

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

FOLLOW US ON SOCIAL MEDIA:

[LinkedIn](#) | [YouTube](#) | [WeChat: @Valid_China](#)

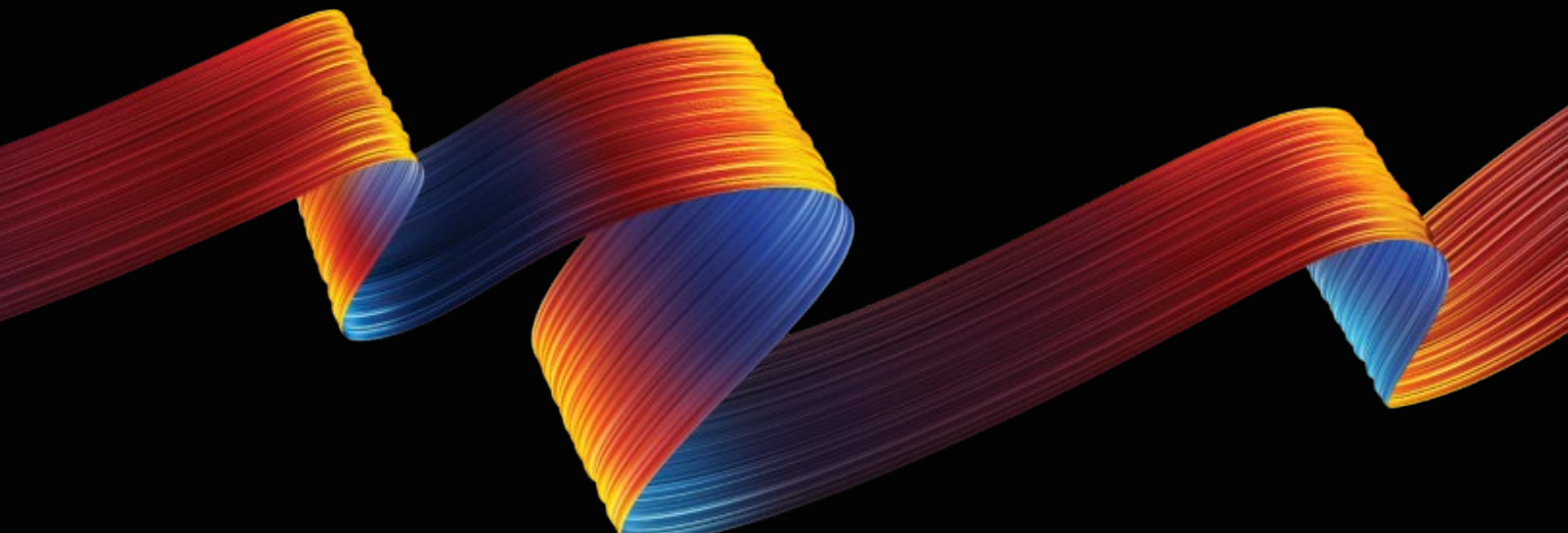


Table of contents

1. eSIM is great. But activation? Not always...	04
1.1 Valid's eSIM Universal Link	04
1.2 Why It Matters?	05
1.3. Built for every eSIM Strategy	05
1.4 Seamless Integration	06
1.5 Smart Device Detection	06
1.6 Built-In Security	06
1.7 Available Out of the Box	06
1.8 Social Messaging Apps	06
2. Get in touch with our team	07

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

QR Codes. Long instructions. Confused users.

For many customers, eSIM onboarding is still a frustrating experience.

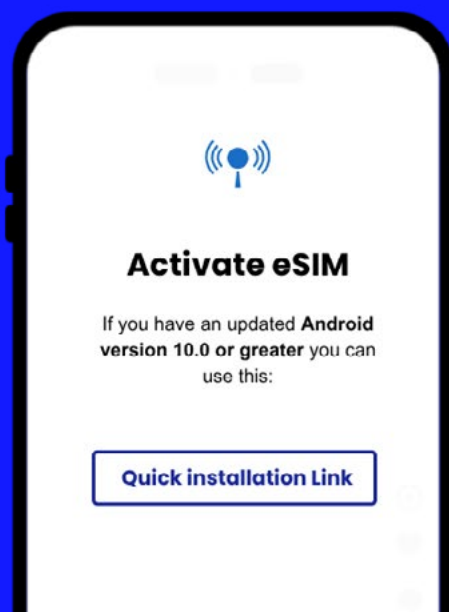
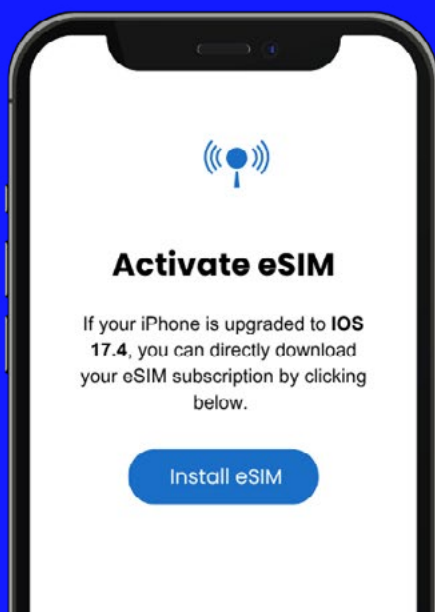
That's about to change.

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.



Why It Matters?

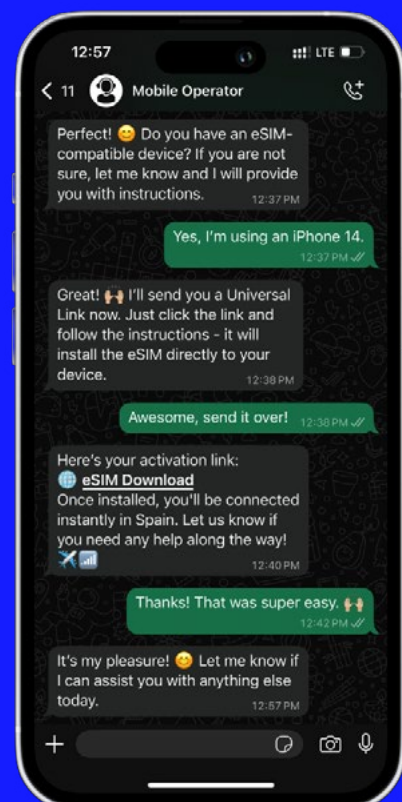
- **Increased Conversions**
Fast & Frictionless eSIM Onboarding
- **Reduce Support Costs**
Eliminate activation errors
- **Launch Campaigns Faster**
Zero integration with apps
- **Sell Through New Channels**
WhatsApp, SMS, email, web
- **Enhance Customer Support**
Call center agents can instantly send 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.valid.com

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



LinkedIn

[linkedin.com/company/valid-s-a-](https://www.linkedin.com/company/valid-s-a-)



YouTube

[youtube.com/@Valid_official](https://www.youtube.com/@Valid_official)



WeChat

[@Valid_China](https://www.wechat.com/p/@Valid_China)

