

Unlocking eSIM Value with Full-Service Plug-and-Play B2B2C eSIM API Enablers



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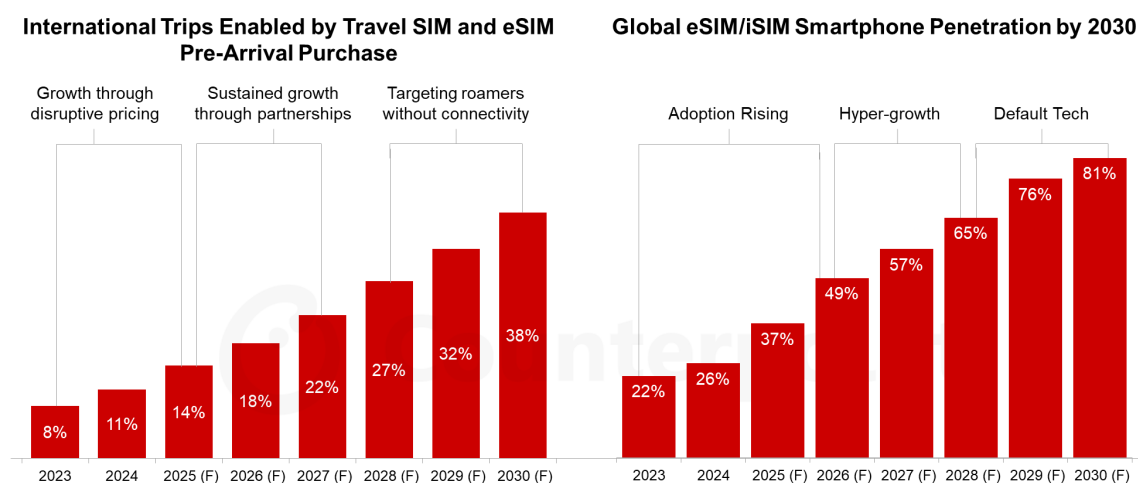
Introduction

eSIM technology is transforming global connectivity by enabling seamless device onboarding, flexible user experiences, and new service opportunities for operators and enterprises. For forward-thinking OTAs, airlines, fintech platforms, e-commerce platforms and super apps, it has evolved from a peripheral feature to a core revenue driver, boosting attachment rates, increasing checkout conversion, and reducing acquisition costs. Yet integration is not always straightforward. Fragmented ecosystems, complex technical requirements, and regulatory compliance can slow adoption and limit the customer value eSIM promises. Building in-house capabilities involves lengthy carrier negotiations, high RSP costs, and increased support overhead.

This white paper examines the critical role of **Plug-and-Play B2B2C eSIM API Enablers** in bridging these gaps and explains why such full-service, one-stop-shop enablers are essential. It guides **OTAs, fintechs, digital wallets, MNOs, MVNOs, digital operators, e-commerce platforms and super apps** on the key pain points in deploying eSIM services and what to look for when selecting the right partner.

Growth of eSIM

eSIM is rapidly becoming the new standard in connectivity. By 2030, nearly **80% of all smartphones shipped will be eSIM- or iSIM-capable**, according to Counterpoint Research. Adoption is set to accelerate further as more than 30% of global retail roaming revenues in 2030 are expected to come from pre-arrival travel eSIMs, driven by both a surge in dedicated travel eSIM MVNOs and established MNOs launching their own travel apps. With eSIM on track to become ubiquitous across devices, the opportunity is clear – any business from OTAs and fintechs to digital wallets, e-commerce platforms, and super apps can enhance its value proposition by integrating seamless connectivity. In this environment, the role of **Plug-and-Play B2B2C eSIM API Enablers** is more critical than ever and choosing the right full-service enabler will be the key to turning eSIM potential into measurable growth.

