



# Connectivity Management Platform Rankings

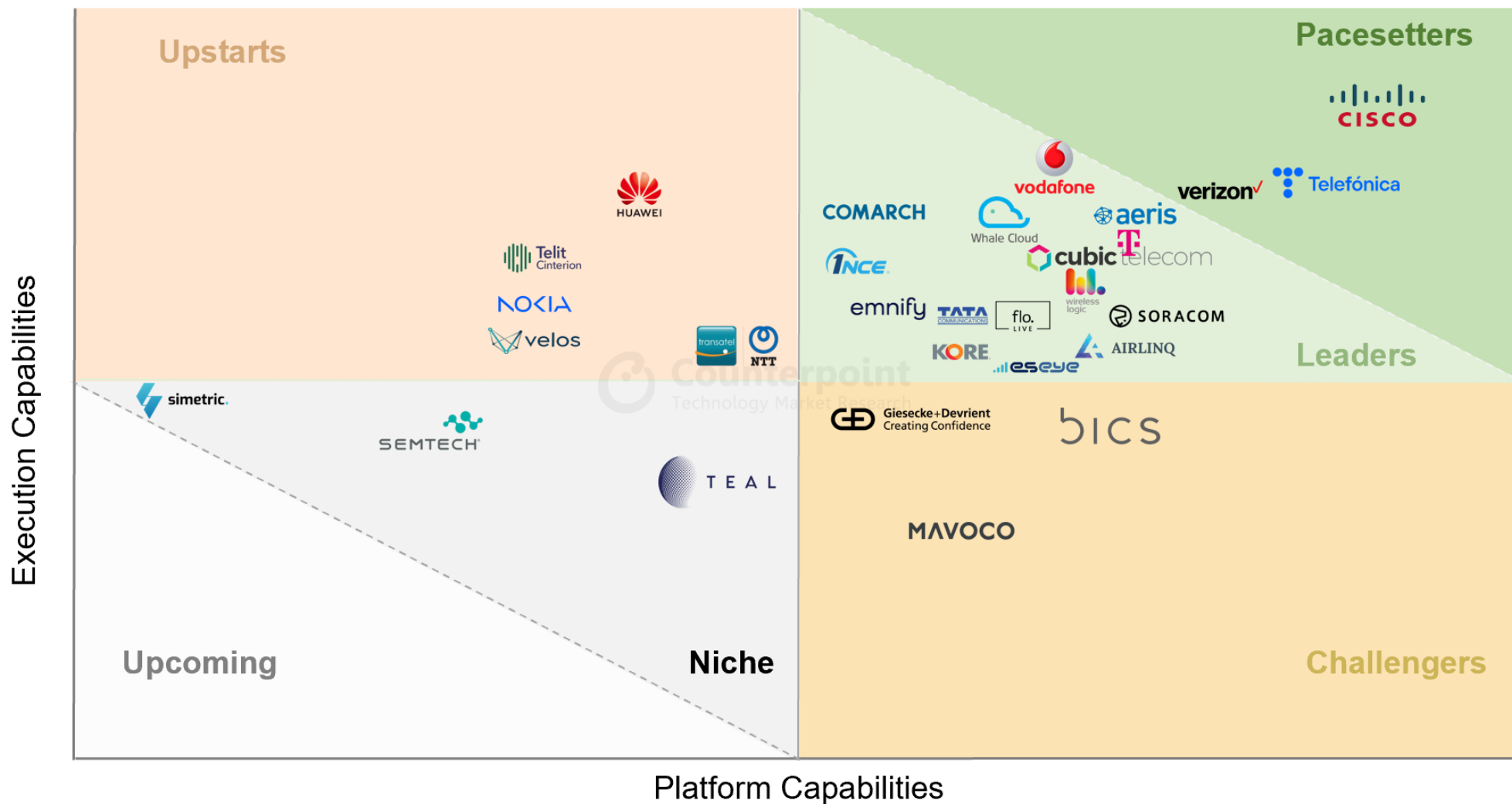
2025 Release



An **IoT Connectivity Management Platform (CMP)** is a software solution that **streamlines** the management of IoT device connectivity. It offers a **unified interface** for **deploying, monitoring and managing networks**, along with tools for **billing, troubleshooting and analytics**.



## Counterpoint Research's Connectivity Management Platform (CMP) Rankings, 2025



## Pacesetters stand out with exceptional performance across all parameters



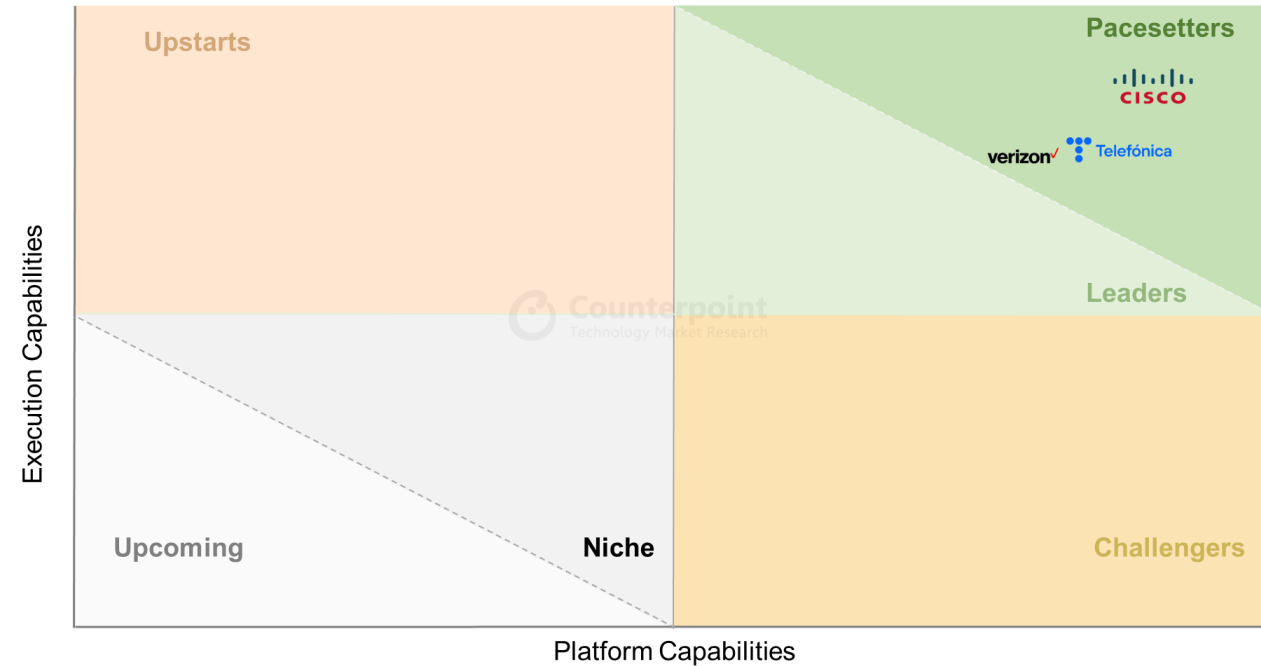
**Cisco** leads the rankings with the highest overall score, excelling in critical areas like security and integration, and earning top marks across multiple sub-parameters. Its **Control Center** ranks #1 in 5 of the 7 **platform capabilities**. Besides, Cisco's best-in-class **execution capabilities** further solidify its position as the **leader** in CMP rankings.



