Counterpoint

Connectivity Management Platform Rankings

2026

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Introduction

Cellular IoT Connectivity Management

IoT Connectivity Management Platform

Counterpoint

What is an IoT CMP?

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**.

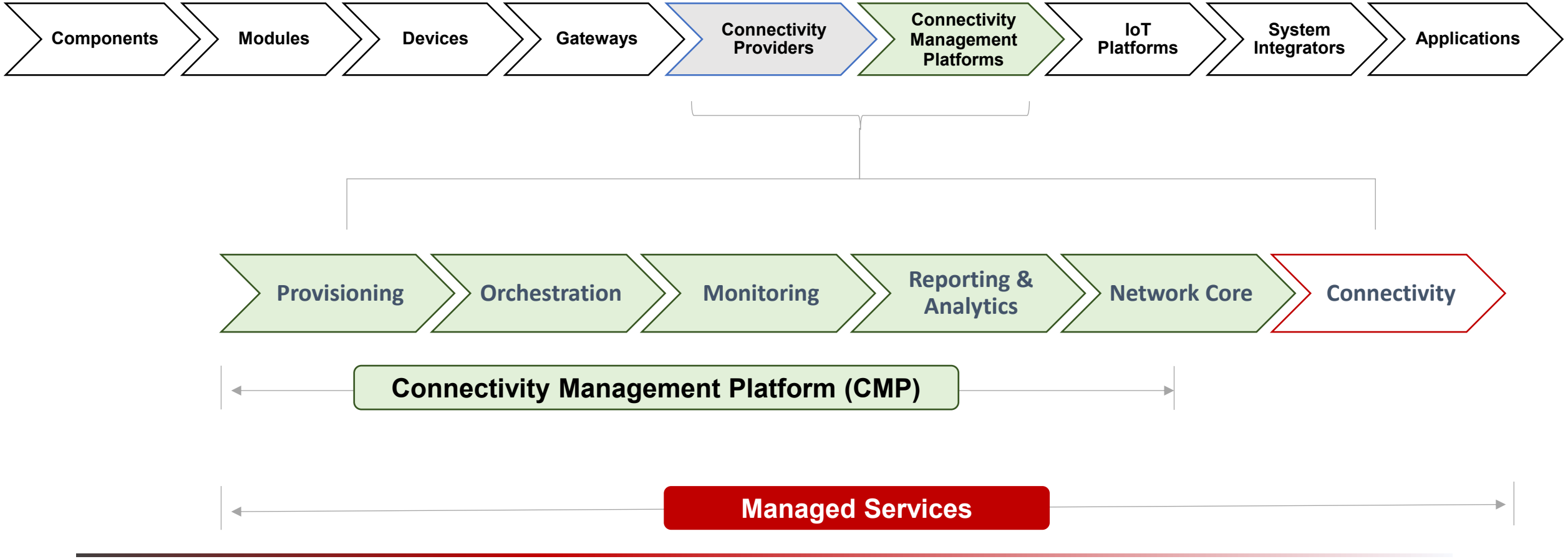
Why is a CMP essential?

CMPs turn IoT connectivity from a **logistics challenge** into a **software-managed service**. IoT CMPs are essential because they provide **scalability** to manage millions of devices across diverse geographies, ensuring that enterprises can expand without operational bottlenecks. They drive **efficiency** by automating routine operations such as provisioning and lifecycle management, reducing manual intervention and cost. **Visibility** is enhanced through real-time diagnostics and monitoring, allowing businesses to track usage and performance instantly. **Security** is strengthened by enforcing policies and detecting anomalies, safeguarding both data and connectivity. Finally, **interoperability** is achieved by supporting multi-carrier deployments, enabling seamless global coverage and flexibility across networks.

Who Offers an IoT CMP?

Many **MNOs** operate their own CMPs, tightly integrated with core networks to manage SIMs, eSIMs, and policies at scale. Likewise, many **MVNOs** have built proprietary CMPs, while some also **white-label their platforms to MNOs**, enabling faster market entry. **Carrier-grade CMP providers** focus on delivering robust, multi-tenant orchestration platforms for operators but do not offer connectivity themselves. Finally, **one-stop-shop players** bundle CMPs with connectivity and hardware, giving enterprises turnkey solutions that simplify deployment and accelerate time to market. This ecosystem shows how CMPs are evolving from basic SIM management into full connectivity orchestration platforms.

