



# Nuh! Digital Partners with floLive to Deliver Comprehensive Connectivity Across Brazil

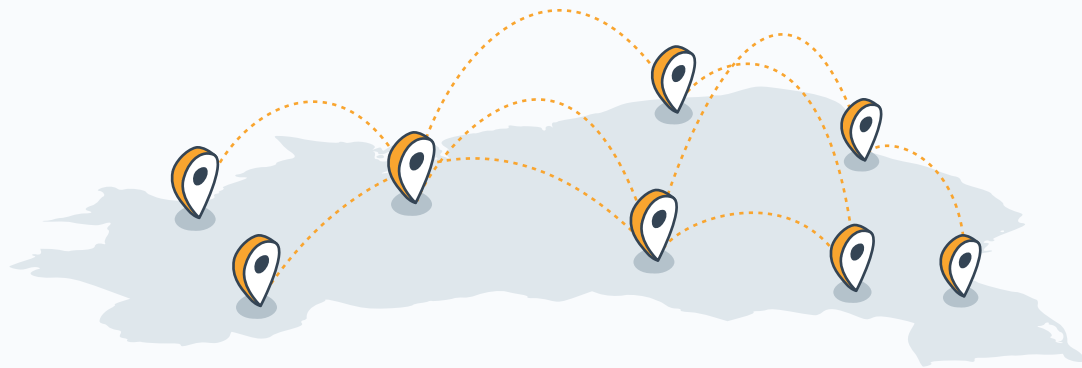


CASE STUDY

## The Background

Founded in 2018, Nuh! Digital is a Brazilian Mobile Virtual Network Operator (MVNO) committed to promoting digital inclusion. The company provides affordable mobile broadband and eSIM services, prioritizing underserved communities and helping bridge the digital divide. Through its collaboration with the “Internet Brasil” program, Nuh! Digital supplies free SIM cards to public school students from low-income families, widening educational opportunities and supporting digital literacy.

Nuh! Digital was looking to expand its offerings and to become the gateway for Brazilian connectivity, facilitating the success of other MVNOs and enterprises in the region.



### The Business Impact of floLIVE

- **Optimal geographic coverage in Brazil**

Full coverage across all three major regional networks ensures unmatched Quality of Service

- **One solution for global connectivity**

Complete connectivity worldwide, including comprehensive core network, CMP, and BSS

- **A lucrative new revenue stream**

Reselling connectivity in Brazil by jumping the hurdles of permanent roaming restrictions





# The Challenge

In Brazil, roaming regulations are a challenging barrier to entry for foreign service providers, requiring companies to have partnerships with local mobile operators instead. Permanent roaming is not allowed, and after a grace period of 90 days, devices are disconnected from the Radio Access Network (RAN) automatically. This makes providing IoT and mobile connectivity services in Brazil a significant challenge. For service providers who want to expand their connectivity services into the region, localized connectivity is essential. However, even with localized connectivity in place, Brazil covers 8.5M square kilometers, making it impossible for any single MNO to provide comprehensive coverage.

Nuh! Digital had established access to the TIM and Vivo networks through MVNO agreements. However, to consolidate access to these networks on a single SIM and enable multi-IMSI functionality, they partnered with floLIVE. This collaboration included establishing a core network connection with Claro, ensuring direct access and comprehensive coverage across all three major networks in Brazil. By leveraging floLIVE's advanced solutions, Nuh! Digital can seamlessly manage connectivity within a unified environment, empowering enterprises and service providers with reliable and scalable operations.

Nuh! Digital started looking for a solid partner already operating in Brazil with the key local MNOs who could expand their coverage, deliver an integrated, scalable and compliant solution to ease operational overheads, and who offered:

- **Complete core network functionality**

While some core network vendors only offer certain components of a core network, Nuh! Digital wanted a complete and comprehensive solution for connectivity, with all 4G components (including: HSS, HLR, DRA, STP, SMSC, PGW, GGSN, PCRD, Radius).