**Telefónica's Kite** platform is a well-designed and expertly executed solution, outperforming Cisco on two key parameters – **billing** and **ease of use**. The platform has been ranked as a pacesetter for the second year in a row, showcasing its consistent market performance.



**Verizon** has graduated from being a leader to industry pacesetter. The US connectivity giant has consistently advanced its Cellular IoT deployment and management capabilities with its **ThingSpace** platform. It recently added GenAI/RAG-powered chatbot ThingSpace Assistant.



*“Pacesetters lead the CMP market with feature-rich solutions executed to perfection. These industry leaders offer best-in-class Connectivity Management Platforms, supported by well-defined go-to-market strategies, and effectively manage a substantial number of connections across diverse industries.”*

## Leaders have feature-rich platforms with superior execution capabilities



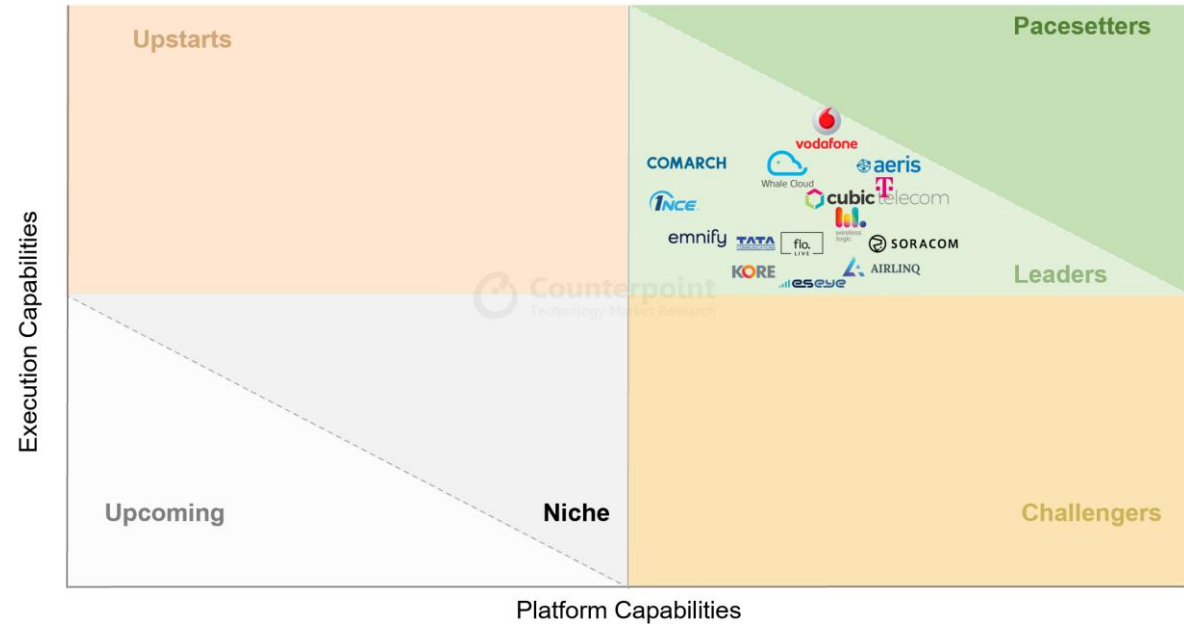
**1NCE** disrupted the market with its unique business model of \$10 for 10-year pricing. In 2024, 1NCE started offering high data rate plans and significantly upgraded its CMP to emerge as a Leader. 1NCE has partnered with Softbank, Deutsche Telekom and AWS to offer connectivity sans complexity.



**Aeris** acquired Ericsson's IoT Accelerator business to enter the CMP market. The platform continues to be feature-rich but the company faces execution issues as many MNOs prefer an independent carrier-grade CMP over the one offered by a connectivity provider. However, Aeris has managed to resolve some concerns in the last one year.



**Airlinq** is a US-based carrier-grade CMP provider that witnessed explosive subscriber growth in 2024 and won some significant MNO contracts.



*"Leaders are those whose Connectivity Management Platforms perform very well across all essential capabilities. With a clear vision, strong foundation and solid skill set, these players set the industry benchmark for position and performance. Of the 29 players evaluated, 15 are categorized as Leaders."*

## Leaders have feature-rich platforms with superior execution capabilities

---

### COMARCH

---

**Comarch** is a carrier-grade CMP and has improved its platform in 2024 to graduate from 'Upstart' to a 'Leader'. A leading European IT company, Comarch is focused on supporting various telecom functions such as billing, OSS/BSS and CRM, apart from CMP.



**Cubic Telecom** is one of the few players that focus on a specific vertical, i.e. automotive. In 2024, Cubic became a subsidiary of Softbank with acquisition of 51% stake. The aim is to garner higher share of automotive connectivity and Softbank has already introduced Cubic to Honda Motor.

### emnify

---

**emnify**, a Berlin-based IoT connectivity provider (MVNO) with offices in North America and the Philippines, offers the emnify IoT SuperNetwork, a globally distributed mobile cloud core network. It has continued to upgrade its offerings incorporating advanced features.

### ..||ESEYE

---

**Eseye** released its new CMP, Infinity, in 2022 with improved UI/UX along with 'single pane of glass' enabling 'bring your own network'. The improvements in the platform and execution capabilities enabled it to improve its rankings to become a leader.



**floLIVE** is a UK-based company that provides its CMP as a white label to other connectivity providers. In 2024, floLIVE improved its market execution capabilities to graduate to 'Leader' rankings. The number of connections managed on its CMP witnessed good growth in last one year with the addition of new features around self-care.

### KORE

---

**KORE** provides proprietary IP-based services in IoT connectivity, solutions and analytics. It acquired Twilio's IoT business in 2023. In 2024, Kore witnessed some top-level churn and issues with compliance in the stock market.