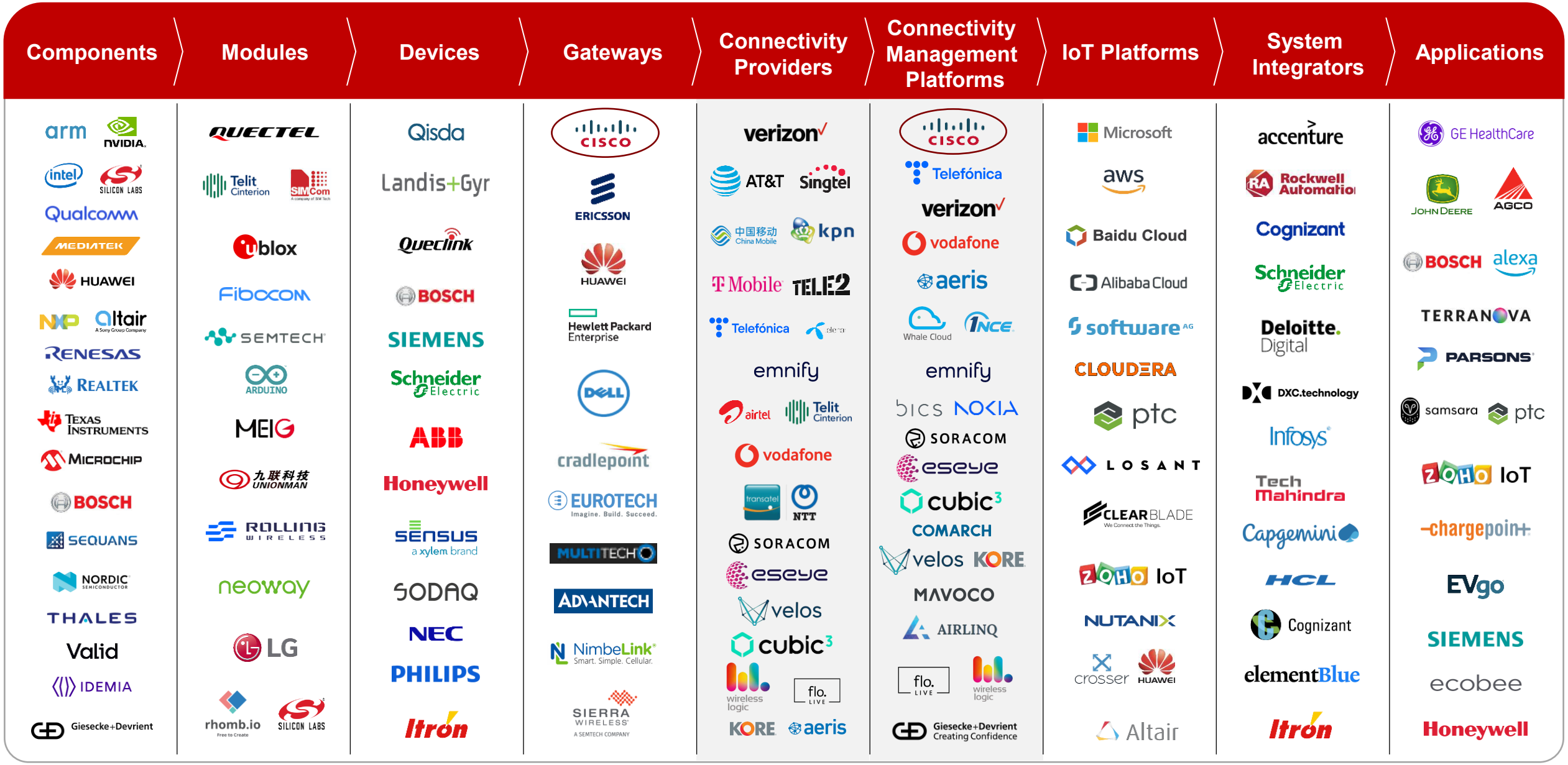
Components of Connectivity Management



Analyst Outlook

As IoT deployments scale globally, managed service providers are increasingly positioning the **CMP as the primary differentiator**, rather than connectivity alone. Enterprises now want platforms that simplify multi-country operations, abstract network complexity, and provide a unified layer for provisioning, security, analytics, and lifecycle management. CMPs that tightly integrate with connectivity enable providers to deliver consistent global coverage while offering centralized control, automation, and visibility across heterogeneous networks. Going forward, **platform-led connectivity** will be critical in helping providers move up the value chain, support complex enterprise use cases, and differentiate in a market where basic connectivity is rapidly becoming commoditized.