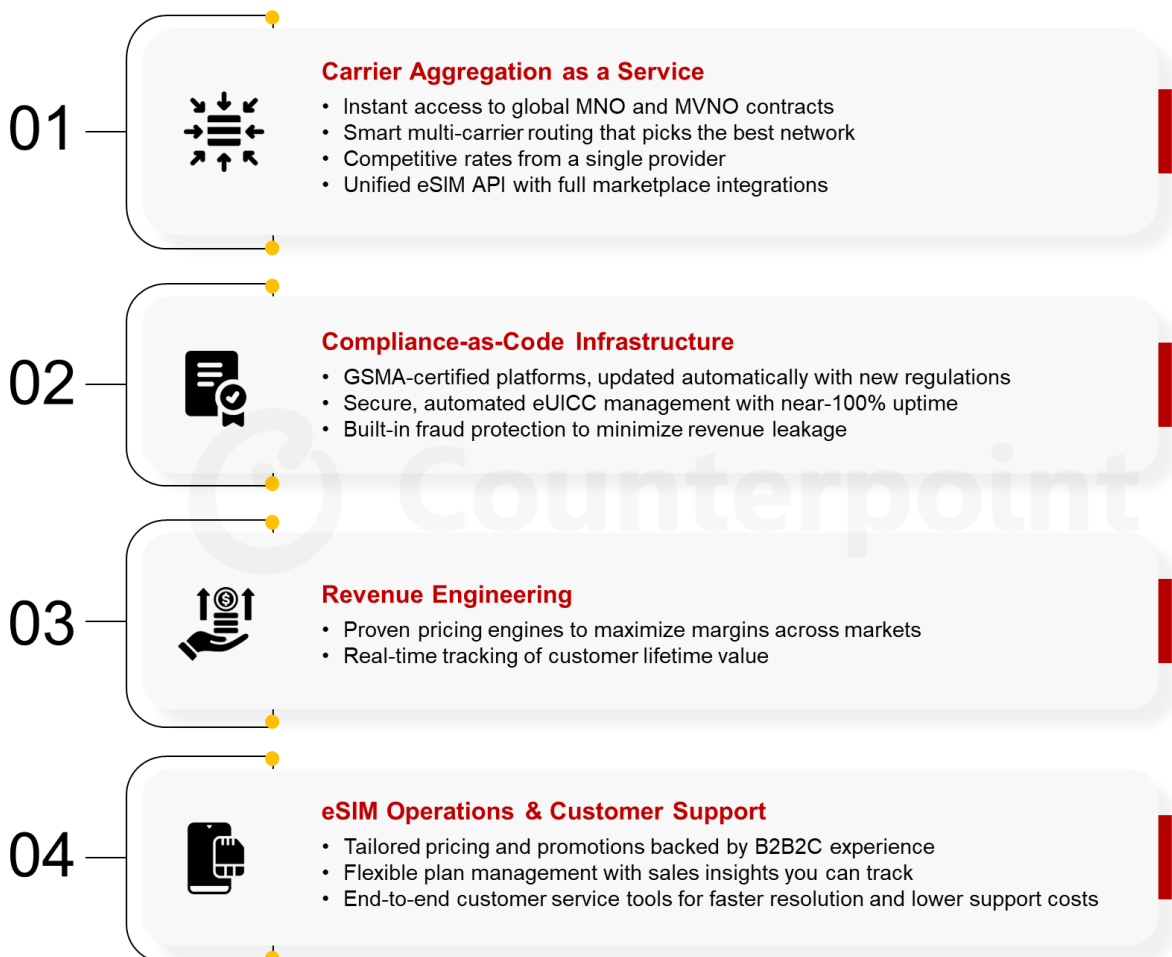


Source: [Counterpoint Consumer Retail Roaming Market Outlook, 2025](#)

Role of Plug-and-Play B2B2C eSIM API Enablers in Growing eSIM Ecosystem

Plug-and-Play B2B2C eSIM API Enablers have moved far beyond simple connectivity resellers; they are now growth accelerators in the eSIM ecosystem. By providing the technical, commercial and operational backbone, they enable **OTAs, airlines, super apps and digital brands** to scale faster, launch in new markets with ease and focus on delivering exceptional customer experiences. A strong Plug-and-Play B2B2C eSIM API Enabler partnership means travel brands don't have to build from scratch; they can partner, profit and differentiate, turning their apps into true super apps with faster rollouts, smarter provisioning and stronger margins.