## Leaders have feature-rich platforms with superior execution capabilities

---



**Soracom** has a very technically capable CMP and has recently got listed on Japan's stock market. It is part of KDDI group and has investments from Suzuki, which positions Soracom to focus on the automotive vertical



**Tata Communications** is part of a large Indian conglomerate, Tata Group. Its CMP, MOVE, offers a 'single pane of glass' to power 'bring your own network'. The CMP supports LoRa and Wi-Fi among non-cellular technologies.



**Deutsche Telekom** follows a multi-platform strategy with partnerships with 1NCE and Cisco apart from its homegrown platform TMSP. TMSP offers a capable platform in terms of features. Deutsche Telekom recently partnered with Bridge Alliance to extend its focus to Asian markets.



**Vodafone**, the largest MNO by IoT subscribers, announced in 2024 to spin off its IoT business, backed by a Microsoft investment. While Vodafone's CMP remains feature-rich, the company's status shifted from "Pacesetter" to "Leader" due to short-term execution challenges arising from the restructuring process.



Whale Cloud

**Whale Cloud** powers part of China Mobile IoT business with its carrier-grade CMP, ZSmart. ZSmart is primarily focused on on-prem implementations. Whale Cloud improved its platform in 2024 with a notable addition of B2B2C functionality.



**Wireless Logic** is a UK-based company that has grown via multiple acquisitions. SIMPro and Conexa are very capable platforms, and the company has recently entered into a strategic partnership with u-blox to provide connectivity out of the box, reducing friction points in the IoT value chain.

## Challengers have strong platforms with a focus on expanding their market share

### BICS

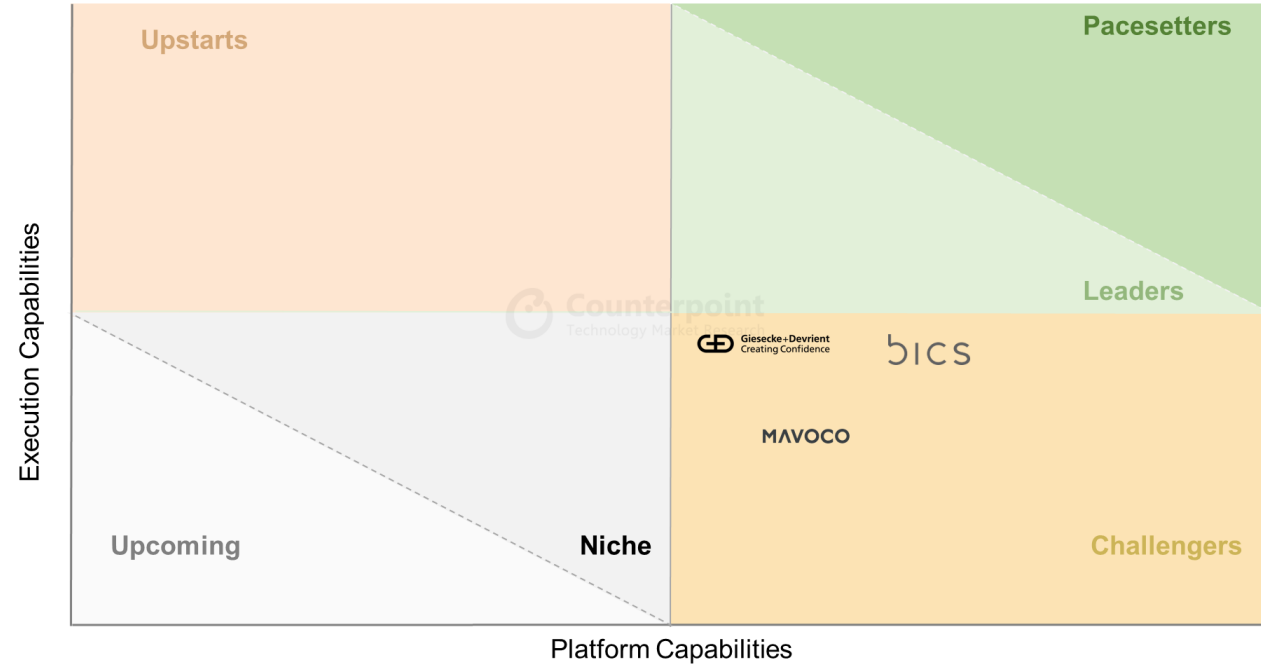
**BICS** has a very capable platform that closely aligns with those of the leaders. It competes with IoT connectivity providers and is part of the Proximus group in Belgium. It offers a single global SIM and portal. The company is growing at a decent pace but has a small subscriber base.



**G+D** leverages the platform of a company it acquired in 2023 (Pod Group). It is a strong challenger with a capable platform that has the potential to leverage the competitive strengths of G+D group.

### MAVOCO

**Mavoco**, now charting an independent path after its agreement with Nokia ended, faces challenges due to limited financial resources and its smaller size compared to competitors. However, it boasts one of the most user-friendly platforms. Mavoco can benefit from its positioning as an independent, carrier-grade CMP that is not a connectivity provider.



*“Challengers have advanced platforms on par with Leaders. While still early in their CMP journey, they are poised to rise with increased exposure. Their immediate focus will be on expanding their customer base and forming strategic partnerships to drive growth.”*



Upstarts have the financial strength and market presence, with the potential to enhance their platform



