

A Practical Modernization Path for African Operators

Moving from Pre-Assigned MSISDNs to Dynamic Allocation

Many operators inherited a pre-assignment model in which MSISDNs are tied to SIMs prior to activation. While it once simplified operations, it now creates avoidable cost, leakage, and complexity, especially as digital onboarding and eSIM accelerate expectations for instant activation.

The good news: you don't have to replace everything at once. A phased approach can deliver quick wins while building a foundation for long-term control and scale.

Step 1: Identify Where Pre-Assignment Hurts Most

Start with areas where the impact is clearest and measurable.

Prioritize these hotspots:

- ✔ **Slow-moving channels** where SIM packs sit idle for long periods
- ✔ **High-leakage partner networks** where inventory is difficult to reconcile
- ✔ **Regions with constrained MSISDN ranges** where number scarcity is already a constraint

Outcome: Faster ROI by freeing trapped number resources and reducing operational clean-up.

Step 2: Introduce Dynamic Allocation in New Distribution Models

Dynamic allocation works best where traditional pre-assignment is most fragile—fast-changing channels with unpredictable demand.

Ideal starting points:

- ✔ **Digital onboarding** and online acquisition flows
- ✔ **eSIM launches** and digital-first propositions
- ✔ **Pop-up / event activations** with rapid, temporary scale needs
- ✔ **Partner channels** where returns, swaps, and stock redistribution are common

Outcome: More flexibility at activation, fewer “dead” numbers locked in inventory, and smoother scaling into new channels.

Step 3: Strengthen Lifecycle Governance

Dynamic allocation is most powerful when it's supported by clear lifecycle rules and ownership.

Governance essentials:

- ✔ Define clean lifecycle states and ownership: **who controls allocation, activation, and recycling**
- ✔ Automate **reporting and exception handling** to reduce manual reconciliation
- ✔ Track **utilization and aging**: how long SIMs and number resources stay idle by channel, region, and partner

Outcome: Better control, audit readiness, and fewer exceptions as scale increases.

Step 4: Tie the Shift to Operational Efficiency and ESG

Modernizing MSISDN timing doesn't just reduce waste—it can support broader efficiency and sustainability goals.

Efficiency + sustainability benefits:

- ✔ Less scrap and fewer reprints
- ✔ Cleaner logistics and fewer returns-related losses
- ✔ Reduced operational overhead from reconciliation and rework
- ✔ Better utilization of finite number resources

Outcome: A more efficient lifecycle model that supports both cost reduction and sustainability objectives.

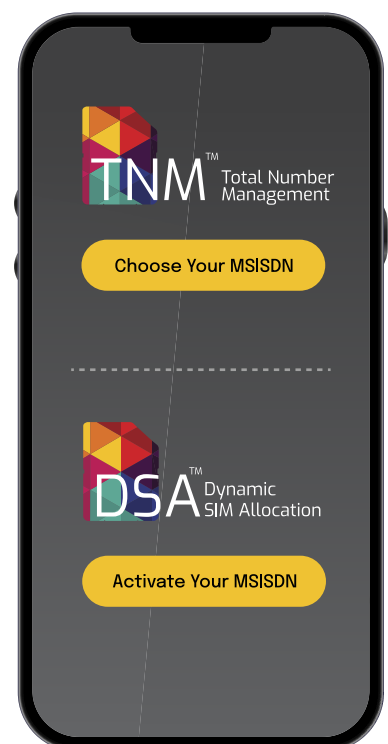
What This Enables

When MSISDN assignment happens at activation, operators gain:

- ✔ **More usable capacity** from finite MSISDN ranges
- ✔ **Simpler inventory operations** across channels and partners
- ✔ **Cleaner compliance reporting** with fewer exceptions
- ✔ **Faster time-to-market** for new digital distribution models

To move from pre-assignment to a scalable model, operators need a solution that handles both dynamic allocation and ongoing resource governance. Dynamic Sim Allocation (DSA) supports activation-time MSISDN assignment, and Total Number Management (TNM) strengthens control with lifecycle automation, audit-ready reporting, and visibility across partners and channels. The result is a more efficient, compliant, and future-ready approach to SIM and number resource management.

Visit the Evolving Systems website to learn more about DSA and TNM.





About Evolving Systems

With over 30 years of expertise, Evolving Systems is a trusted partner in the telecommunications sector. We help CSPs adapt and excel, backed by our 35-year legacy of reliability and innovation. Trusted by 80% of the world's largest Mobile Network Operator Groups, we streamline (e)SIM processes and enhance customer data integration with our Complete (e)SIM Lifecycle Management Suite and Evolution platform.

Key Offerings:

- Complete (e)SIM Lifecycle Management Suite and Evolution platform: Streamlines (e)SIM processes and enhances customer data integration.
- Rapid Activation: Efficient (e)SIM and service activation processes.
- Advanced Solutions: Provisioning, Number, and Dealer Management, tailored and scalable experiences.
- Customer Engagement: Comprehensive Customer Value Management and Loyalty solutions provide real-time marketing insights and enhance digital engagement.

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