Plug-and-Play B2B2C eSIM API Enablers Designed to Help Scale



Understanding eSIM Value and Gaps Across Industries

Digital-first businesses such as OTAs, fintech, digital wallets, super apps, and e-commerce platforms are increasingly turning to eSIM to extend connectivity, enhance customer experience and unlock new revenue streams. While the opportunities are significant, many organizations discover too late that adopting eSIM comes with its **own set of challenges**. Often, businesses are unaware of the solutions available until they have already encountered these hurdles. In the sections below, we highlight how different industries are leveraging eSIM, the benefits they are realizing, and the common pain points they face along the way.



Smartphone Brands



BENEFITS

- Deliver **branded, seamless travel data plans** instead of handing users to third parties.
- Keep users engaged in the ecosystem, **strengthening brand identity** and driving repeat upgrades.
- Tap into **high-margin global data services** with minimal effort.
- In a crowded market, “seamless global connectivity out-of-the-box” is a **clear differentiator for premium travelers**.
- **Support ESG goals** while appealing to eco-conscious consumers.



PAIN POINTS

- Embedding eSIM at the OS level is **highly technical** and **resource-heavy**.
- Securing global coverage means lengthy **negotiations** with **multiple operators**.
- Building and maintaining **GSMA-compliant platforms** requires major ongoing **investment**.
- Lack of expertise in provisioning, roaming, and carrier relations **limit reliability**.

Online Travel Agencies (OTAs) & Airlines



BENEFITS

- **Bundle connectivity** with flight and hotel bookings.
- **Boost ancillary revenue** through eSIM attach rates.
- Use eSIM as a low-cost **user acquisition tool** to drive app traffic.
- Deliver seamless “**land-and-connect**” experiences for higher NPS.
- Increase **repeat bookings** via branded eSIM offerings.
- Improve **conversion in emerging markets** with local data packages.



PAIN POINTS

- Many OTAs still deliver connectivity through **email vouchers** or separate redemption flows.
- **No real-time sync** between booking engines and telco provisioning platforms.
- **High drop-offs** when travellers face **multiple checkout steps**.
- Batch-based reconciliation leads to **revenue leakage** and delayed reporting.



Fintech & Digital Wallets



BENEFITS

- eSIM acts as a **value-added service** that boosts retention.
- **Power users** drive **higher ARPU**.
- **App engagement increases** after eSIM integration.
- Telco-related support tickets decrease.



PAIN POINTS

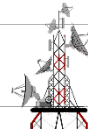
Complex Provisioning UX

- Multi-step activations leading to high drop-off rates.
- No real-time usage visibility inside host apps. Clunky, slow carrier switching

Inflexible Commercial Models

- Static pricing misaligned with user behaviour
- Lack of integration with loyalty or rewards programs
- Limited ability to bundle with core services

MNOs, MVNOs & Digital Operators



BENEFITS

- No physical SIM logistics
- **Higher Lifetime Value** from multi-service customers
- **Lower CAC** compared to traditional MNOs
- **Faster break-even** on subscriber acquisition



PAIN POINTS

- **Delayed time-to-market** and poor scalability
- Significant **capital requirements** for RSP deployment
- **Hidden costs**: Years of R&D, specialized talent, and expensive cloud infrastructure



E-Commerce Platforms



BENEFITS

- New digital revenue stream, higher margins, no logistics
- Stronger customer retention
- **Easy cross-sell** with products
- **Brand differentiation** with added value



PAIN POINTS

- No carrier integrations, **hard to scale**
- **Complex** compliance and regulations
- High upfront tech **investment**, limited **ability to bundle** with products
- **Poor customer support** for connectivity issues



