How floLIVE and Bayobab partnered for IoT success
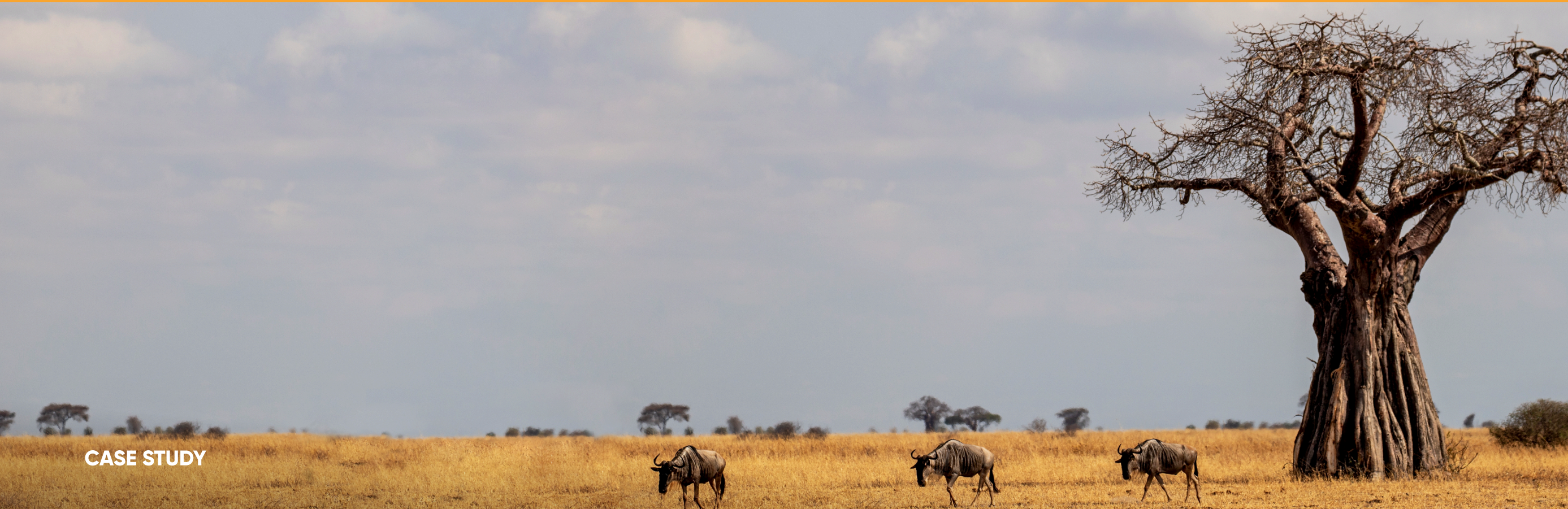
The Background

The rapid growth of IoT adoption in Africa and the Middle East has created an urgent demand for seamless, scalable, and compliant connectivity solutions. MNOs and MVNOs are increasingly looking for innovative partnerships to expand their IoT capabilities and unlock new revenue streams.

Bayobab, a wholly-owned subsidiary of MTN Group, is a leading pan-African digital connectivity provider focused on bridging the region's digital divide through strategic infrastructure investments. With 83% of its planned 135,000-kilometer fiber network already deployed, Bayobab plays a critical role in enabling IoT expansion across Africa and beyond.

Bayobab and floLIVE share a deep understanding of the unique connectivity challenges in Africa. Both companies are committed to delivering scalable solutions that empower businesses with seamless IoT connectivity while navigating the region's complex regulatory landscape. Their strategic partnership enables enterprises and service providers to deploy IoT devices with low latency, local compliance, and expanded reach across Africa and the Middle East.