Cellular IoT Value Chain



2026 CORE Rankings Scorecard

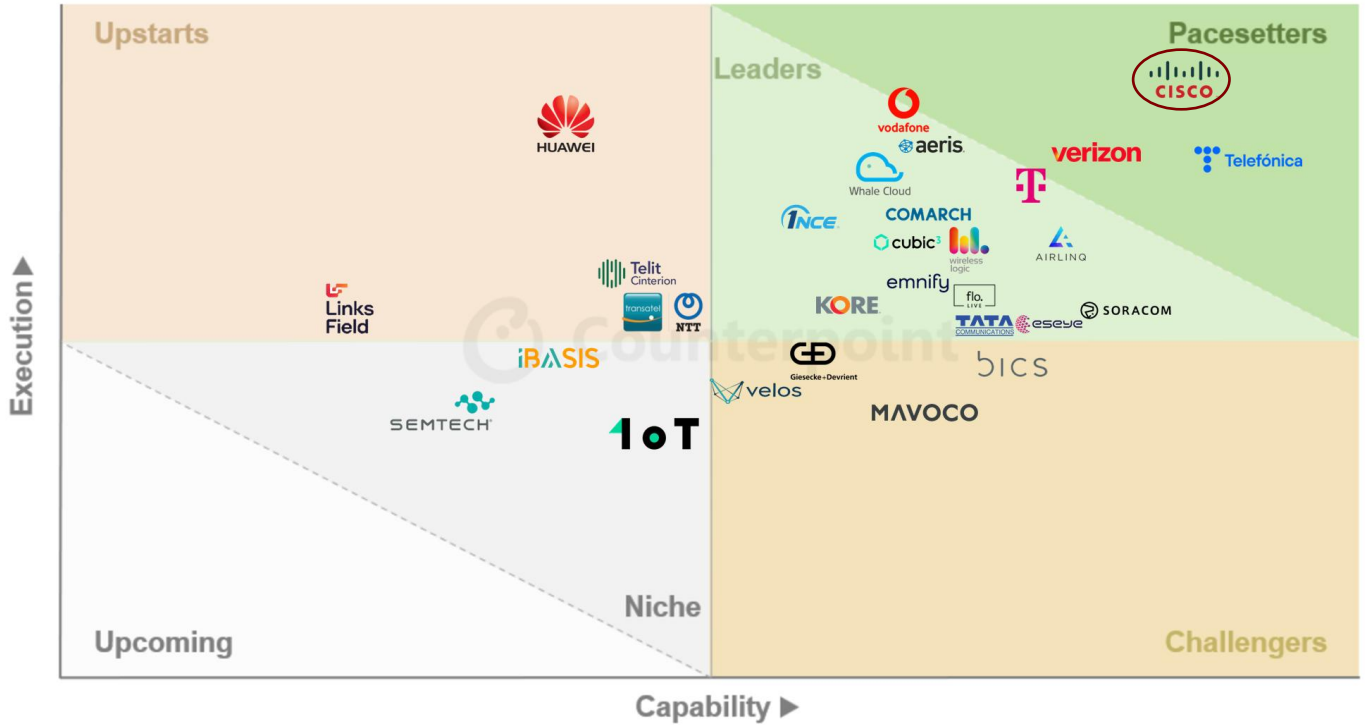
Connectivity Management Platforms

Counterpoint

Cisco Strengthens its Position as a Pacesetter in CMP Rankings 2026

Analyst Takeaway

- **Counterpoint's 2026 CMP rankings mark a clear shift in the market**, as platforms evolve from **basic connectivity portals into tools that support strategic decision-making**. As vendors converge around similar core capabilities, **execution will become the primary driver of growth**, determining which players can translate platform maturity into sustained market traction.
- **Cisco** has retained its position as a **Pacesetter** for three consecutive years, reflecting both the highest overall platform score and a consistently execution-led approach to the market. Its CMP continues to scale in depth and reach, managing over **280 million connections** by end-2025, while remaining among the top performers in 4 of the 6 key platform capability metrics. Cisco's approach as a Pacesetter is characterised by **anticipating market shifts rather than reacting to them**, using its internal resources to continuously advance the IoT Control Center.
- At the same time, Cisco has been **strategic in leveraging partnerships with industry leaders** to complement its core competencies. Collaborations such as **global eSIM orchestration with Tata Communications** and **AI-driven network innovation with NVIDIA** extend Cisco's leadership into emerging areas, including eSIM-enabled scale and AI-native wireless networks. As competition becomes more proactive in expanding platform capabilities, Cisco's ability to combine platform maturity with timely partnerships positions it well to defend and extend its lead in an increasingly competitive CMP landscape.
- Overall, Cisco's strong roadmap, depth of native resources, and disciplined execution continue to differentiate its CMP offering. Looking ahead, Cisco is well positioned to shape the next phase of cellular IoT, particularly as enterprises increasingly look to eSIM and AI to simplify large-scale deployments and unlock new operational efficiencies.



IoT Connectivity Management Platform Rankings, 2026

Counterpoint

Pacesetters continue to stand out through exceptional performance across all evaluation parameters. In the 2026 CMP Rankings, **Cisco**, **Telefónica**, and **Verizon** have retained their leadership positions, reflecting both platform depth and consistent execution. These vendors have been early in deploying advanced CMP capabilities while simultaneously maintaining strong and disciplined go-to-market strategies. Their ability to leverage broad internal resources, combined with deep ecosystem partnerships and comprehensive product portfolios, remains a key differentiator in sustaining platform-led leadership.

Leaders are vendors whose CMPs perform very well across all essential capabilities, supported by a clear vision, strong foundations, and solid execution. Of the 29 CMP vendors evaluated, 15 are categorized as Leaders, reflecting the increasingly competitive nature of this tier. **Vodafone**, **Aeris**, and **Deutsche Telekom** stand out as the Leaders closest to the Pacesetters, driven by strong roadmap execution through expanded single-pane-of-glass capabilities, benchmark IoT security offerings, and accelerated AI integration, respectively. Alongside them, leading IoT MVNOs such as **Emnify**, **Soracom**, **Eseye**, **Tata Communications**, **floLIVE**, **Wireless Logic**, **Cubic 3**, **KORE Wireless**, and **1NCE** are competing head-to-head with carrier-grade CMP providers including **Airlinq**, **Comarch**, and **WhaleCloud,** each bringing distinct competencies that will shape how they compete and scale in the next phase of the market.

Challengers offer advanced platforms that increasingly match those of Leaders, but are at an earlier stage in their CMP journey. With growing market exposure, they are well positioned to move up the rankings, with near-term focus on expanding their customer base and forming strategic partnerships to drive scale. Within this group, **G+D**, **BICS**, **Velos**, and **Mavoco** continue to move closer to the Leaders quadrant, supported by well-rounded platforms and an increasing emphasis on execution and growth.