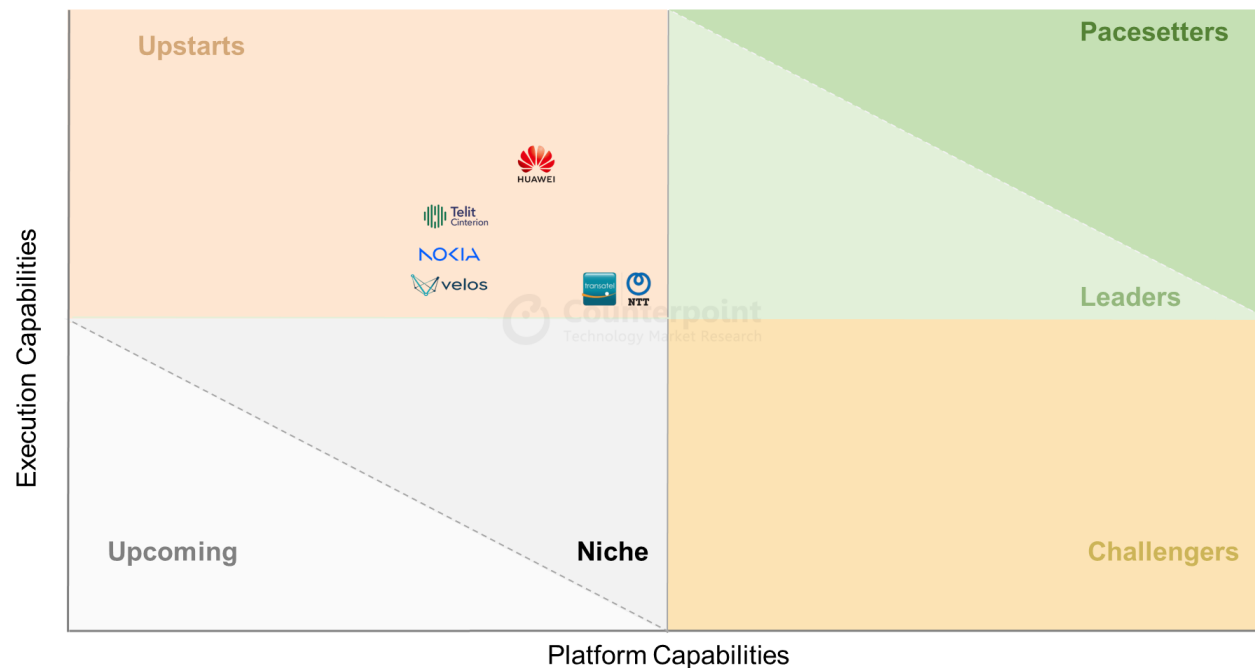
**Huawei** boasts the largest subscriber base, powering China Mobile. However, its platform lacks features like AI/ML inferencing, automation and core network integration. While strong in execution, Huawei has had limited success outside China.



**Transatel, an NTT company**, made good progress this year in enhancing its platform capabilities. However, further improvements are needed in platform features and execution to compete with top industry players.



**Nokia, Velos and Telit Cinterion** have significant opportunities to strengthen their platform capabilities as they evolve and integrate features that are standard among industry leaders. Increasing market engagement will be crucial to advancing their platforms and staying competitive.



*“Upstarts demonstrate execution capabilities comparable to Leaders but lag slightly in platform features. With strong financial backing and a solid presence in the ecosystem, they are well-positioned to advance by enhancing their CMPs with features like AI/ML, advanced automation, and seamless integrations. This strategy will help them compete directly with industry leaders and capture a larger market share.”*

## Niche players are either early in platform development or follow unconventional business models



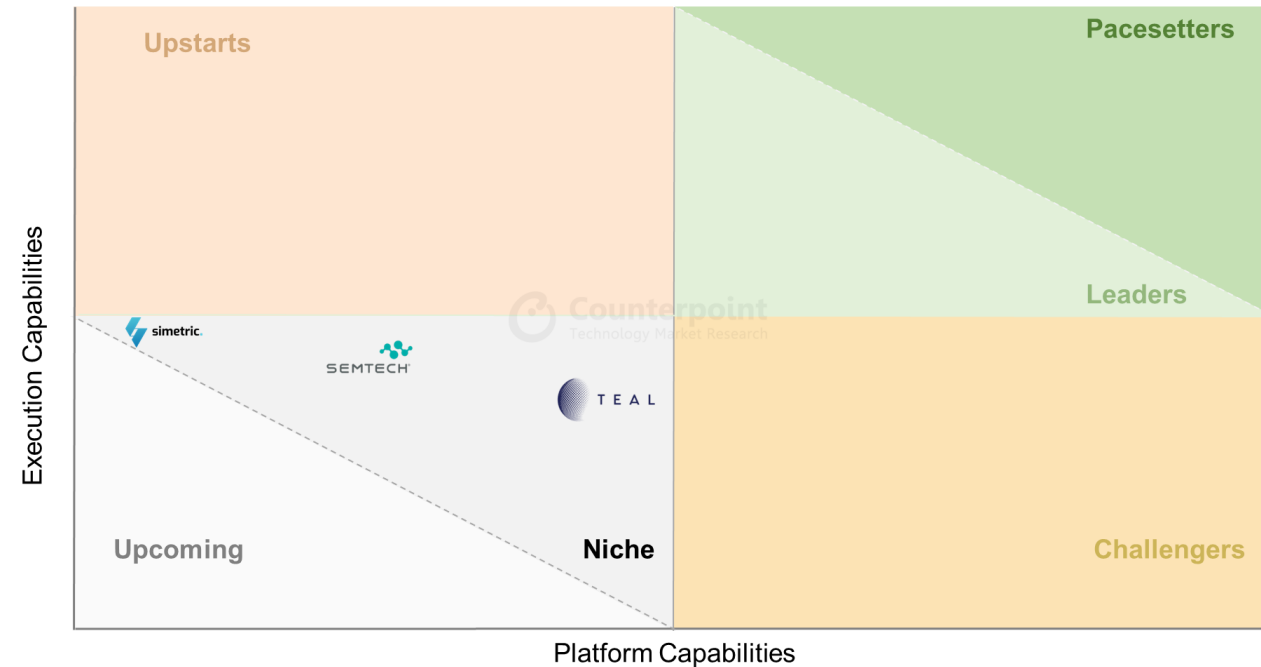
**TEAL**, an eSIM specialist, is on the verge of becoming a challenger. With advancements in billing, security and analytics reporting, it has the potential to offer a strong proposition, leveraging its expertise in the IoT and eSIM space.



