

Thales and Cubic launch next-gen eSIM solutions aimed at automotive, transportation and agriculture IoT sectors

26 February 2025 | News

Thales, a global leader in high-tech, and **Cubic**, a leading global provider of Software Defined Vehicle (SDV) solutions, announce a collaboration to drive innovation and simplify connectivity management. Leveraging Thales' eSIM management platform, Cubic will be compliant with the latest GSMA standards and will be able to ensure seamless global connectivity for mass IoT sectors such as automotive, transportation and agriculture.



Thales, a global leader in high-tech, and Cubic, a leading global provider of Software Defined Vehicle (SDV) solutions, announce a collaboration to drive innovation and simplify connectivity management. Leveraging Thales' eSIM management platform, Cubic will be compliant with the latest GSMA standards and will be able to ensure seamless global connectivity for mass IoT sectors such as automotive, transportation and agriculture.

Cubic's multi-network connectivity management ecosystem integrates Thales' eSIM management platform - compliant with GSMA SGP.32. This standard outlines several requirements for eSIM management in IoT, including enhanced security, interoperability between devices and network operators, and scalability for mass deployments. The new framework enables the widespread deployment of eSIM technology across a variety of devices, addressing the need for intelligent and seamless connectivity management.

This innovation allows the mass deployment of Cubic eSIM in over 200 countries, simplifies connectivity management across multiple connected devices, and automates remote subscription activation and updating. This significantly reduces the need for manual intervention, physical SIM swaps or device recalls.

Thales has been a trusted partner of Cubic since 2017," said Nick Power, CTO of Cubic. "For OEMs, adopting GSMA M2M eSIM has not been straightforward. Technical complexity, vendor lock-in and managing global multi-operator connectivity have slowed adoption. Transitioning to a leaner and more efficient IoT eSIM GSMA architecture will be critical. This collaboration underlines our commitment to standardisation, interoperability and innovation, ensuring our

customers have a more flexible, cost-effective and future-proof approach to global connectivity.â”

â”With this technological evolution, Cubic aims to remain at the forefront of IoT connectivity by meeting market demands. Integrating Thalesâ” platform will enable Cubic to maximize end-to-end connectivity management for OEMs, ensuring devices are seamlessly connected from the factory to the field,â” said Eva Rudin, vice president of mobile connectivity solutions at Thales . â”This collaboration underscores our commitment to standardization, interoperability and innovation for IoT.â”