

Roles & Responsibilities in the SGP.32 Ecosystem

Understanding control, ownership and enablement in a software-driven connectivity model



Introduction to the SGP.32 Ecosystem

With the introduction of SGP.32, IoT connectivity moves beyond a traditional SIM–operator relationship into a layered, software-driven ecosystem. Instead of being defined once at deployment, connectivity is managed throughout the lifecycle of a device through remote provisioning and profile management.

This shift changes how responsibilities are structured. Where connectivity was previously managed largely by a single operator, decisions such as when to switch connectivity, which operator profile to use and how to ensure availability are now made across different components (e.g. SMDP+ & eIM) and roles within the ecosystem. As a result, it is no longer immediately clear who is responsible for which part of the process, making clear role definitions essential. SGP.32 does not replace the reseller model, but extends it. Resellers gain more control over how connectivity is applied and managed within their use cases, while relying on enabling partners like KPN to provide the infrastructure that supports these actions.

KPN's Role

Enabler & ecosystem orchestrator

KPN provides the foundational capabilities required to operate within the SGP.32 ecosystem in a controlled and scalable way. Rather than acting as the owner of the full connectivity setup, KPN enables the underlying infrastructure and coordinates how components interact within the ecosystem. This allows organizations to adopt SGP.32 without having to build or integrate each element independently.

Key responsibilities

- **Connectivity Enablement**
Provides access to mobile networks and ensures reliable connectivity across regions.
- **Lifecycle & SIM Management Infrastructure**
Provides and operates key SGP.32 components, such as eIM and SM-DP+, enabling resellers to manage provisioning and lifecycle processes.
- **Ecosystem Orchestration**
Integrates connectivity, provisioning and lifecycle management into a coherent environment, ensuring these components function together reliably.
- **Operational Foundation**
Maintains the systems required for lifecycle actions such as profile installation, switching and status validation.
- **Guidance & Enablement**
Supports organizations in understanding SGP.32 and structuring their adoption approach.

Boundary of responsibility

KPN provides the enabling infrastructure and orchestration layer, but does not take ownership of the customer relationship, commercial proposition or lifecycle decision-making. These remain with the reseller.



Reseller's Role

Owner of proposition & control Layer

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Within the SGP.32 ecosystem, the reseller remains the primary owner of the customer relationship and plays a central role in how connectivity is positioned, delivered and managed. While the underlying model becomes more complex, control shifts towards the reseller, who actively determines how connectivity is applied throughout the lifecycle of a device.

Key responsibilities

- **Customer Ownership**

Retains full ownership of customer relationships, including contracts, support and service delivery.

- **Proposition & Branding**

Defines the commercial offering, pricing and branding towards end customers, independent of the underlying connectivity provider.

- **Connectivity Strategy**

Determines how connectivity is structured, including operator selection, profile strategy and coverage approach. Profile strategy becomes a core element in structuring connectivity over time

- **Lifecycle Control**

Decides when to install, activate, switch or remove profiles—for example when a device moves to a different country or when performance requirements change.

- **Service Integration**

Integrates connectivity into broader solutions, including devices, platforms and applications.

- **Innovation & Differentiation**

Uses SGP.32 capabilities to introduce new services, such as multi-operator setups and adaptive connectivity models.

Scope of control

The reseller defines how connectivity is applied, managed and evolved over time. While KPN enables the underlying infrastructure, the reseller retains control over lifecycle decisions, customer interactions and the overall service proposition. At the same time, the reseller maintains the flexibility to further develop its own ecosystem over time, for example by integrating additional lifecycle or provisioning components such as eIM or SM-DP+, depending on its strategic direction and level of maturity.



In Practice

From static control to dynamic lifecycle control



In practice, SGP.32 changes how connectivity decisions are made and executed over time. A reseller is no longer limited to a one-time configuration at deployment, but can actively manage connectivity throughout the lifecycle of a device.

This means that connectivity can be aligned with changing requirements during operation, without requiring physical intervention. Rather than defining connectivity upfront, it becomes a continuous part of the service that can be adapted as needed.

In this model, the reseller decides when and why these changes take place, while KPN provides the infrastructure that enables them. Connectivity therefore becomes a continuously managed element of the solution, rather than a fixed configuration defined at the start.

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