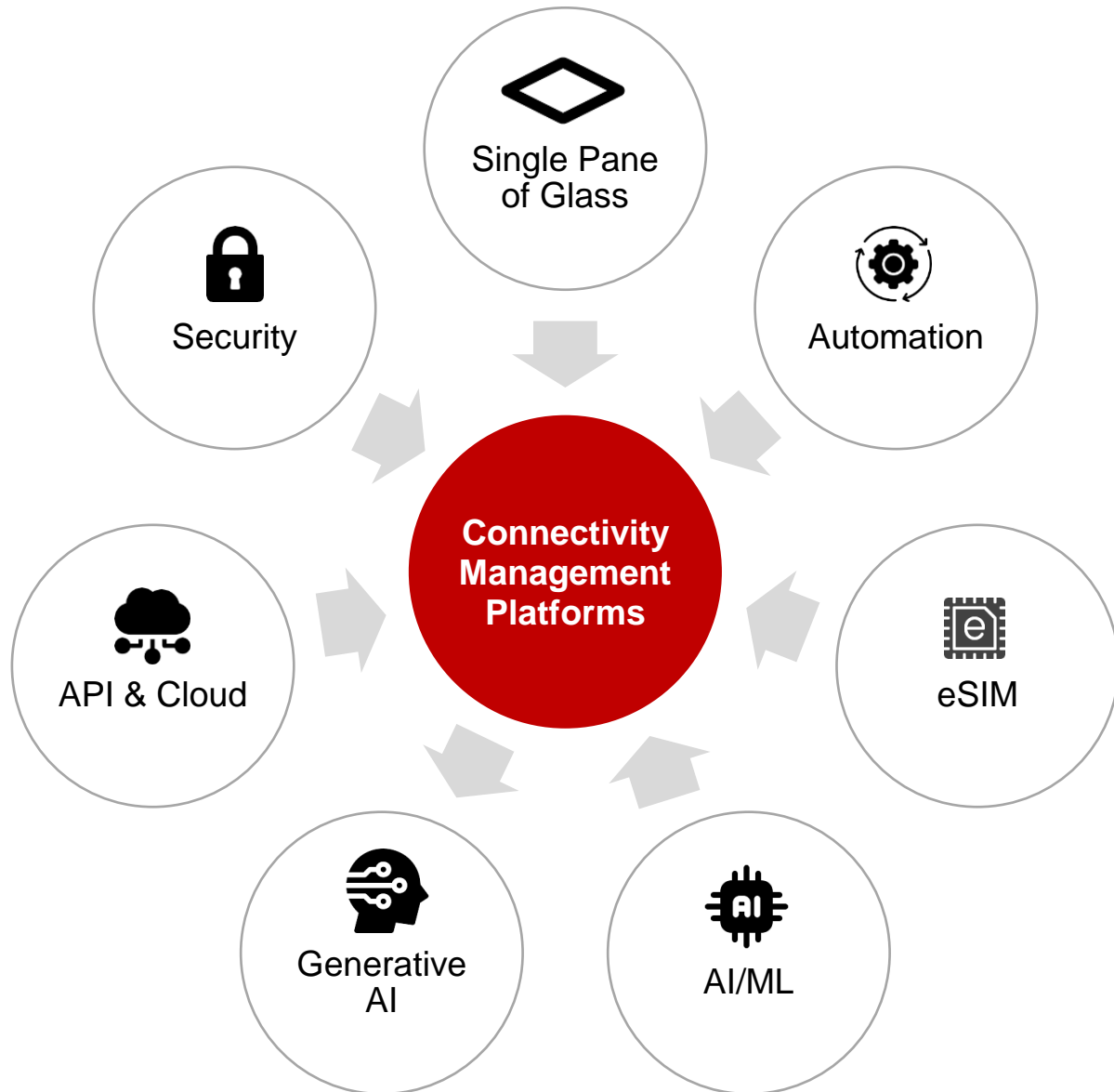
**SEMTECH** focuses on non-cellular tech, semiconductors, IoT, and cloud services. Semtech aligns its connectivity and device platform to support its core devices business, although its connectivity supports third parties through devices.



**Simetric** serves as an orchestrator and platform aggregator, specializing in 'bring your own network' solutions. It has recently tied up with AT&T to offer a 'single pane of glass'.

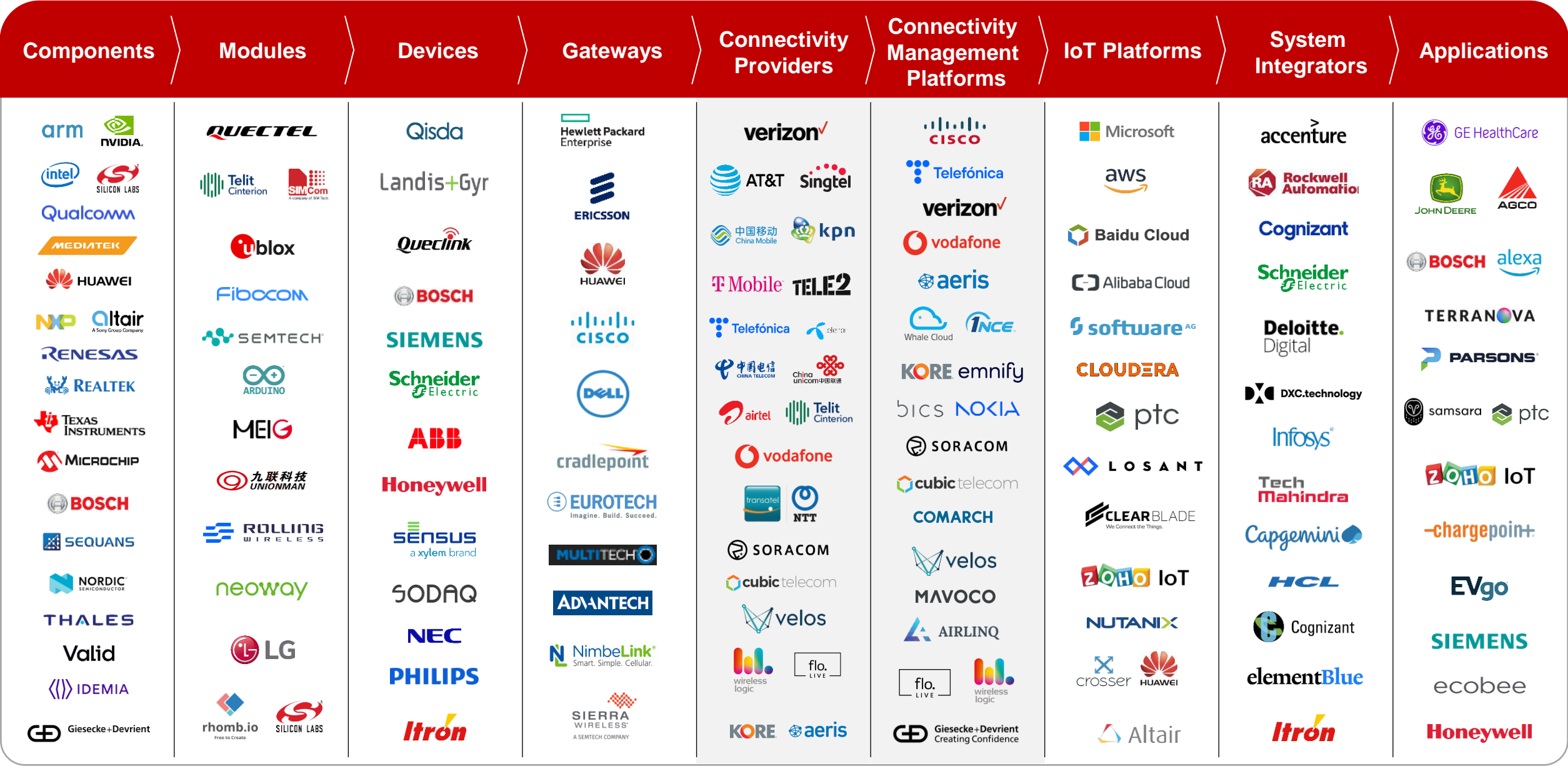


*“Companies in the niche segment often offer CMPs due to their recent entry into the industry or expansion beyond their core expertise. This shift brings new ideas and growth potential. Some will move to “Upstarts” by improving market execution, while others may become “Challengers” by developing more platform capabilities before aiming to become market leaders.”*

