

buzzinbees ▶ Turn SIMs into gold

Our automatic SIM activation product, **Bee-SOON**, replaces pre-provisioning with real-time activation, allows users to select their number and delivers 50¢ to 2\$ savings per activation to telecom operators while cutting launch time for new tariffs by 6.

Buzzinbees is a privately owned company spun off from HP in 2009. It combines the agility of a startup with unusual depth of experience in the telecommunication field. Boasting 7,000 installations around the globe, white-labeled with HP, Alcatel-Lucent, Ericsson and others, the Buzzinbees platform is the product of 20 years or \$115M of cutting edge R&D.

International team

Jeanrene Bouvier is the majority shareholder, founder and CEO of Buzzinbees. For the previous 10 years, he was VP and worldwide manager of HP's telecom business where he grew yearly revenue from \$10M to over \$1B.

The Buzzinbees experienced management team is backed by an advisory board of industry experts.

Buzzinbees already boasts a track record of 4 successive profitable years.

Problem description

In the telecommunication market, competitive pressure is increasing with mature markets rapidly reaching saturation while emerging markets enjoy high growth at the cost of lower revenue per user. Operators need to control costs and increase revenue opportunities. The activation of SIM cards is based today on SIM identifiers and phone numbers pre-provisioning: SIM cards must be associated with phone numbers at production time and this information must be pre-loaded in the operators databases before shipment to the distributors. This

expensive process leads to dormant SIMs, phone number shortages, database cost inflation and heavy stock-management costs. It also makes it difficult to offer even simple choices such as picking a phone number. The pain becomes even more acute when machine-to-machine (M2M) communication kicks in: while number of activations explodes, revenue per subscription drops and supply chain complexity erodes margins.



Solution overview

Buzzinbees provides automatic SIM activation: operators incur provisioning costs only after purchasing and activating SIM cards with actual end users; they can also accelerate the activation process and sell gold or vanity numbers at activation time. As a result, operators with 1 to 100 million activations per year can add 2 to \$50M to their bottom line.

Buzzinbees evolved automatic SIM activation by filing 6 revolutionary patents aimed at the M2M market and at protecting operator margins while letting them deploy millions of low revenue generating devices: operators can now multiply by over 100 the number of devices that can

attach to their network without any network capacity upgrade, they can fully automate machine activation, and support roaming, multi-homing and re-homing, with flexible and sophisticated rating as well as centralized charging.

Competitive landscape

Buzzinbees provides a fully integrated solution based on proven network interoperability and scalability of its carrier-grade telecommunication application server.

Unique to Buzzinbees is its real life experience deploying and supporting massive systems, e.g. processing over 120,000 signaling transactions per second in the core network of one of the largest operators on the planet.

Buzzinbees also differentiates with its push-pull go to market, i.e. indirect sales through partners. It proposes alternate pricing models including pay per use.

Market dynamics

The automatic activation market represents over \$300M per year; it is burning hot in Africa, Middle East, Asia and Latin America with yearly activations exceeding the number of subscribers in some countries.

The M2M opportunity is much bigger: GSMA intelligence expects the number of mobile connected devices to be 10.5 billion by 2020, resulting in a huge new market opportunity, predominantly in the M2M sector.