Valid

eSIM Universal Link
Activation Made Easy

Valid

ABOUT VALID

Valid is a leading provider of interoperable mobile services, offering trusted connectivity solutions to device makers, mobile operators, and IoT players worldwide. With nearly seven decades of industry expertise serving a diversity of customers, we are dedicated to delivering future-proof solutions with enhanced security and reliability. Our steadfast commitment to excellence drives us to bring innovations with the latest technologies, prioritizing data security, and enabling our clients to stay ahead in the rapidly evolving digital landscape. Join us in empowering the future of connectivity.

FIND OUT MORE ABOUT US AT:

valid.com | trustedconnectivity.valid.com

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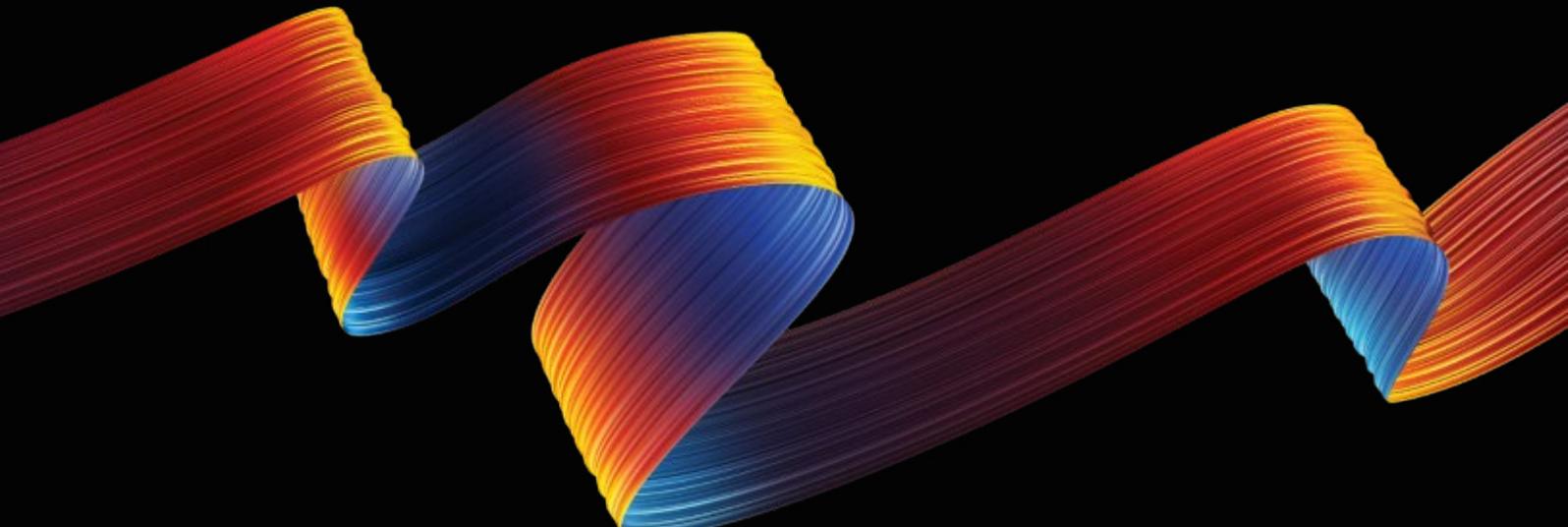# Table of contents

eSIM is great. But activation? Not always...

QR Codes. Long instructions. Confused users.
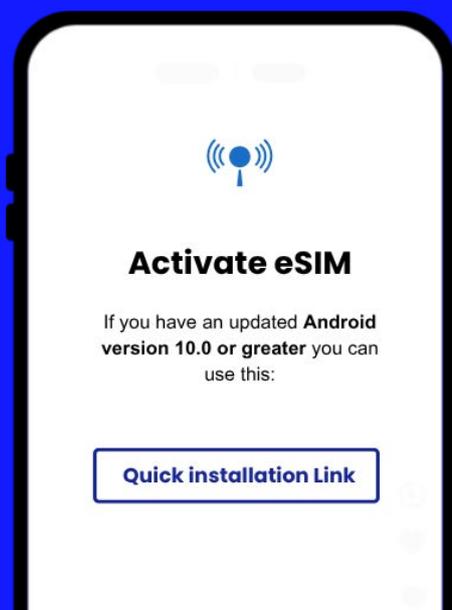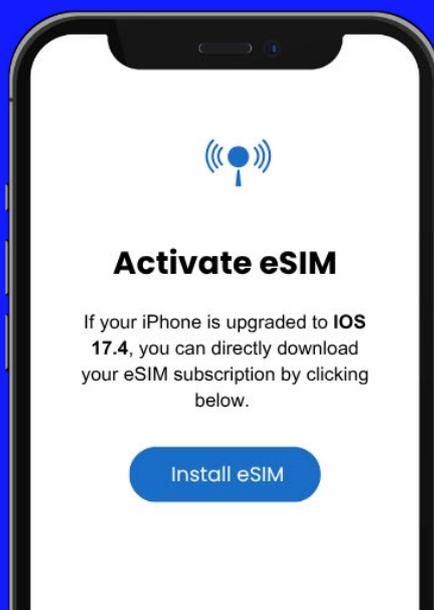For many customers, eSIM onboarding is still a frustrating experience.