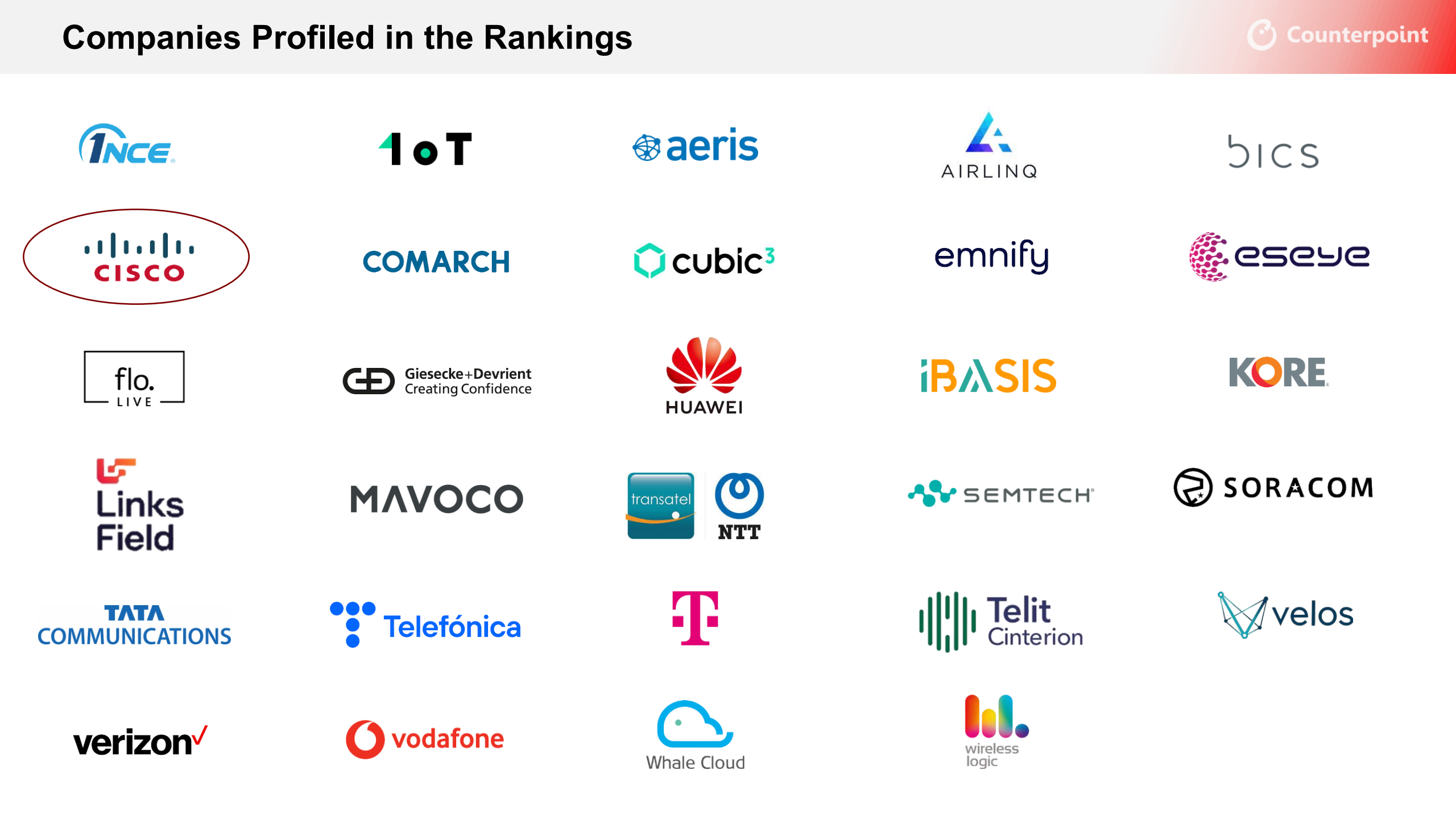
Upstarts demonstrate execution capabilities comparable to Leaders but lag slightly in platform feature depth. Backed by strong financial resources and a solid ecosystem presence, they are well positioned to advance by adding more native CMP capabilities, enabling them to compete more directly with established leaders and expand market share. Vendors such as **Huawei**, **NTT DATA–Transatel**, **Telit Cinterion**, and **Linksfield** are showing strong go-to-market momentum and are expected to prioritise platform enhancement to strengthen their competitive positioning.

Niche players typically offer CMPs either through recent market entry or by extending beyond their core businesses. Vendors such as **1oT**, **iBASIS**, and **Semtech** deliver specialised CMP capabilities aligned with their strengths in multi-operator orchestration, wholesale connectivity, and device enablement, respectively. This positioning makes them well suited for targeted use cases requiring focused CMP functionality and deep domain expertise.

