

Why does Microsoft's mobile future depend on eSIM?

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Despite failing with Windows phones, Microsoft seems to have another strategy for a post-phone future. In an era when phones still dominate, mobile network providers have great power, the idea of ??something other than smartphones seems remote.

But Project Andromeda's rumors of using eSIM and a computer that always connects Always-Connected PC (in partnership with Qualcomm) are not in the 'sky' of a regular phone or computer. So with Windows 10, how important is eSIM to Microsoft?

1. Embed Sim (eSIM) will be the new trend in the future?
2. Learn about eSIM new SIM technology for the future

What does eSIM mean to Microsoft?

Traditional SIM has 2 functions: mobile network connection and identification of 'identity' of each device, eSIM also does the same thing. User behavior along with the new network supply model combined with eSIM and Windows 10 will make Microsoft's 'Windows 10 mobile' strategy less dependent on network operators. Here are 3 benefits that eSIM offers.

1. Mobile network providers will have to attract the attention of users on Microsoft Store (possibly hundreds of millions of potential devices), which could lead to price competition.
2. A network operator has promised to support Always-Connected PC.
3. Windows Core OS allows Windows 10 to customize and run multiple devices. The model of buying data from Microsoft Store via PC network can be changed to another format, possibly voice.

Microsoft's Windows-only-one strategy revolves around using a single core and the same experience on every device. Windows devices equipped with eSIM will benefit from a new business model that Always-Connected PC lays down.

What does eSIM mean to you?

eSIM is the future of mobile and IoT devices. Microsoft is not the only company pursuing this technology. Apple Watch also recently used eSIM, the Chinese company Unicorn has also launched eSIM One Phone Number Dual Terminal, allowing phone numbers to be shared between users' handsets and phones.



eSIM is the foundation technology for Microsoft's mobile plan

GSMA, organized with more than 800 operators, also cooperates to develop global standards for eSIM.

If Always-Connected PC is successful, Microsoft's 1 billion PC users and 600 million Windows 10 devices could turn them into the center of eSIM and many users will also pay attention to devices that use eSIM, as they carry to the convenience and independent of WiFi.

With eSIM, Microsoft and Qualcomm are bringing PCs to mobile and possibly Project Andromeda to our pocket. That is Microsoft's mobile strategy that eSIM is platform technology.

See more:

1. Microsoft and Qualcomm introduced Windows 10 running ARM chips all day without running out of batteries
2. Microsoft people explain why Windows on the phone failed
3. Microsoft's dream of Windows on phones is dead, now is the time for Plan B

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