Super Apps



BENEFITS

- New revenue stream from travel eSIM sales
- **Higher daily engagement** with in-app connectivity
- **Stronger customer stickiness** through bundled services
- **Cross-sell opportunities** with payments, commerce and travel



PAIN POINTS

- **Fragmented integrations** with multiple carriers
- **Limited white-labelling flexibility**
- **Complex reconciliation** across telco partners and billing systems
- **Disjointed architecture** with multiple APIs to manage

Enterprise Checklist for Right Plug-and-Play B2B2C eSIM API Enabler Selection

As industries adopt eSIM, many **underestimate the complexity of managing connectivity at scale**. The right Plug-and-Play B2B2C eSIM API Enabler can accelerate market entry, reduce costs and enhance customer experience, while the wrong choice risks delays, rigid pricing and operational issues. This **checklist helps enterprises evaluate** partners across key areas to avoid pitfalls and unlock real value.

Go-to-Market Speed

- ✓ Can launch in new markets quickly
- ✓ Supports unified APIs for fast integration
- ✓ Provides white-labelling options for brand control

Technical Infrastructure

- ✓ Native GSMA-compliant RSP platform
- ✓ Automated provisioning with UX
- ✓ Scalable cloud infrastructure with high uptime SLAs

Commercial Flexibility

- ✓ Dynamic pricing models
- ✓ Carrier arbitrage to improve margins
- ✓ Support for integration of loyalty/reward programs

Operations & Reconciliations

- ✓ Automated reconciliation
- ✓ Centralized billing across multiple carriers
- ✓ Fraud prevention tools to reduce revenue leakage

Customer Experience & Support

- ✓ One-click connect for users
- ✓ Telco-grade troubleshooting tools
- ✓ Very low support ticket load

Analytics & Insights

- ✓ Conversion funnel analytics
- ✓ Predictive churn alerts and dashboards
- ✓ LTV and ARPU tracking by segment

When evaluating a Plug-and-Play B2B2C eSIM API Enabler, enterprises must consider both technical and strategic factors. Beyond capabilities and cost, they should assess alignment with the company's goals, innovation approach, and flexibility in engagement. Transparency in pricing, carrier partnerships, and responsiveness to evolving needs are critical. Trust, compliance reliability, strong user experience, and proven scalability further indicate a partner's ability to support sustainable growth.

Right Plug-and-Play B2B2C eSIM API Enabler Goes Beyond Commercial Success

Enterprises and digital platforms integrating eSIM face a dual challenge – delivering a seamless user experience while managing backend complexities like provisioning, commercial models, compliance, and ecosystem coordination. A full-service enabler bridges this gap, unifying fragmented processes into a scalable, compliant and streamlined framework.

1. Enabling Seamless Digital Experiences

A mature Plug-and-Play B2B2C eSIM API Enabler abstracts the technical intricacies of SIM provisioning to deliver frictionless activation journeys. Features such as one-tap activation, dynamic QR and deep-link provisioning, and real-time usage tracking within host applications reduce drop-off rates and enhance user trust.

2. Supporting Flexible Commercial Models

Rigid pricing structures limit adoption. Plug-and-Play B2B2C eSIM API Enablers support pay-per-use micro-transactions, cross-product bundling and loyalty redemptions, aligning connectivity with broader digital engagement strategies. This flexibility enables enterprises to experiment with promotions, improve retention, and expand monetization pathways without requiring constant bilateral negotiations with carriers.

3. Delivering Future-Proof Architecture

Scalability and reliability remain core concerns for enterprises. Pre-certified GSMA RSP modules, multi-carrier redundancy with stringent SLAs, and cloud-native orchestration allow Plug-and-Play B2B2C eSIM API Enablers to deliver resilient services across geographies. Such architecture reduces time-to-market while safeguarding against obsolescence in a rapidly evolving regulatory and technological landscape.