Player Profiles

29 Players Profiled

Companies Profiled in the Rankings



A CMP that Leads by Example

At a Glance

CMP Position	Connections	Group Revenue
Pacesetter	**280 million+**	**$53 billion**

Focus Verticals

Fleet Management

Automotive

Smart Meter

Key Customers/Partnerships

AT&T, TELE2, TIM, kpn, Spark nz, HYUNDAI, Volkswagen

Telstra, telenor, TESLA, BMW, Audi, Ford, T-Mobile

Cisco IoT Control Center

Company Overview: Cisco is a global networking leader with annual revenue exceeding **$53 billion in FY2024**. A part of its Network Software portfolio, **Cisco IoT Control Center** (formerly known as Jasper) is a widely deployed CMP, used by **over 40,000 enterprises worldwide**. The platform manages **more than 100 million connected vehicles** and **over 20 million smart meter connections** globally.

CMP Enhancements in 2025: In 2025, Cisco continued to strengthen the IoT Control Center with advancements across key areas, including **APIs, security, automation, reporting, UI/UX**, and other core service capabilities, reinforcing its position as a mature and scalable CMP.

Partnerships in 2025: Alongside expanding its customer base, Cisco partnered with **Tata Communications** to integrate **global eSIM orchestration** into the IoT Control Center. This collaboration positions Cisco for the next phase of IoT scale, enabling **eSIM readiness** through Tata Communications' global eSIM services. Cisco entered into an industry-first partnership with NVIDIA to drive forward its vision of "AI for Wireless" and "Wireless for AI" in conjunction with its hosted distributed packet core solution. AI for Wireless embeds AI directly into the network from radio to core, enabling use cases such as integrated sensing and communication (ISAC) and much more. Wireless for AI brings together Cisco's dUPF and NVIDIA's computing platform to enable optimal routing and execution of Agentic AI workloads at the edge, with assurance and security built in.

A CMP that Leads by Example (Continued)

Connectivity, Provisioning & Orchestration

- IoT Control Center supports all SIM formats alongside cellular and non-cellular technology. It has natively integrated **5G Standalone** support into its CMP.
- The CMP supports multiple **eSIM provisioning workflows** (UI, APIS, Network Events) and **device onboarding methods** (ZTP, Bootstrap Profiles).
- The CMP can automate the process of provisioning the best pricing plan, allow network prioritizations for connections and new profiles, configure policies and enable traffic management.
- The platform also has **extensive automation capabilities,** which include fraud detection, IMEI permit lists, no usage detection automation, and IP pool exhaustion, to name a few.

Billing, Security, Analytics & Ease of Use

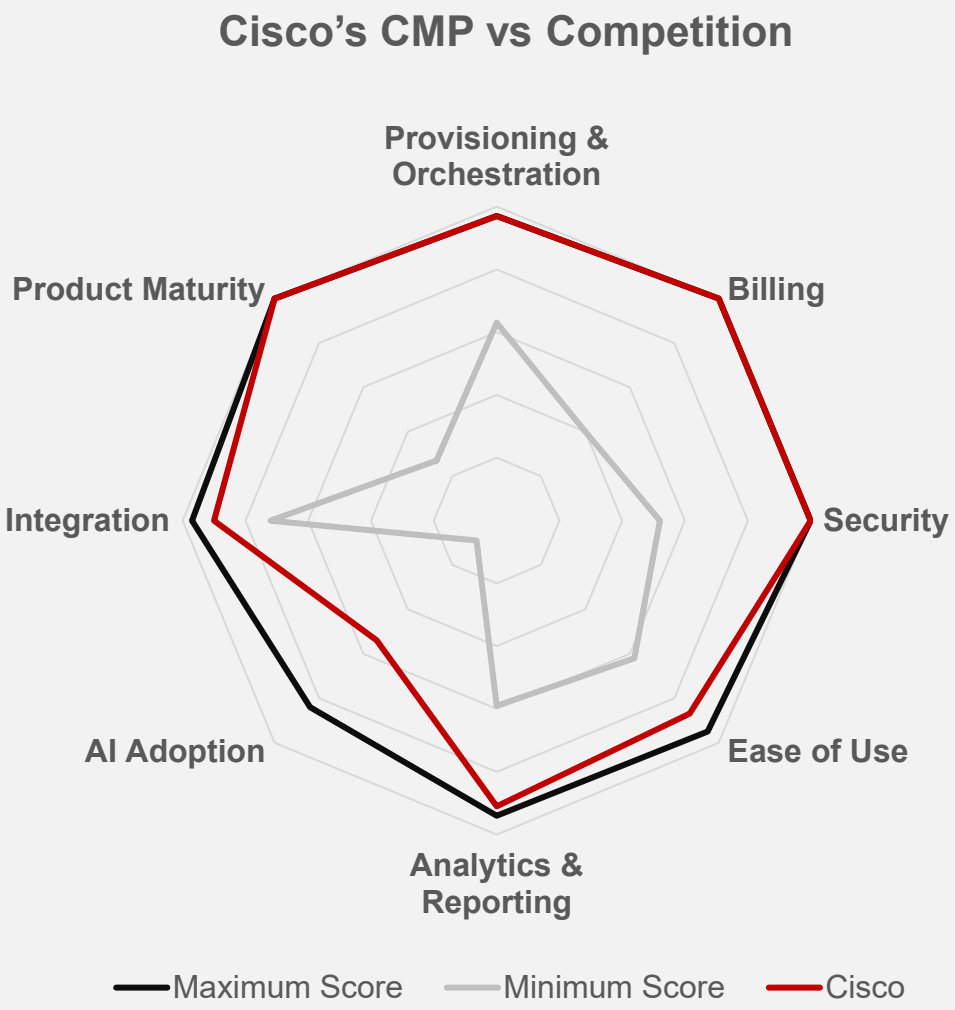
- Cisco's IoT Control Center is feature-rich across key billing capabilities, including **global billing**, **flexible data plans and custom tariffs**, **split billing**, and **integration with external billing systems**.
- The platform supports standard security features such as **SIM, device and IP whitelisting/blacklisting**, **native private APN setup**, and **geofencing or location-based security policies**, underpinned by multiple layers of authorization controls.
- Cisco provides extensive documentation and customer support to simplify deployment. As part of its **CMP + Cisco-hosted core (IoT as a Service)** offering, the platform enables **automated workflows** for onboarding customers with customized network configurations.
- Control Center integrates with other Control Center instances as well as external CMPs, delivering a **single-pane-of-glass** view. Built-in mechanisms handle data discrepancies across operators to ensure reporting accuracy.
- Cisco is a market leader in **analytics and reporting**, offering a wide range of customizable features. **AI-based capabilities** are actively being developed to further enhance platform intelligence and customer experience.
- Cisco's CMP can be easily integrated with cloud platforms, enterprise software and with BSS/OSS of partners.

