CUSTOMER CASE

Axentia: Enabling Flexible Global Connectivity with SGP.32

As the first Telenor IoT customer to receive standardized SGP.32 SIMs, Axentia is taking a forward-looking approach to connectivity, enabling greater flexibility, scalability, and control across its IoT solutions.

telenor IoT

AXENTIA

Introduction

For companies deploying IoT solutions across multiple markets, connectivity is no longer just about coverage, it's about flexibility over time.

Frithjof Qvigstad, CTO at Axentia.

Axentia Technologies AB is a Swedish company specializing in low-power, battery and solar-powered, real-time passenger information displays for the public transport sector. Headquartered in Linköping, the company has over 20 years of experience and operates globally, with around 30,000 active displays deployed across Europe, North America, and the Middle East.

Its solutions are used by hundreds of public transport authorities to provide real-time departure information, service updates, and audio support for visually impaired passengers, often under long-term contracts where reliability and adaptability are critical.

To support this, Axentia needed a connectivity approach that could evolve alongside customer requirements and regulatory demands, without adding excessive operational complexity. Together with Telenor IoT, they began exploring next-generation SIM technology and the potential of the SGP.32 standard.

The challenge

For more than a decade, Axentia has relied on traditional roaming SIM solutions to support its global deployments. While effective in many cases, they presented limitations when operating across diverse markets.

"Roaming works well in most places, but not everywhere. In some markets you still need a local operator, and that creates complexity for global deployments,"

says Frithjof Qvigstad, CTO at Axentia.

At the same time, customer expectations are changing. Public transport authorities are increasingly asking for more flexible and future-proof connectivity models, particularly to avoid vendor lock-in over long device lifecycles, typically spanning five to eight years.

In some cases, this has required Axentia to implement dual-SIM setups to meet specific operator requirements, adding both cost and operational overhead.

"We've had to design around connectivity constraints, rather than solve them. That's not where we want to be long term."

For Axentia, this created a need to:

- Support deployments across markets with varying regulatory and operator requirements
- Avoid lock-in and enable long-term flexibility
- Simplify how connectivity is managed across thousands of device.

The solution

To address these challenges, Axentia partnered with Telenor IoT to explore and adopt SGP.32, the latest GSMA standard for IoT eSIM.

Discussions around next-generation SIM technology began in 2024, followed by a formal test agreement in September 2025. With the first SGP.32 SIMs now delivered, Axentia is moving into early deployment.

By adopting SGP.32, Axentia can move toward a single, universal product design, where connectivity can be managed remotely and adapted as needed.

"SGP.32 allows us to build one product for all markets. We can then download the right operator profile when and where it's needed, instead of managing multiple hardware variants,"

says Qvigstad.

This removes the need for physical SIM changes and simplifies both deployment and ongoing operations, while making it easier to meet customer-specific requirements.

Telenor IoT plays a key role in this transition, providing a strong LTE-M roaming footprint and reliable global connectivity to support out-of-the-box deployments.