4. Unlocking Value Across Ecosystem Participants

The impact goes beyond enterprises. For MNOs and MVNOs, Plug-and-Play B2B2C eSIM API Enablers drive subscriber monetization, roaming expansion and customer acquisition at lower distribution costs. For e-commerce players, eSIM becomes a high-margin, logistics-free digital SKU. For digital operators and super apps, a white-labelled connectivity layer ensures full control over brand, customer interactions, and

data. A full-service Plug-and-Play B2B2C eSIM API Enabler does more than provide infrastructure; it delivers governance, commercial agility and analytics intelligence, allowing enterprises to scale eSIM offerings sustainably. By abstracting complexity while retaining flexibility, these enablers transform connectivity from a utility into a strategic driver of engagement and revenue growth.

Evaluating Options: API Integration vs White-Label Solutions

The optimal path to eSIM monetization depends on an organization's stage of growth, strategic priorities and investment capacity. Companies can choose between two main approaches based on their objectives:

- **API/SDK Integration – Wholesale Model**

Suitable for enterprises aiming to embed eSIM directly into existing websites or mobile apps. This model benefits organizations with established traffic seeking a seamless, native connectivity experience. While requiring greater technical integration, standardized APIs and SDKs allow for a rapid time-to-market – typically 3-4 weeks – and support flexible bundling and upselling, enabling full control and monetization of the customer journey.

- **Co-Branded or Partner-Branded White-Label Solution – Commission-Based Model**

Designed for organizations exploring or validating eSIM offerings, this turnkey solution requires minimal upfront investment. Using a readymade H5 page, web portal or lightweight app, companies can quickly launch eSIM services under a co-branded or partner-branded arrangement. Although customization and integration are limited compared to full API integration, making dynamic upselling more challenging, this model offers a fast, low-risk way to assess demand and generate commission-based revenue without significant development effort.

A partnership with a Plug-and-Play B2B2C eSIM enabler provides flexibility to select the approach that aligns with current objectives while offering a clear path to scale, from initial white-label deployment to deeper, API-driven integration, as the strategy evolves.

Case Study: How **eSIM Access** Enabled a Leading Asian OTA's eSIM Strategy for Growth and Differentiation

Client Background: The client is a top-tier online travel agency (OTA) with operations across 20+ markets in Asia. Known for its digital-first approach, the OTA sought to elevate its one-stop travel platform by integrating eSIM connectivity as a core service rather than an add-on.

Objectives: The OTA aimed to achieve multiple strategic goals through eSIM integration:

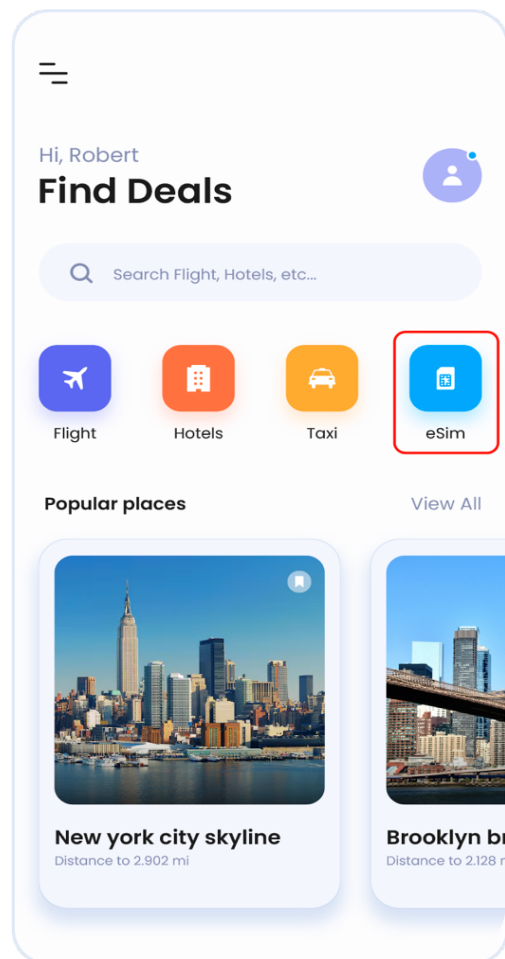
- Reduce Customer Acquisition Cost
- Boost Core Product Conversion
- Drive Ancillary Revenue
- Enhance Customer Satisfaction
- Strengthen Technological Differentiation