Product Maturity, Partnerships & Execution

- Alongside its own core network, Cisco offers CSP customers a **full-stack hosted service** in addition to the CMP. Cisco operates a **globally distributed deployment footprint** for both core network and CMP services. Its packet gateways are deployed worldwide and support distributed and hosted core architectures, addressing data sovereignty requirements and permanent roaming scenarios through remote gateways.
- Cisco continues to drive **strategic partnerships** across the enterprise mobility ecosystem, spanning device and module manufacturers, eSIM/SIM vendors, enterprises (including connected vehicle OEMs), application developers, and vertical-specific solution providers.
- The company maintains a **well-defined CMP product roadmap** that is tightly integrated with its broader connectivity portfolio and is informed by expanding industry collaborations and partnerships.

A CMP that Leads by Example (Continued)

Capability Assessment



CMP Strengths

- Cisco leads across core CMP capability areas, including service provisioning, analytics and reporting, billing, and security. Its primary differentiation lies in a well-structured and forward-looking product roadmap, designed to capitalize on high-value, large-scale IoT applications such as connected vehicles and FWA.
- Cisco's execution discipline and ecosystem collaboration strategy have been consistently strong, enabling it to scale ahead of competitors and establish itself as a CMP pacesetter. The company has also effectively leveraged its native networking, security, and cloud assets, resulting in a feature-rich CMP platform. Cisco also maintains a strong focus on enabling international growth for its partners for all use cases.

Areas of Focus

- Given its broad and diverse customer base, Cisco will need to execute its AI strategy with precision, particularly in the near term, as several MNO-led CMP competitors have already deployed AI-driven features at scale.
- To sustain its leadership, Cisco must focus on clearly monetizing AI capabilities, delivering tangible value through advanced automation, predictive analytics, and operational intelligence. Continued investment in modern UI/UX, frictionless onboarding, and full SGP.32 compliance will be critical.

Analyst Outlook

- Cisco is a globally scaled CMP leader that has consistently added the right capabilities ahead of market demand. Its platform maturity and ecosystem depth position it well for the next phase of IoT growth. Continued success will hinge on turning scale and AI innovation into clear, monetizable differentiation.

Research Methodology

Connectivity Management Platforms

Rankings Methodology

- 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 **Business 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 such as partner reach, financial stability, customer base, workforce strength, diversity, and more.

Primary Research

Briefing calls and interviews (not limited to):
- Platform Companies
- Partners
- End Customers
- Platform Capabilities Demos