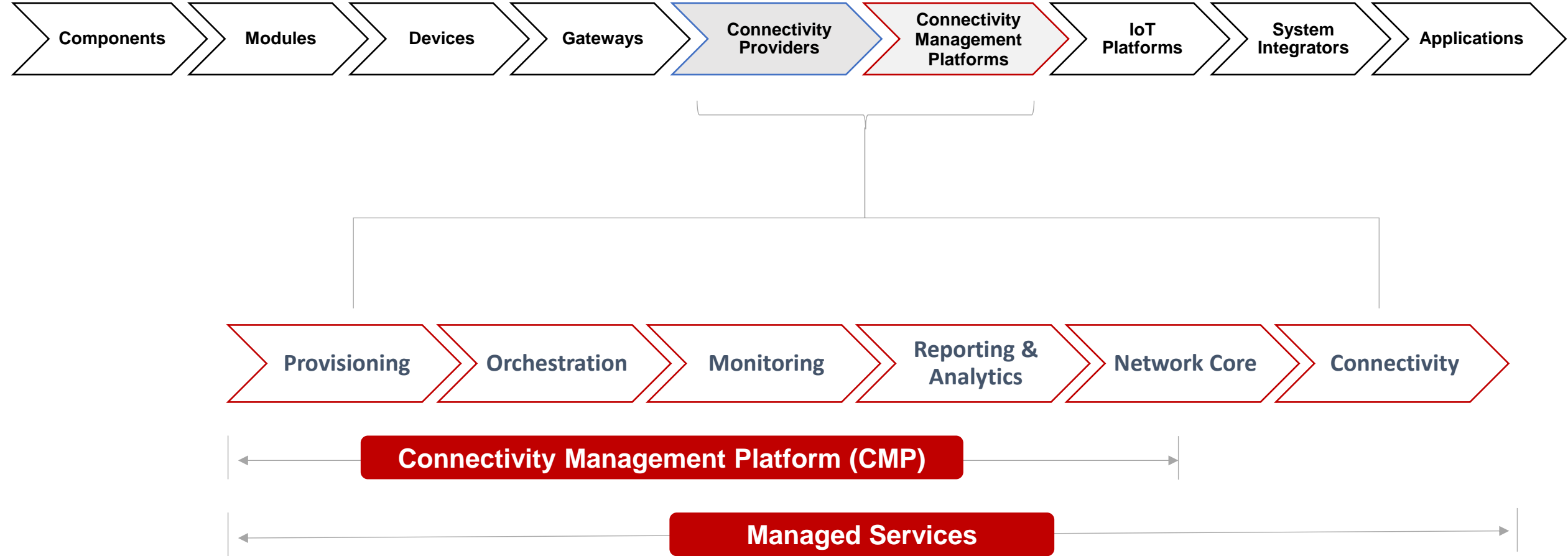


- 'Single pane of glass' powering 'bring your own contract'
- eSIM and SGP .31/32 standard changing the management of IoT connectivity
- AI/ML inferencing becoming table stakes in analytics
- Increasing automation to simplify connectivity management
- Players planning to leverage Generative AI for customer service and UI/UX
- API and Cloud lowering entry barriers while improving the CMP offering
- Security now ubiquitous at each layer of IoT architecture

# IoT Value Chain

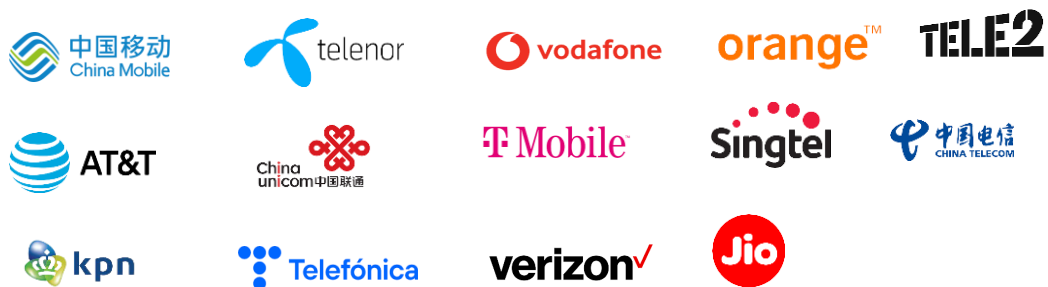


# Components of Connectivity Management



## Connectivity Providers\*

### MNO



### MVNO



## Backend Infrastructure Providers\*

### Cloud



### CMP



### eSIM Management



\* Not an exhaustive list



- **Provisioning** is the process of configuring IoT devices and connecting them to the network. This includes tasks such as assigning IP addresses, setting up security profiles, and installing firmware updates.
- **Orchestration** is the process of managing the flow of data between IoT devices and applications. This includes tasks such as routing data, managing traffic, and ensuring that data is delivered reliably and securely.
- **Billing** is the process of tracking and managing the usage of connectivity services by IoT devices. This can encompass consolidating charges into a unified global bill or distributing costs among different entities within the organization, even apportioning expenses for distinct services associated with individual devices (B2B2C).
- **Analytics and Reporting** play a pivotal role in IoT Connectivity Management Platforms (CMPs) by providing valuable insights and actionable information related to the performance, usage and overall health of connected devices and networks.
- **Security** is a critical aspect of CMP as IoT devices are often connected to the internet, which makes them vulnerable to cyberattacks.