Bayobab is a leader in providing connectivity and next-gen digital solutions across its African footprint. With investments in subsea and terrestrial cable networks, as well as communication platforms, Bayobab is focused on fulfilling its mission to bridge the digital divide on the continent. With a view to offer innovative products and services, Bayobab collaborates with organizations that can amplify its scale and multiply its extensive reach. As such, Bayobab leverages floLIVE's advanced IoT core network, connectivity management platform, Packet Gateway (PGW) for local breakout, and **connectivity solutions utilizing IMSI ranges** to expand its IoT reach, scale its services, and unlock new revenue opportunities. floLIVE plays a dual role in this partnership—serving as Bayobab's IoT platform and managed service provider while also **enhancing connectivity options for global customers.**

By integrating Bayobab's IMSI range with floLIVE's extensive IMSI library, floLIVE enables its global customers to access seamless, multi-network, and multi-country connectivity solutions across these regions. Given the vastness of the continent, there is a need to rely on a combination of IMSIs on the same SIM to deliver seamless switching. Bayobab trusts floLIVE to deliver at scale, creating a smart, future-proof IoT solution.

This strategic alliance strengthens both companies' market positions, providing enterprises with a highly flexible IoT ecosystem tailored to their needs.

The Challenges: Scale and Speed

As Bayobab is rooted in partnerships, a collaboration with floLIVE allows it to expand on its IoT efforts, create a rapidly scalable solution to resolve key challenges:

1. Scale at speed

- In order to scale quickly and decrease time to market, Bayobab required a partner to rapidly initiate an IoT solution.

- floLIVE provided an IoT platform with core network, connectivity management and billing to provide operational efficiency.

- In a bid to future proof its products and services, Bayobab needed an IoT platform that could scale with growing demand, handle millions of connected devices, and support emerging 5G use cases.

### 2. Unlocking new revenue streams

- A growth in enterprise demand presented an opportunity for increased revenue.

- With extensive coverage in Africa and the Middle East, Bayobab was well-positioned to leverage IoT monetization opportunities for existing and new customers and markets.

3. Compliance and data security

- Expansion into new markets provides operational challenges to MNOs, such as navigating local regulatory frameworks, data residency laws, and security concerns

Bayobab's Business Impact

- ✓ 70% reduction in infrastructure costs by switching to a cloud-based model.

- ✓ 100% increase in new IoT revenue through IMSI monetization and wholesale expansion.

- ✓ Faster go-to-market with seamless onboarding and API-driven integration

- ✓ Expanded IoT reach into previously unreachable African markets.
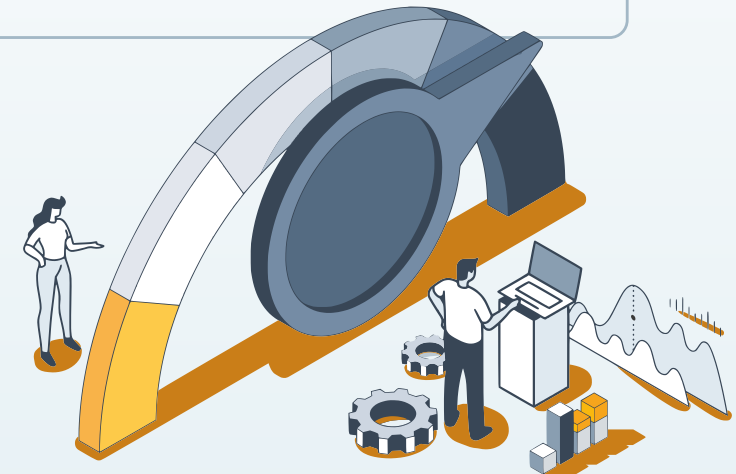
The Solution: How floLIVE and Bayobab partnered for IoT success

Bayobab partnered with floLIVE, leveraging its fully managed, cloud-native IoT platform to unlock new opportunities and streamline operations. This strategic collaboration expanded on Bayobab's reputation as a leading connectivity provider in Africa and the Middle East, while accelerating time-to-market for its IoT solutions.

1 Accelerating IoT Deployment

- **Cloud-Based IoT Core and Managed Services -** Allowed Bayobab to leverage the IoT services and not extend its existing infrastructure.
- **Faster Time-to-Market -** Enabled Bayobab to focus on customer acquisition.