Secondary Research

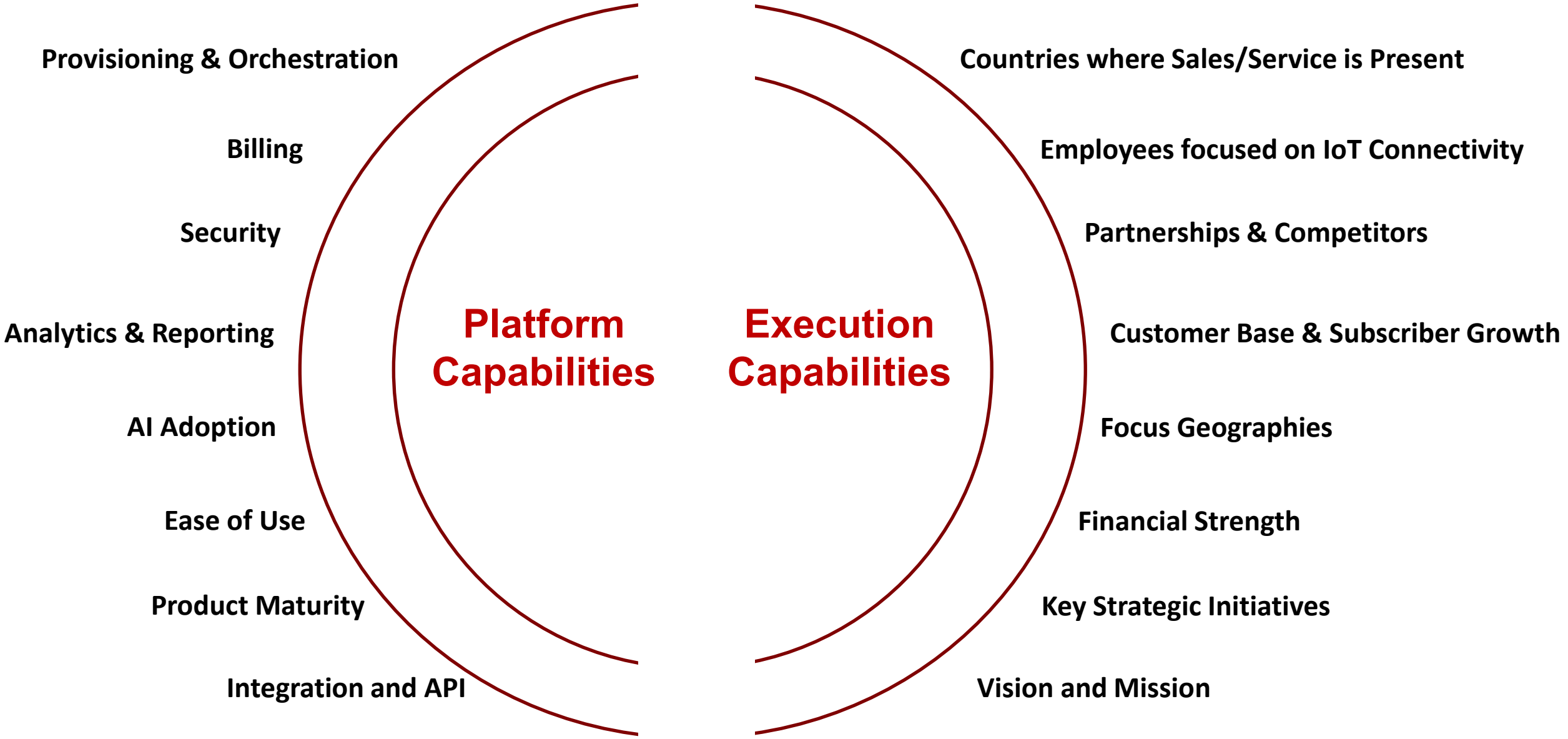
- Platform Documentation and Tutorials
- White Papers, Solution Briefs and Reports
- Customer Case Studies
- Partner Network Reach

Expert Analysis

- 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

Key Parameters Used in Evaluation

The rankings incorporate **100+ platform and execution metrics**, providing a **robust and structured view of vendor capability and market momentum**.



Appendix

Abbreviations and Key Definitions

Abbreviations used in the report

- **AI:** Artificial Intelligence
- **API:** Application Programming Interface
- **ARPU:** Average Revenue Per User
- **BSS:** Business Support Systems
- **CMP:** Connectivity Management Platform
- **CMO:** Connectivity Management Orchestrator
- **eSIM:** Embedded SIM
- **IoT:** Internet of Things
- **iSIM:** Integrated SIM
- **LPWAN:** Low-Power Wide-Area Network
- **LTE-M:** LTE for Machines
- **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
- **PoC:** Proof of Concept
- **SaaS:** Software as a Service
- **SPoG:** Single Pane of Glass
- **UI/UX:** User Interface / User Experience

Key Definitions

- **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.

Authors

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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 9 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.

About Counterpoint's Cellular IoT Service

IoT Chipset, Module, Connectivity and Application Services

Scorecard Ranking

As we study brands in detail, we prepare scorecard rankings based on parameters like partnerships, product range, certification, after-sales support, and more

Tracker

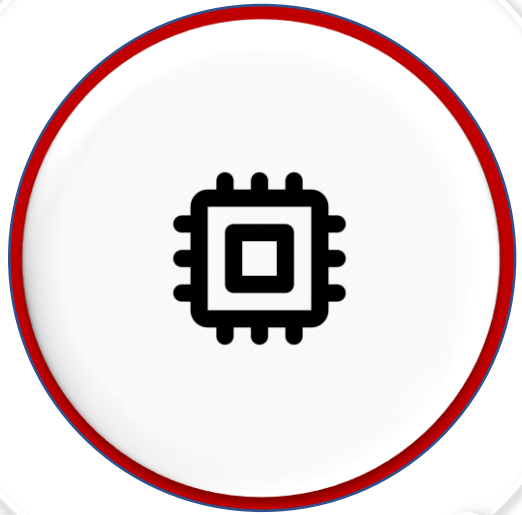
Quarterly tracking of IoT module shipments and revenue by region, by module vendor, by chipset player, by application, and by cellular technology

Vendor Profiles

In-depth study of any particular module, chipset or ecosystem player proactively or at a client's request. It helps to know about a player's business performance, regional presence, product mix, business strategy or recent developments

Forecast

Global cellular IoT module and chipset forecast is done quarterly with 8-quarter and 3-year annual data, IoT Cellular Connections – semiannually.



Case Studies

An analysis where we try to investigate a business problem, examine solutions and propose best possible strategy to achieve the desired result

Intelligence Tracker

Monthly collection of analyst viewpoints on IoT module and application industry developments for competitive and market intelligence.

