

Empower mobile users with free 5G network trials

THALES
Building a future we can all trust

1

Attract new subscribers to your 5G network

2

Enable a fully digital subscriber journey with eSIM and eKYC

3

Prepare for eSIM mass adoption without compromising security

A leading European mobile network operator (MNO) launched an innovative "Try & Buy" mobile application powered by Thales. Through the app, users with eSIM-compatible smartphones can experience the operator's 5G network for free before committing to a subscription.

This first-of-its-kind initiative in its market, enabled by eSIM and eKYC (electronic Know Your Customer), positions the MNO as an innovator while removing traditional barriers to trial.

The MNO ran communication campaigns aligned with events such as the launch of new iPhone models - including eSIM-only variants - and summer festivals. These campaigns were complemented by a dedicated promotion designed to convert trial users into postpaid 5G customers.

Results and key metrics



High conversion rate



Positive brand impact



Increased sales of 5G offers

Thales Try & Buy is ideal for MNOs looking to launch targeted offers, promote their 5G network, or leverage major events (e.g. smartphone launches, sports events) in markets with widespread eSIM adoption.

Mobile operator benefits

- Attract new subscribers
- Strengthen brand awareness
- Showcase 5G network performance
- Boost eSIM adoption
- Upsell existing customers to higher-value plans

User benefits

- Compare the MNO 5G network with their current provider through a free trial
- Keep their existing phone number active throughout the trial
- Enjoy a fully digital journey with easy activation and management via the operator's app
- Benefit from a commitment-free experience with no obligation to switch

Why Thales



Trusted partner: long-standing, successful collaboration with the MNO.



End-to-end solution: complete mobile app with minimal OSS/BSS integration.



Advanced eKYC: ensures identity verification and regulatory compliance.



Seamless eSIM experience: secure, fast and fully digital onboarding.



Fast time-to-market: scalable platform enabling deployment within months.



Market leadership: global expertise in mobile connectivity, security and telecom solutions.

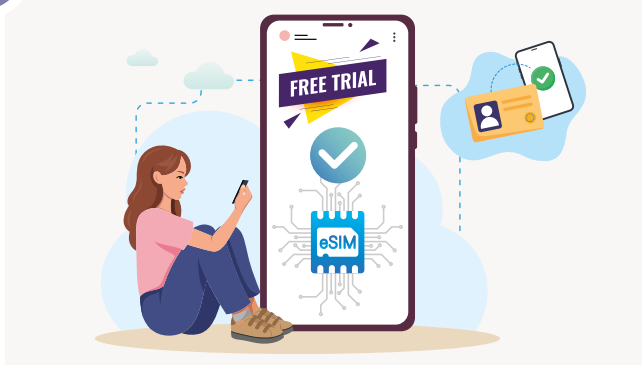
Key benefits explained

1 Attract new subscribers to your 5G network



In a market driven by network quality and user experience, the operator leveraged eSIM technology to offer a simple, intuitive 5G trial. This allows users to experience superior connectivity firsthand, strengthening brand perception and encouraging them to subscribe.

2 Enable a fully digital subscriber journey with eSIM and eKYC



The Try & Buy app streamlines onboarding with eSIM activation and integrated eKYC. Users can instantly activate a trial plan, securely verify their identity and keep their existing number, enabling a risk-free comparison with their current provider. The process is fully digital, seamless and user-friendly.

3 Prepare for eSIM mass adoption without compromising security



Thales enables the operator to scale eSIM adoption with a secure and future-ready platform. By supporting rapid deployment of Try & Buy services, the solution reduces innovation risks, accelerates go-to-market and reinforces the operator's position as a trusted digital leader.

How it works

The mobile application delivers a simple and intuitive journey for accessing the free network trial. Users do not need to visit a point of sale, change device settings or scan a QR code. The app provides access to the service in just a few clicks, including automated identity verification. It is available on both Android and iOS.

More information

[Thales DigitalTelco Suite for the subscriber digital journey](#)

[Thales Mobile Connectivity Solutions](#)