**Kore Wireless, 1NCE and Aeris** are the most cited competitors by industry players. **Cisco** is most cited pure play CMP player

# Cisco Control Center - A CMP that Sets the Industry Benchmarks



## At a Glance

### Pacesetter

CMP Position

**+250 million**

IoT connections  
deployed on the  
platform

**\$57 billion**

Group revenue,  
FY2023

## Focus Verticals



Fleet  
Management



Automotive



Smart Meter



Retail



Financial  
Services



Healthcare

## Key Customers/Partnerships



AT&T



TELE2



TIM



kpn



Sparknz



HYUNDAI



VW



Telstra



telenor



TESLA



BMW



Audi



Ford



T-Mobile

## Cisco highlights

- Cisco is a connectivity management platform (CMP) provider based in San Jose, California, US. Its CMP is called Cisco IoT Control Center. Cisco acquired cloud-based IoT service platform Jasper in March 2016 to augment its IoT services portfolio.
- The Cisco IoT Control Center manages over **250 million** connections across the globe.
- Cisco has recently added capabilities to the center, like:
  - Dynamic reporting for business and operational insights
  - 5GSA - premium capabilities, network slicing assurance, edge management, new billing models
  - eSIM orchestration support and ecosystem
  - API dashboard that provides deep visibility into API usage patterns.
  - Launched a digital buying experience with AT&T, enabling easy 5G FWA adoption via the IoT Control Center's eSIM in the Meraki MG52 gateway.

# Cisco Control Center - A CMP that Sets the Industry Benchmarks



## Connectivity, Provisioning & Orchestration

- Cisco offers CMP solutions mainly to MNOs, which can be integrated into their systems, and typically follows the **B2B2X** business model.
- It supports **eSIM** and all other SIMs for **cellular connectivity**, including **LPWA**, but doesn't support non-cellular connections on its platform. Cisco is building capabilities to include **Wi-Fi** connectivity. Besides, **remote provisioning** is available for eSIM solutioning.
- **Remote troubleshooting** is available with extensive features for connection history, automated diagnostics and spotlight, which shows a trend of SIM registration core network connectivity details.
- Cisco excels in features related to **Service Provisioning, Inventory Management** and **Automation**.

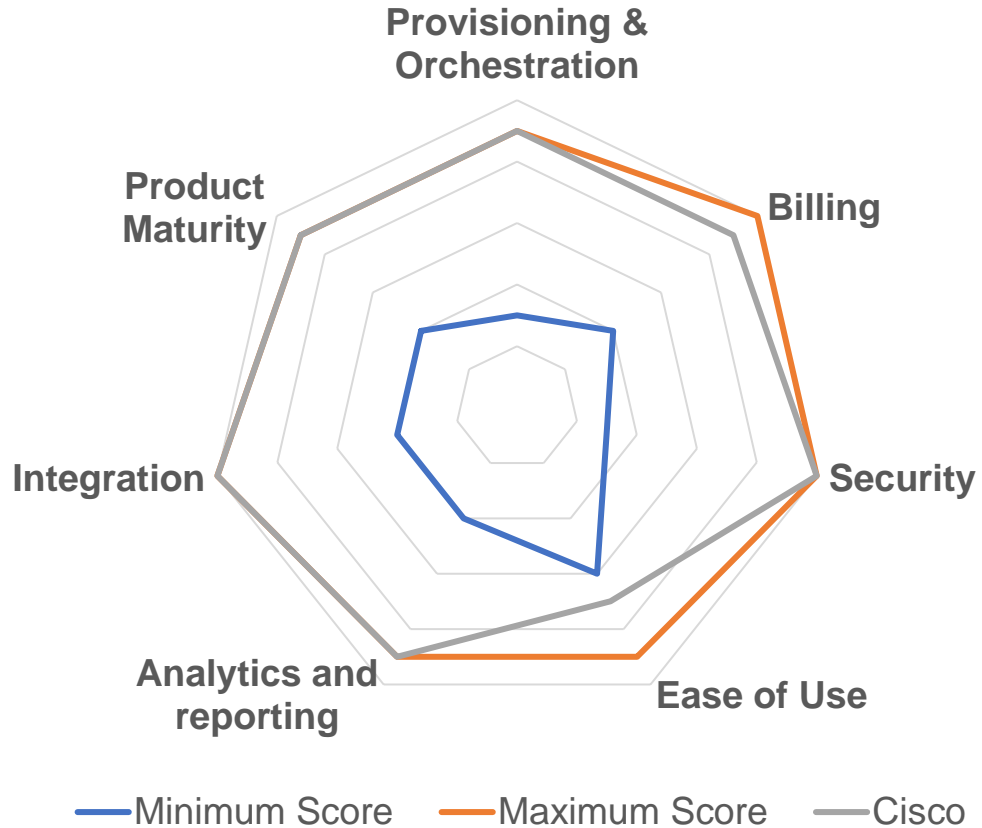
## Billing, Security, Ease of Use, Analytics & Reporting

- Cisco offers **comprehensive** rate plans and pricing controls, supporting diverse commercial models, fine-grained billing, and marketplace monetization.
- The CMP also supports split-billing plans, including global billing, and allows service providers to **design custom billing plans** for enterprises, offering shared or tailored options. Enterprises can also assign and adjust these plans per device, using automation or manual controls to match usage patterns.
- From a security perspective, it has options to set up private APNs for secure data transmission of the internet, including blacklisting/whitelisting IPs at the network level.
- Cisco has a tool, **Spotlight**, for live CDR access for comprehensive time series data across all network nodes.
- It has the capability to **create custom rules** for dashboards and data based on customer requests. Recently, Cisco added the capability to **create dynamic reports**, which allows users to generate custom reports on the fly.
- It offers standard and custom dashboards and data on daily and monthly trends, summary and live device data, enabling lower recurring costs and better visibility over device data usage.
- The CMP also has a **repository of AI/ML** algorithms and can run predictive analysis on a network.

## Alerts, API & Product Maturity

- Cisco's IoT Control Center allows users to **set up their own** alerts and standard alerts based on device usage, location change, fraud detection, geo-specific usage and data usage.
- From the API perspective, it provides an API for **full integration** directly with the SP core, hosting the core, or interfacing with a gateway that is connected to the core or OSS.
- The IoT Control Center is public cloud agnostic and has APIs for integration with public cloud networks.

## Cisco's CMP vs Competition



### Strengths

- Cisco primarily focuses on B2B solutions, offering its CMP to telecom operators.
- It stands out with feature-rich offerings and exceptional performance in critical areas, solidifying its position as the market leader.
- The Cisco IoT Control Center integrates seamlessly with the SP core, hosts the core, or connects via a gateway or OSS.
- Its native Spotlight tool provides real-time CDR data analysis across networks.
- Standard features include 5G SA premium services, eSIM orchestration and AI/ML-powered Proactive IoT.

### Improvement Areas

- The user interface can be more intuitive for the host of features that are built into the platform.
- Capabilities can be developed to include non-cellular technologies in the CMP.
- A 'single pane of glass' can be offered to enable aggregation of multiple and legacy CMPs across the Control Center dashboard.