Other Services

We offer white paper, podcast, webinar and insight services to educate, and promote or highlight key features and USPs, along with coverage on current competitive landscape, future growth opportunities, industry trends, and more

Thematic Reports

Collection of syndicated reports on topics such as automotive NAD module, Point of Sale, router, CPE, smart meter, streetlighting, asset tracking, industrial equipment, and more

About Counterpoint's eSIM Service

eSIM Core Rankings

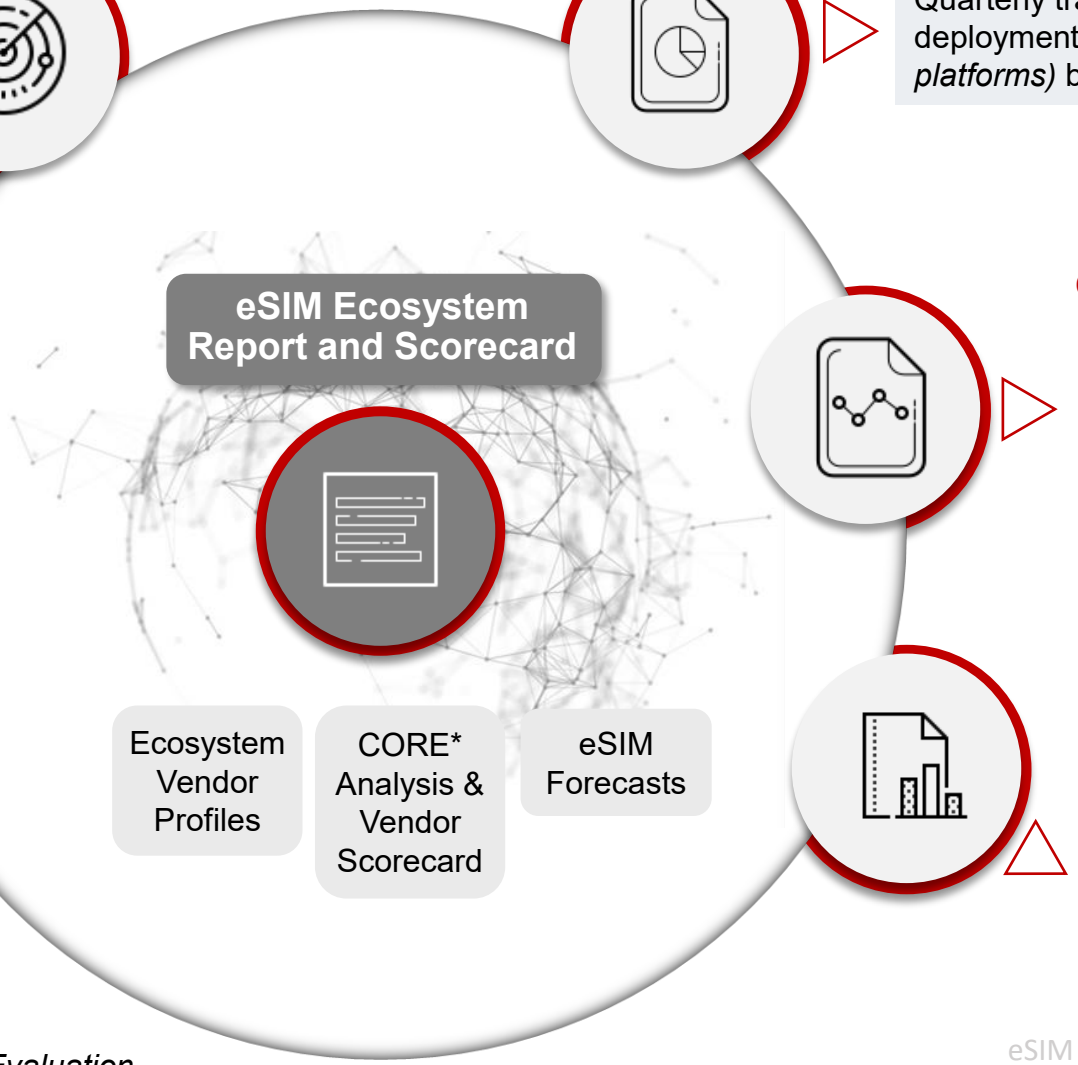
Counterpoint's proprietary eSIM Rankings across – Enablement, Provisioning, Consumer and IoT Orchestration, Entitlement Servers and IoT CMP.

eSIM RSP Tracker

Quarterly tracking of the number of RSP deployments *(subscription management platforms)* by leading eSIM vendors

eSIM Intelligence Tracker

Periodic collection of analyst viewpoints on eSIM industry developments for competitive and marketing intelligence



eSIM Topical Reports

Collection of syndicated topical reports such as Entitlement Server Landscape, iSIM, eSIMs in Automotive, Cloud SIM, etc.

eSIM Devices Tracker

Quarterly tracking of eSIM-capable device shipments, including Smartphones, Smartwatches, IoT Modules, etc.

eSIM Adoption Survey

Annual survey outlining the consumer and enterprise behavior around eSIM adoption

**CORE:COmpetitive Ranking and Evaluation*

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Thank you