That's about to change.

Valid's eSIM Universal Link

Introducing a **seamless** and **secure** way to install eSIM profiles on Apple and Android devices directly from a link *powered by Valid*.

⊕ One link for all users
⊕ Automatically detects iOS or Android
⊕ Opens the correct activation flow
⊕ Works via WhatsApp, SMS, Email, or Web

Delivers the same level of **security** as QR-code based methods, with the added **simplicity** of a one-click **smart link** - regardless of the device.

Activate eSIM

If your iPhone is upgraded to **IOS 17.4**, you can directly download your eSIM subscription by clicking below.

Install eSIM

Activate eSIM

If you have an updated **Android version 10.0 or greater** you can use this:

Quick installation Link
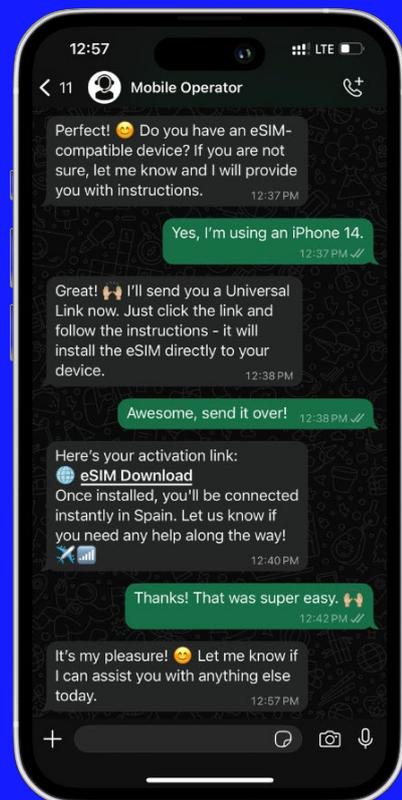
Why It Matters?

- **Increased Conversions**
Fast & Frictionless eSIM Onboarding

- **Reduce Support Costs**
Eliminate activation errors

- **Launch Campaigns Faster**
Zero integration with apps

- **Sell Through New Channels**
WhatsApp, SMS, email, web

- **Enhance Customer Support**
Call center agents can instantly send it remotely

A single link. One tap. Any device. A seamless eSIM activation experience – no apps, no QR codes, no friction, no confusion

Built for every eSIM Strategy

Supports all use cases:

- eSIM for Travel & Roaming
- Customer Self-service journeys
- Migration from SIM to eSIM
- Call Centers
- Social Messaging [NEW]

Seamless Integration

Integrate easily with your existing onboarding flows — including KYC, payment, and more. Our solution is fully customizable to align with the unique needs of both MNOs and MVNOs.

Smart Device Detection

Our Universal Link opens in the device's native browser and automatically detects the operating system (iOS or Android) in real-time to trigger the right eSIM installation flow — no app downloads nor QR scanning required.

Built-In Security

Support for token - and session - based authentication ensures secure, reliable activation flows. Whether embedded in your app or sent via a secure messaging channel, each session is protected.

Available Out of the Box

The Universal Link experience is available out of the box with Valid's SM-DP+ implementation, giving all operators - from global Tier-1s to agile MVNOs - immediate access to this streamlined activation method.
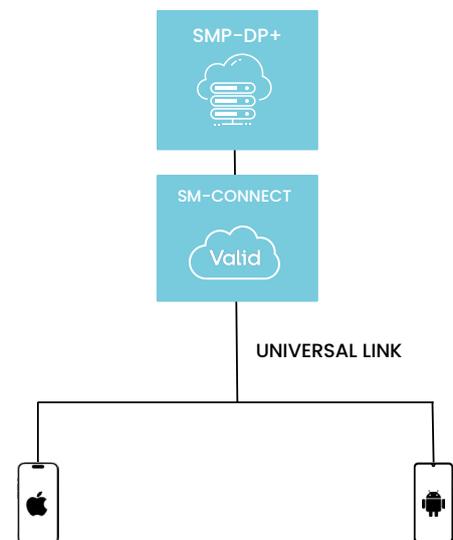
Social Messaging Apps

Valid's Universal Link unlocks new use case - such as leveraging apps like WhatsApp as a sales channel - delivering a seamless, frictionless activation experience through one of today's most engaging customer touchpoints.