2 Expanding Global IoT Coverage with Multi-IMSI and Local Breakout

- **Global IMSI Library -** Integrated Bayobab's IMSI into floLIVE's global IMSI library allowing other floLIVE customers to benefit from it.
- **Multi-Network Roaming and Local Breakout -** Provided low-latency, locally compliant IoT connectivity using floLIVE's PGW.
- **Improved Coverage in Previously Untapped Markets -** Enabled Bayobab to serve new IoT markets without using its own infrastructure investments, which are geared towards rolling out connectivity across the continent.

3 Ensuring Compliance and Optimizing IoT Signaling Costs

- **Regulatory Compliance and Data Residency -** Simplifying legal compliance across multiple markets by using Global IMSI, Multi-IMSI, eUICC SIM and multi-network connectivity without violating roaming policies such as permanent roaming local regulations and ensuring adherence to data privacy requirements.
- **Secure, Encrypted IoT Data Routing -** Ensured compliance with global security standards.

4 Seamless API-Driven Integration

- **Single API for Full IoT Management -** Simplified customer integration.
- **Simplified MVNO Onboarding -** Enabled quick provisioning and activation
- **One-Stop-Shop for IoT Connectivity -** Allowed Bayobab to rapidly launch and scale IoT offerings.

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5 Unlocking New Revenue Streams Through IMSI Monetization

- **Bayobab IMSI Available for Global Roaming –** Monetized its IMSI range, creating new wholesale revenue opportunities.

- **Competitive Pricing for IoT Connectivity –** Enabled better pricing options within regions that had previously proved challenging.

6 Future-Proofing IoT for 5G and Next-Gen Deployments

- **Cloud-Native Architecture for Future Scalability –** Ensured long-term growth potential.

- **5G-Ready Infrastructure –** Enabled seamless evolution for smart cities, automotive, and industrial IoT.

- **Support for Private Networks and Enterprise IoT Growth –** Augmented Bayobab's positioning for high-value enterprise use cases.

How Does This Compare to Traditional MNO/MVNO Approaches?

Challenge	Traditional MNO Approach	floLIVE and Bayobab Approach
Infrastructure Costs	High CAPEX investment	Cloud-based, pay-as-you-grow model
Global IoT Expansion	Complex roaming agreements	Multi-MSI + local breakout
IoT Monetization	Limited revenue options	IMSI monetization + wholesale IoT
Compliance Risks	Regulatory complexity	Built-in compliance solutions
Scalability	Limited by legacy systems	Cloud-native, 5G-ready platform

Conclusion

The collaboration between Bayobab and floLIVE addresses Africa's connectivity challenges with a strategic combination of local IMSIs, local breakouts, and seamless multi-IMSI switching. This enables automotive and telematics—the next-gen connectivity applications of Africa—to function with constant monitoring and real-time communication. As the demand for video applications increases, low-latency solutions will become essential, and Bayobab and floLIVE are committed to leading this transformation.

About Bayobab

Inspired by Africa's iconic Tree of Life, Bayobab is committed to providing next-generation digital solutions across the continent. Just as the roots of the baobab tree merge into a single, powerful trunk, Bayobab connects Africa by converging strategic global and local partnerships to work in harmony. Bayobab is a pan-African digital connectivity solutions company and a trusted gateway to the African continent. Through technology and innovation, we deliver reliable, open, next-gen digital solutions that bridge Africa's digital divide.

Our two business lines, Bayobab Fibre and Bayobab Communication Platforms, work behind the scenes to ensure secure, reliable, and high-performance connectivity across Africa and beyond. From ensuring the highest levels of availability and encryption to enabling seamless global communication, we empower our customers to connect safely from anywhere in the world.

About floLIVE

floLIVE delivers unmatched IoT connectivity by owning and operating the world's largest cellular network, ensuring seamless, secure global coverage for both partners and enterprise. With its carrier-grade, distributed core network and over 40 local points of presence, floLIVE optimizes IoT performance by providing low latency, network redundancy, and end-to-end security that satisfies national and regional compliance mandates. floLIVE's innovative platform, featuring multi-IMSI SIM solutions, simplifies IoT operations with single SIM and single SKU capabilities. The company is backed by leading technology investors, empowering partners to scale IoT solutions effortlessly while driving better business outcomes.

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Let's connect

Get in touch to discuss how we can meet your IoT requirements. We're sure to surprise you.

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