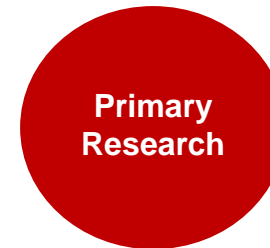
# Appendix

Methodology, Abbreviations and Key Definitions

The background features decorative geometric patterns. On the left, there is a vertical red bar. The rest of the page is filled with light gray, semi-transparent geometric shapes, including triangles and squares, arranged in a pattern that suggests a 3D or layered structure. A large, light gray, curved shape resembling a stylized 'C' or a swirl is visible in the bottom right corner.



- The evaluation methodology for CMP vendors combines extensive **primary** and **secondary research**. Primary research includes **interviews** and **surveys** with key IoT industry stakeholders and vendor representatives. Secondary research involves **analyzing platform documentation, customer and partner ecosystems, case studies, developer reviews** and **regional coverage**. This is further enriched by **Counterpoint analysts'** comprehensive knowledge, insights, and competitive landscape analyses.
- The data gathered from surveys, interviews and secondary research combines both qualitative and quantitative insights, enabling a comprehensive analysis and deeper exploration of the capabilities of IoT platforms. These capabilities can be classified into **Platform** and **Execution Capabilities**.
- The platform's technical capabilities encompass features like provisioning, orchestration, billing, security, reporting, analytics and connectivity, which are benchmarked across various vendors.
- The evaluation of execution capabilities considers factors including partner reach, financial stability, customer base, workforce strength, diversity, and more.



Briefing calls and interviews (not limited to):

- Platform Companies
- Partners
- End Customers
- Platform Capability Demos



- Platform Documentation and Tutorials
- White Papers, Solution Briefs and Reports
- Customer Case Studies
- Partner Network Reach



- IoT Trend Observations and Platform Fit Analysis
- Comparative Analysis of Capabilities
- GAP Analysis - Feature, Partner, Application, Geo, etc.
- Corporate and Product Strategy Analysis
- Platform SWOT and Outlook Analysis

**Players were evaluated on 100+ parameters classified under 7 broad areas**

# Companies Profiled in the Rankings



- **AI:** Artificial Intelligence
- **API:** Application Programming Interface
- **ARPU:** Average Revenue Per User
- **BSS:** Business Support Systems
- **CMP:** Connectivity Management Platform
- **eSIM:** Embedded SIM
- **IoT:** Internet of Things
- **iSIM:** Integrated SIM
- **LPWAN:** Low-Power Wide-Area Network
- **ML:** Machine Learning
- **MNO:** Mobile Network Operator
- **MVNE:** Mobile Virtual Network Enabler
- **MVNO:** Mobile Virtual Network Operator
- **NBIoT:** Narrowband IoT
- **PaaS:** Platform as a Service
- **SaaS:** Software as a Service

- **Internet of Things (IoT)** is a network of physical devices that are embedded with sensors and software to connect and exchange data over the internet.
- **IoT connectivity** is the means for the IoT devices to connect to the internet and to each other. It is essential for IoT devices to be able to communicate with each other and with other systems to collect and share data, and to enable remote monitoring and control.
- **IoT Connectivity Management Platform (CMP)** is a software solution that helps businesses manage the connectivity of their IoT devices. It provides a single interface for deploying, monitoring and managing connectivity and networks, as well as tools for billing, troubleshooting and analytics.
- **IoT Managed Connectivity** refers to the services and solutions provided to manage the connectivity of devices. Managed connectivity includes the connectivity as well as the connectivity platform to manage the services.
- **Narrowband IoT (NB-IoT)** is a low-power wide-area network (LPWAN) radio technology standard developed by 3GPP for cellular network devices and services. It is designed for connecting IoT devices that require low data rates, long battery life and low cost.
- **5G RedCap**, also known as NR Light, is a reduced-capability version of 5G that is designed for IoT devices that do not require the full bandwidth and capabilities of traditional 5G.
- **Embedded SIM (eSIM)** is a digital SIM card that is embedded directly into a device. eSIMs allow users to switch between mobile network operators without having to physically swap SIM cards.
- **Integrated SIM (iSIM)** is a type of SIM card that is embedded directly into a device's main processor without the need for a separate SIM card slot. With iSIM, IoT devices save space and become smaller and more water-resistant.



**Mohit Agrawal**  
*Research Director*



Mohit is responsible for tracking Digital Transformation and Internet of Things (IoT) at Counterpoint Research. He has over two decades of rich industry experience having worked with large tech companies like Accenture, Airtel, Nokia, and Microsoft in the past. Before joining Counterpoint, Mohit was the co-founder & CEO of a start-up in the competitive and market intelligence space utilizing big data and AI. Mohit is an engineer, MBA and a certified project management professional. He is based out of The Hague in Netherlands.



**Siddhant Cally**  
*Research Analyst*



Siddhant has over 8 years of experience in the telecommunications industry. Currently serving as a Research Analyst at Counterpoint Research, he focuses on wireless technologies and their business implications. Siddhant has previously worked with global leaders such as Bosch and Ericsson, managing networks for prominent operators including Claro, Sprint, and RCOM. He holds an engineering degree in Electronics and Communication and an MBA from IIT-Delhi. He is based in Delhi, India.

# Contacts

## Hong Kong

Level 26, Prosperity Tower, 39 Queen's Road  
Central, Hong Kong,  
Phone:+852 2855 6934 Fax: +852 3972 8251

## Taiwan

Rm. 03, 16F, No.80, Sec. 1, Zhongxiao  
W. Rd., Zhongzheng Dist., Taipei City 100007,  
Taiwan, Phone:+886 936591212

## South Korea

6F, 19 Gil 5, Teheran-ro,  
Gangnam-ku, Seoul, Korea  
Phone:+82 553 4813

## China

5/F, Tower A, LandgentCenter, Chaoyang  
District, Beijing China 100022  
Phone: +86 13801127537

## India

A/201 Mahavir, Ravi Ind Compound,  
L.B.S Marg, Thane  
Phone: +91 9930218469

## United States

99 S Almaden Blvd, Suite 600,  
San Jose CA 95113  
Phone: +1 858 603 2703

## United Kingdom

48 Warwick Street, London,  
W1B 5AW

## Argentina

Avenda Santa Fe 2483 2B  
CABA 1123, Argentina  
Phone: +54 911 6041 1221

## Japan

3-20-12 Ebisu Shibuya -ku,  
Tokyo 150-0013  
Phone: +81 (90) 4597-5632

Email for inquiries:

[info@counterpointresearch.com](mailto:info@counterpointresearch.com)





Thank you