Just Tap the Link

No QR codes. No apps. No extra steps. With **Valid's eSIM Universal Link,** onboarding becomes instant, intuitive, and frictionless.
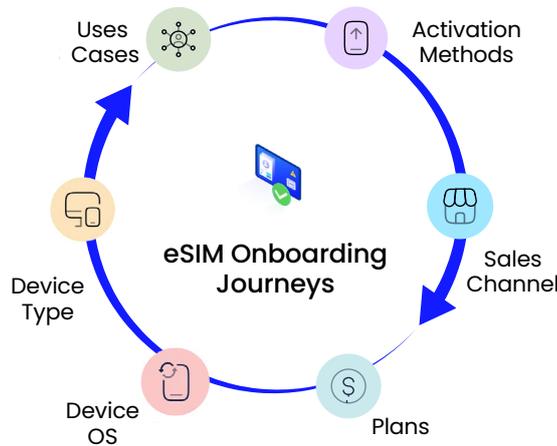
Learn more at **trustedconnectivity.**

SMP-DP+

SM-CONNECT

Valid

UNIVERSAL LINK

No Customer Journey Is the Same

SM-Connect is Valid's cloud-native framework that simplifies and accelerates Remote SIM Provisioning, orchestrating frictionless **eSIM onboarding journeys** and lifecycle management across every channel and activation method — including Universal Link.

- In-App & **Universal Link**
- QR Codes (Single & Bulk)
- Entitlement Server
- Discovery Services

- Multi-Sourcing & Support Portal
- eKYC & Payment Gateway
- Enterprise IoT & Travel
- eSIM Migration & Companion

- Smartphones & Wearables
- Tablets & Laptops
- IoT Devices

- Retail & Digital Partners
- Assisted Channels
- Mobile App & Web Portal

- iOS & Android
- Linux & Windows
- Harmony

- Prepaid & Postpaid
- Roaming & Connected Devices
- Try and Buy

Uses Cases · Activation Methods · Sales Channel · Plans · Device OS · Device Type — **eSIM Onboarding Journeys**
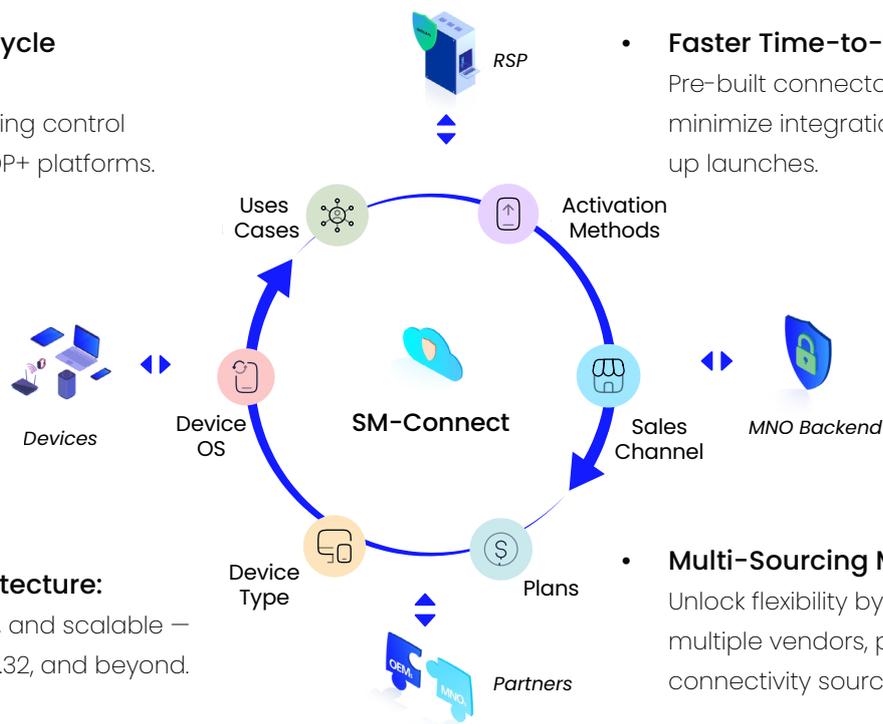
The engine behind seamless eSIM experiences

- **Smarter eSIM Lifecycle Management:** Centralized provisioning control across multiple SM-DP+ platforms.

- **Faster Time-to-Market:** Pre-built connectors and APIs minimize integration effort and speed up launches.

- **Future-Proof Architecture:** Cloud-native, secure, and scalable — ready for SGP.22, SGP.32, and beyond.

- **Multi-Sourcing Made Easy:** Unlock flexibility by connecting multiple vendors, profiles, and connectivity sources.

RSP · *Devices* · **SM-Connect** · *MNO Backend* · *Partners* — Uses Cases · Activation Methods · Sales Channel · Plans · Device Type · Device OS

Get in touch with our team to explore how we can accelerate your eSIM deployments and streamline customer onboarding. We're also here to support your commercial strategy and implementation for new use cases - like leveraging social messaging as a sales channel.

Talk to our experts

Valid | Empowering the Future of Connectivity