

# ZARIOT: Unleashing the Power of IoT Connectivity with SIMbae™

In the dynamic realm of IoT connectivity, ZARIOT, an Internet of Things (IoT) Mobile Virtual Network Operator (MVNO), differentiates itself by leveraging the untapped technical capabilities of the telecoms network and specifically, the SIM. ZARIOT's strategic partnership with Able Device goes beyond expanding the cellular network to ensure devices are online; their aim is to make the cellular network more open and accessible which in turns creates a foundation for innovation, collaboration, and enhanced user experiences. It not only benefits businesses by driving differentiation and market competitiveness but also contributes to the overall advancement of technology and connectivity.

"By integrating SIMbae as part of our offerings, ZARIOT makes available *the full flexibility and feature capabilities of a telecom operator* for enterprise IoT solution needs" Jimmy Jones, Head of Security, ZARIOT

# Alignment with ZARIOT's Objectives

Since inception, ZARIOT's primary objective across its customer offerings remains constant – differentiate through technical innovation and security to provide real world tangible benefits for IoT. It recognized the need to differentiate themselves by rapidly expanding and advancing current offerings. ZARIOT's existing ecosystem of partners showed the potential of bringing together various expertise to support its IoT solutions go to market.

ZARIOT's innovative team see great opportunity in telecoms to unlock numerous features, many of which are already part of network operators' internal processes, to deliver tangible benefits for IoT solutions. The broader challenge lies in the fact that telecoms can't comprehend the vast diversity of IoT use cases, and conversely, the IoT ecosystem isn't fully aware of the hidden features within telecoms (and the SIM). Bridging this gap is the key challenge, aiming to deliver an expansive range of solutions that can be easily customized to meet various customer needs.

Despite having a strong technical background in-house, and relying on this to develop security solutions and SIM applets, ZARIOT recognized that it can accelerate the pace of expanding and advancing current offerings to overcome this challenge with SIMbae, Able Device's innovative SIM applet.

Able Device already provides cutting-edge solutions to Mobile Network Operators (MNOs) and MVNOs, but the team at ZARIOT believe this is just a fraction of SIMbae's potential. The immense diversity in IoT use cases means telecoms operators can no longer accurately ascertain how their networks can provide maximum benefit to multiple end solutions. Much like hyperscalers, ZARIOT aims to provide a variety of tools for enterprises to create a solution for their specific IoT requirements. SIMbae represents the 'Swiss army knife' that enables that.





## Able Device's flagship product SIMbae supports the streamlining of IoT features, device controls, and applications, while embedded in ZARIOT eUICC SIMs

SIMbae's *no-code configuration scripts* allows the utilization of predefined templates or the ability to fully customize your own script for *immediate* implementation and prototyping. All without *any* Java Card experience.

With SIMbae, anyone can generate a SIM applet, with *zero coding training necessary*. Essentially, you have functionality running on a free compute resource that is also a globally accepted secure element. Thereby saving on your Bill of Materials (BoM) by increasing CPU and eliminating the need for an additional secure chip.

SIMbae utilizes established and common 3GPP SIM standards, meaning all applications are device agnostic. This gives you freedom to deploy on different elements across your estate, regardless of deployment size or project stage.

The solution eliminates hardware overheads, shortens time to market, reduces development costs, and delivers the best quality experience and security to your solution.

### **Some examples of capabilities available through ZARIOT:**

- *24/7 remote device debugging & restart* – Via the ZARIOT SIM, SIMbae can deliver a host of valuable management tools, including device independent access to remotely restart, diagnose, and troubleshoot your devices in the field.
- *Asset location locking* – The security of IoT devices can be assured through device location monitoring that alerts you and provides status updates if your stationary asset moves.
- *Carrier connection control* – Using ZARIOTs regional multi-operator connectivity access and SIMbae signal scanning, the connectivity, visibility, and control are in your hands, allowing you to optimize the connectivity to your IoT needs.
- *Real-time device analytics* – Gather “a device eye view” of your deployment with full access and proactive validation of service availability and performance. Further streamlining your monitoring and troubleshooting.
- *Remote deactivation* – A device kill switch in the event your device is compromised by a malicious attack or stolen in the field.

# Innovation Evaluation and Adoption

ZARIOT's highly skilled technical team evaluated potential technological solutions based on industry experience and expertise. SIMbae stood out for its flexibility, simplicity, and positive feedback from the technical team, aligning seamlessly with ZARIOT's objectives.

## Deep Expertise

Able Device's team of deep experts in cellular communication, boasting a collective experience of over 10 decades in mobile device connectivity, IP, and tools, infused their knowledge into the creation of SIMBae.

## Flexibility & Speed

SIMbae's no-code configuration scripts allows the ZARIOT team to take advantage of pre-defined templates and easily customize for immediate implementation and prototyping of tailored solutions for various customers.

## Seamless Alignment

The collaborative culture of relentless innovation combined with simplicity and ease of adoption at Able Device meant that both teams could work openly and productively to achieve shared goals.



## Outcomes and Added Value

ZARIOT is already witnessing increased interest driven by the flexibility and functionality SIMbae brings. Their initiative "If technology was no object, what would your connectivity do for you?" sparked conversations about connectivity features and possibilities, driven in part by SIMbae's increased number of functions.

ZARIOT envisions SIMbae's functionality and flexibility, combined with its own network core and SIM expertise, as key driving forces for any IoT solution to go-to-market. These elements are central to ZARIOT's plans and future success.

### Expanding the Value

SIMbae enables a multitude of new use cases and opportunities. It accelerates and strengthens the foundation for ZARIOT's solution offerings.

### Speed to Market

The combined solution eliminates hardware overheads, shortens time to market, reduces development costs, and delivers the best quality experience and security to customers.

### Industry Leadership

ZARIOT anticipates a significant industry change over the next decade, where SIMbae plays a crucial role in making telecoms a vital, integrated, and cohesive part of IoT design. They are prepared to adapt and capitalize on these changes, ensuring their continued leadership in the evolving landscape of IoT connectivity.

# About ZARIOT

At ZARIOT, we ask “if technology was no object, what would your connectivity do for you?”. As an award-winning cellular IoT connectivity provider, we aim to create dynamic, secure, and bespoke solutions, delivered through our in-house technical expertise and growing ecosystem of partners.

By opening our network to innovation, we provide the necessary tools to add features and flexibility to fully support your IoT offering, while ensuring security and regulatory compliance remains at the heart of any solution.

# About Able Device

Able Device is a software company established by cellular communication experts with over 10 decades of combined experience in mobile device connectivity, IP, and tools. Our mission is to unlock innovation with the SIM for IoT and private networks. We revolutionize decision-making and automation at the edge, solving complex challenges in managing connected devices and networks.