- **Simplified operations**

The solution should include a full CMP to manage devices, providing a single dashboard to manage tasks including SIM provisioning, monitoring and troubleshooting in case of any issues with devices, and easy integration with their BSS through a robust API suite.

- **A truly global solution**

While Nuh! Digital's own devices would be distributed within Brazil, they recognized the global nature of IoT, and wanted to be able to serve their own customers' needs. Any devices manufactured globally would need connectivity at production sites to perform testing and validation. As a result, on top of local coverage in Brazil, global connectivity was a crucial piece of the puzzle.

- **A smart business choice**

By reselling connectivity services to other MVNOs and enterprises Nuh! Digital would add a direct revenue stream. Additionally, to reduce operational costs and financial risk, a pay-as-you-grow business model was essential – where the business only paid for active devices.

We chose floLIVE because they understand our vision to be the gateway for Brazilian connectivity. We truly want to bridge the digital divide, and the core infrastructure floLIVE offers makes that seamless – localized connectivity which is completely compliant, global coverage which provides ultimate scalability, and a single vendor that does it all, turning complexity into transparency and control.

**Laerte Magalhães, CEO, Nuh! Digital**

# The Solution

By leveraging floLIVE's solutions, Nuh! Digital has positioned itself as a market leader offering nationwide connectivity in Brazil, enabling enterprises and service providers to thrive in a heavily regulated environment but among the largest mobile markets in the world.

## Key elements of the solution include:

### Access to Claro IMSIs

Nuh! Digital can now offer full coverage across all major networks in Brazil – TIM, Vivo, and Claro. This integration allows all networks to operate within the same core network and SIM card, ensuring optimal geographic coverage, as well as offering network switching and traffic distribution if one or both of their existing network experiences bottlenecks or downtime.

### Global reach

By leveraging floLIVE's IMSI library, Nuh! Digital can resell connectivity to other MVNOs and enterprises, providing compliant access to local connectivity in multiple regions. These new customers can manage their IoT deployments globally, without entering into direct MNO agreements – a powerful competitive edge for Nuh! Digital as they streamline operations with one solution.

### Comprehensive connectivity management

With seamless CMP integration, Nuh! Digital can now manage their operations efficiently, with one SIM, one contract and one account for global connectivity. The CMP consolidates tasks such as SIM provisioning, monitoring and troubleshooting, reducing complexity down to a single dashboard.

### Scalable operations

floLIVE offers a robust infrastructure to allow Nuh! Digital to scale as they grow. A cloud-native model means no CapEx and all OpEx, a fully-integrated single solution streamlines operations, while usage-based pricing ensures the business only pays for active SIMs, removing the barriers to scale.



By leveraging floLIVE's advanced infrastructure, Nuh! Digital can now seamlessly expand its services and enable any company to become a global service provider. With floLIVE's multi-IMSI SIM technology, they can now access all three major networks in Brazil for strong local coverage while also ensuring seamless global connectivity. This allows them to offer compliant connectivity to MVNOs and enterprises, empowering them to fully participate in the digital economy—both in Brazil and beyond.

**Bill Wark, SVP Sales America, floLIVE**



## About floLIVE

floLIVE designed and developed an elastic, robust core cellular infrastructure that is the largest in the world. Through this powerful infrastructure, the company offers numerous services to mobile operators, IoT MVNOs and Global Enterprises seeking seamless, compliant, high performance, and regulatory compliant connectivity, anywhere in the world.

With a global carrier library that is based on interconnected local core mobile networks, floLIVE ensures low latency, high performance, and full compliance with privacy acts, data regulations, and roaming restrictions. As of today, more than 20 mobile operators are on board the platform, giving companies multi-tier connectivity access.

Through direct access to our network, customers can monitor their devices, access real-time network events and usage, switch operators remotely, and troubleshoot failures ahead of time, providing a seamless experience that keeps devices connected at all times. Through one integration, one SKU and one platform, customers have a world of connectivity and endless possibilities.



## 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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