support, especially during emergencies or network outages.

## Singtel Multi-Domestic Connectivity

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Singtel's Multi-Domestic Connectivity helps enterprises to navigate the complexities of regional IoT deployment by enabling them to contract with a single MNO for multi-domestic connectivity through an eSIM (embedded SIM).

Singtel's partnership with Bridge Alliance, an ecosystem of Tier-1 MNOs across the Asia Pacific, enables local connectivity deployments rapidly across APAC with a unified service contract.

### Features



#### Harmonised commercial model

- Single master services agreement
- Single point of contact for project management and service delivery
- Unified billing



#### Unified platform

- Single platform to manage connectivity across all target markets in real-time
- APIs for easy integration to other IoT platforms.
- Provides analytics for service monitoring and troubleshooting.



### Subscription Management

- Standards-based Subscription Management options available
- Simplified Device SKU management for different markets



### Centralised SIM management

- Centralised monitoring of all SIMs across their entire lifecycle
- Over-the-air provisioning of operator profiles
- Simplified ordering and batch management

## Benefits



### Enables faster time-to-market

- Eliminates the need to deal with different partners and regulators.
- Streamlines operations with one contract, a standard service level agreement across multi-domestic markets, and centralised billing.
- Allows enterprises to focus on creating new, differentiated connected experiences.



### Ensures streamlined service delivery

- Provides a single view across all markets.
- Simplifies services with centralised delivery.
- Ensures a consistent customer experience with local support.



### Reduces costs

- The use of a single eSIM eliminates the need for different device variants and SKUs for different countries.
- Multi-domestic connectivity with local operator support helps enterprises to avoid roaming charges.



### Prevents service provider lock-in

- Allows multiple communications service providers' profiles to be managed within the eSIM.
- OTA provisioning of operator credentials allows enterprises to change service providers.

## Why Singtel?



### Deep expertise and in-country experience

- Strong regional presence as Asia's leading communications technology group.
- Deep knowledge of the local operator landscape and different in-country regulatory requirements



### Strong ecosystem

- Founder-member of the Bridge Alliance, an ecosystem of top MNOs in the Asia Pacific
- Close collaboration with Tier 1 MNOs across the region to deliver in-country support



### Single procurement process

- One contact point with integrated services, solutions and contracts
- Facilitates rapid deployment across the Asia Pacific

# About Singtel

Singtel is Asia's leading communications technology group, providing a portfolio of services from next-generation communication, technology services to infotainment to both consumers and businesses. For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For businesses, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber-security capabilities. The Group has presence in Asia, Australia and Africa and reaches over 740 million mobile customers in 21 countries. Its infrastructure and technology services for businesses span 21 countries, with more than 428 direct points of presence in 362 cities.

For more information, visit [www.singtel.com](http://www.singtel.com)

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## Awards

Global Carrier Award 2022  
Best IoT Initiative - Singtel, Bridge Alliance  
and Ericsson

Gartner Magic Quadrant for Network Services,  
Global, 2022  
Singtel Named as a Visionary

Channel Asia Innovation Awards 2021  
Tech Innovation (Emerging) – 5G

Asia Communication Awards  
5G Deployment Award - 5G Standalone (2021)

Frost & Sullivan APAC Best Practices Awards:  
APAC Managed SD-WAN Customer Value Leadership  
Award (2021)  
5G IOT Service Provider of the Year (2020)

World Communication Awards 2022  
IoT Innovation Award - Singtel, Bridge Alliance  
and Ericsson

Asian Telecom Awards 2022  
Technology Innovation of the Year (Singapore)  
5G Standalone

B2B Client Initiative of the Year (Singapore) – 5G@Sentosa  
Cloud Initiative of the Year (Singapore)

Telecoms World Awards 2020  
Best Enterprise Service  
Singtel Software-Defined Network