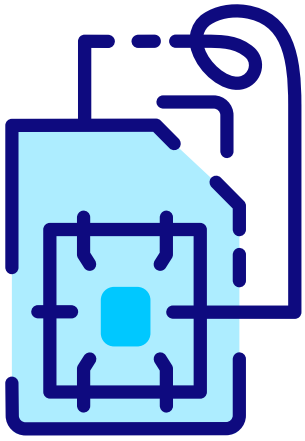
The benefits

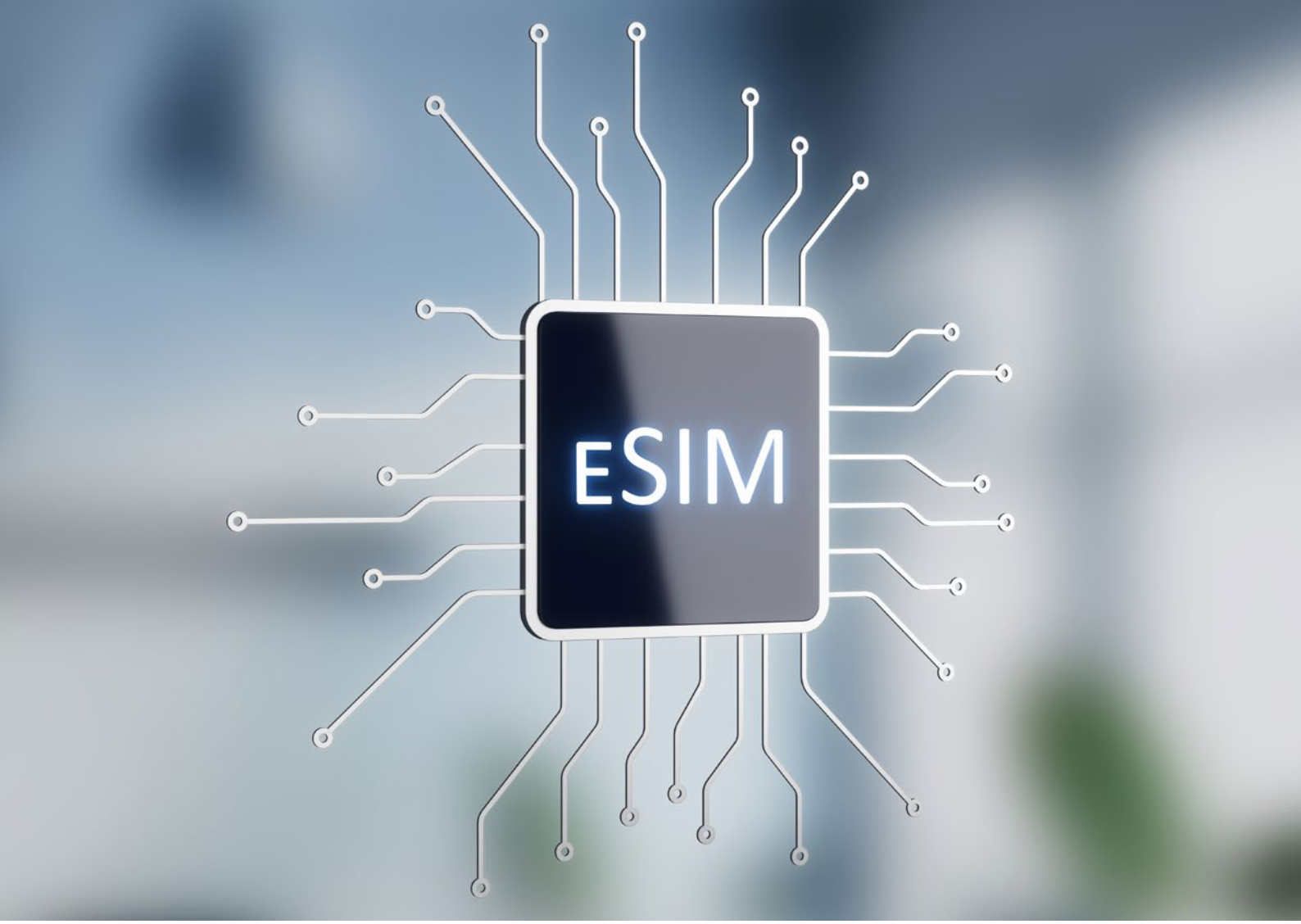
With SGP.32, Axentia is strengthening its ability to deliver scalable and flexible solutions across its customer base.

- **Simplified global deployments**
  A single hardware design can be used across markets, reducing complexity in production and rollout
- **Greater flexibility over time**
  Connectivity can be adapted remotely to meet changing customer or regulatory requirements
- **Reduced operational overhead**
  Eliminates the need for dual-SIM setups and physical SIM handling

"It changes how we approach both product design and sales. We can meet customer requirements from day one, without adding complexity behind the scenes,"

says Qvigstad.





Looking ahead

With the first SGP.32 SIMs now delivered, Axentia is entering the next phase of its connectivity strategy.

The company's ambition is to equip all future displays with SGP.32-enabled eSIMs, enabling centralized management of connectivity across its global fleet.

"Our goal is to manage everything through a single platform. That gives us the flexibility to respond to customer needs without having to rethink the hardware."

Operating across the Nordics and globally, Axentia's early adoption of SGP.32 positions it to meet growing demand for flexible, future-ready IoT solutions, while simplifying connectivity at scale.

telenor IoT

ABOUT TELENOR IOT

Telenor IoT is Telenor Group's dedicated organization for managed IoT, built on the scale and reliability of one of the world's leading mobile operators. We help companies around the globe securely connect, manage and scale their products — from global enterprises and automotive leaders with millions of connected devices, to small and medium-sized businesses looking for simplicity and flexibility.

With more than 20 years of IoT experience, a global sales presence across the Nordics, EMEA, the Americas and APAC, and over 30 million connected devices in operation, Telenor IoT is recognized for consistently high customer satisfaction and is a trusted partner to enterprises such as Volvo Cars, Scania, Hitachi, Verisure and Great Wall Motors.

iot.telenor.com

hello@telenorconnexion.com