THALES
Building a future we can all trust

Thales Smart Profile Matcher

The smart approach to maximising your hit rate
for eSIM subscription downloads

The Growth of eSIM Devices

As the eSIM market develops in both scale and diversity, so does the demand for eSIM subscriptions (also known as eSIM profiles). To provide the user with frictionless connectivity, an eSIM profile must be compatible with the device it is downloaded to. As the number and nature of eSIM capable consumer products on the market continues to proliferate, for both 4G and increasingly 5G networks, Mobile Network Operators (MNOs) should therefore be looking to optimize the speed, success and efficiency with which they can match profiles to devices.
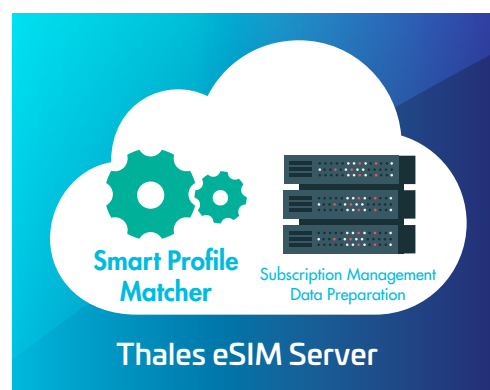

In achieving this goal, MNOs will have to comply with the GSMA's evolving specifications for an interoperable and standardized framework for the eSIM ecosystem. This framework encompasses eSIM specifications, profile downloads, eSIM profile compatibility with the eSIM, and the interaction between the user and their device to download the subscription. For compatibility and interoperability purposes, the TCA (Trusted Connectivity Alliance) also defines specifications for the format of profiles downloaded to eSIMs.

Within this dynamic environment, end users can initiate the process of downloading their eSIM subscriptions in a number of different ways: by scanning the MNO's QR code (either physical or digital), or through eSIM Discovery Services. However, whichever route is taken, if they attempt to download a mobile subscription that is not compatible with their device, that download is likely to fail. The outcome will invariably be a poor user experience.
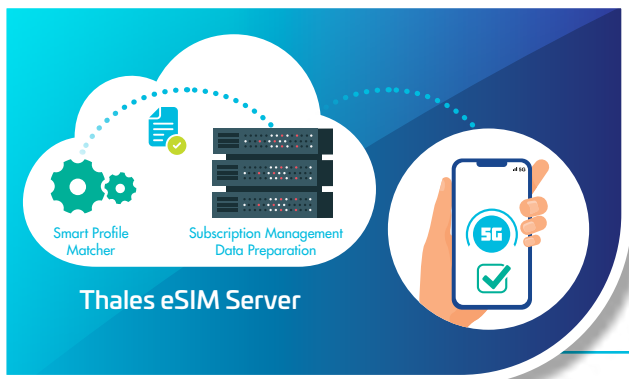
Introducing Thales Smart Profile Matcher

To take full advantage of the flourishing market for eSIM capable devices, MNOs need to adopt an eSIM subscription management solution that delivers the best possible end user experience. Above all else, this means ensuring the successful download of profiles for all eSIM capable devices on the market, from the moment they are launched
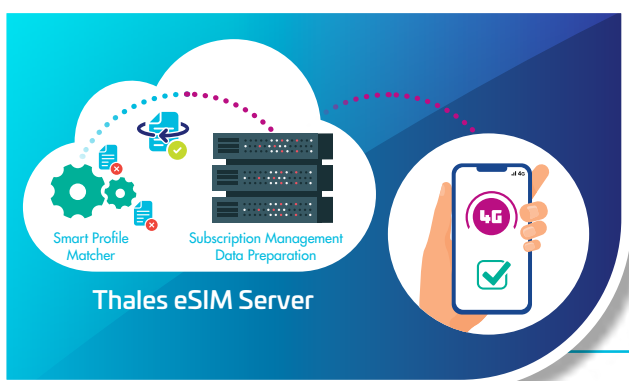

As part of Thales GSMA standardized SM-DP+ (Subscription Management Data Preparation) platforms, Thales' Smart Profile Matcher is designed specifically to optimize the success of eSIM profile deployments. For MNOs, Smart Profile Matcher ensures real time delivery of eSIM subscriptions that are adapted to the individual characteristics of eSIM capable devices on the market, both now and in the future and based on the MNOs defined rules. This intelligent solution remotely analyzes the mobile device in question, and prepares precisely the right profile, automatically and instantly. A smooth and satisfactory user experience is assured.

Typical use cases for **Smart Profile Matcher**

Real time subscription profile selection

Real time selection of an existing profile that matches the mobile device, fully adapted to that device's functionalities. For example, real time selection of a 5G eSIM profile that matches a 5G smartphone.

Real time subscription profile regeneration:

In the absence of a suitable existing profile, the Thales solution regenerates, in real time, a compatible subscription to fit the device in question whilst retaining the initial subscription credentials. This is performed by its intelligent engine, according to the MNO's business rules. For example, real time regeneration of a 4G eSIM profile from a 5G profile, to ensure compatibility with a 4G smartphone.

Real time subscription profile regeneration with new applications

In case the MNO specifies a new version of a profile, according to its business rules, Thales solution enables real time regeneration of the profile, whilst retaining the initial subscription credentials. For example, the MNO can specify new versions of profiles that include new applications.

As a result, Thales Smart Profile Matcher supports real time delivery of mobile subscriptions to address available eSIM capable devices. Smart Profile Matcher also adapts to address the continuing evolution of eSIM capable devices.

Thales **Smart Profile Matcher**

Improves Operations

Reduces the management demands caused by failed profile downloads.

Reduces the costs incurred through rejected profiles.

Optimises credential (IMSI) usage, by enabling them to be re-used in new profile templates.

Streamlines logistics: reduces the number of stock keeping units (SKU), optimizes the stock required to provide long term support for legacy eSIM devices and enables stock to be 're-worked' in background mode.

Continuously updates profiles as new devices come to market.

Keeps pace with all new standards.

Minimal impact on MNO back-end systems.

Provides Full Control

Operators are in full control of their subscription profiles, which can be updated at any time by selecting and adding new applications.

Delivers the best user experience

By optimising successful activation of eSIM subscriptions and minimizing errors, Smart Profile Matcher enhances the end user experience.

Why **Thales?**

Thales occupies a unique position in the field of eSIM solutions. We master all the necessary components, and benefit from long-term trusted relationships with MNOs regarding the secure management of their network credentials. **We have ongoing business relationships with 450 MNOs, and over 100 OEMs in the consumer and M2M markets. Responsible for more than 360 projects, we are the world leader for Remote SIM Provisioning platforms, employed in both consumer and IoT/M2M environments.** We lead the creation of new specifications and collaborate closely with the GSMA and other relevant industries to enable streamlined deployment of Thales eSIM Subscription Management solutions. Combined with eSIM technology, the 5G future connected world will open a new chapter, more digital than ever, for Communications Service Providers and their customers (consumers, enterprises and governments).

Useful links

Thales Smart Profile Matcher Video

Thales eSIM solutions

Thales eSIM Generic Voucher

Thales On Demand Subscription Dashboard

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> Thalesgroup.com/Mobile <