Challenges: The OTA faced several operational and technical hurdles:

- Integrating global carrier networks and roaming capabilities without building in-house infrastructure.
- Ensuring a seamless, branded digital experience across multiple markets.
- Managing API integration, provisioning, and customer support efficiently at scale.

Solution: Through a partnership with **eSIM Access**, the OTA was able to integrate eSIMs seamlessly into its offering, evolving them from a supplementary feature into a strategic growth driver.

This helped the client to achieve USD million-level ancillary revenue within three months of launch, significantly boost conversion rates for core products and substantially increase branded eSIM customer ratings, driving greater user loyalty and customer satisfaction. eSIM Access as a Travel eSIM API Enabler was able to ensure the OTA remained light on network assets, acquire ultra-competitive rates and preserve full brand ownership.



Conclusion

For OTAs, airlines, fintech apps and super apps, embedded eSIM connectivity has shifted from a “nice-to-have” feature to a proven revenue driver:

- **Higher attach rates** when bundled with core offerings (flights, hotels, subscriptions)
- **Increased conversion at checkout** with eSIM-enabled packages
- **Reduced customer acquisition costs** through leveraging connectivity as an acquisition tool

However, building eSIM capabilities in-house presents significant operational challenges:

- **12-18 months** typically required to establish global carrier contracts
- **Complex API integration** across a fragmented eSIM carrier landscape
- **Obtaining Apple entitlements and R&D investment** for in-app provisioning, auto eSIM support checks, SPN customization, SDK integration, and latest eSIM experiences can slow down the process.
- **\$2 million+ annual cost** to maintain GSMA-compliant RSP platforms
- **30% higher support volumes** when managing connectivity internally
- **Full operational and customer service systems** needed to scale from MVP to a mature, high-revenue service

Partnering with experienced Plug-and-Play B2B2C eSIM API infrastructure providers, such as **eSIM Access**, transforms these challenges into a streamlined, profitable growth pathway from concept to scalable revenue. These providers enable businesses to launch and scale branded global connectivity offerings with minimal effort:

- **Plug-and-Play API Integration:** Seamlessly embed eSIM capabilities into existing apps and platforms
- **Turnkey White-Label Solutions:** Readymade web portals and lightweight apps for rapid go-to-market
- **All-in-One Infrastructure:** Global multi-network coverage, customizable data plans, competitive rates, and seamless in-app activation
- **Full Brand Control:** Complete white-labelled user experiences
- **Zero Telecom Overhead:** Carrier partnerships, RSP compliance, support and maintenance handled externally
- **Rapid Monetization:** Bundle connectivity with core products to unlock high-margin revenue streams

The Bottom Line: eSIM adoption is not just about technology, it's about monetizing traveler journeys. The right eSIM API enabler provides the infrastructure, while businesses retain customer relationships and revenue streams. Building in-house eSIM capabilities may seem attractive, but hidden costs like technical debt, operational overhead, and delayed time-to-market often outweigh the benefits. Strategic Plug-and-Play B2B2C eSIM API Enabler partnerships, such as with **players like eSIM Access**, deliver branded eSIM functionality without the decade-long telco learning curve.

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Partner with Us to Expand in the Global eSIM Market

Join our Preferred Partner Program (PPP) and build a co-branded ecosystem to drive client growth and revenue-sharing. We empower our partners with a proven, end-to-end eSIM infrastructure, featuring:

- Global integration with MNOs and MVNOs.
- A dedicated team for engineering, operations, and customer support.
- Validated success in helping industry leaders — from handset makers and OTA platforms to FinTech and Super Apps — scale from concept to millions in USD revenue.



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