



Case Study

# An IoT platform that is global by design, sovereign by law.

How Odido, the Netherlands' largest mobile operator, became the country's first and only fully compliant IoT provider — powered by FLOLIVE®.

## Dutch network heritage. A broader IoT ambition.

Odido is the largest mobile operator in the Netherlands, serving more than 6 million customers. Formerly T-Mobile Netherlands, the company brings together decades of Dutch network heritage. Through Odido Business, it serves organizations of every size across mobile, fixed, unified communications, and IoT solutions.

IoT customers of Odido Business span fire brigades, utilities, healthcare providers, and manufacturers – organizations for which connectivity must simply work, always, and fit seamlessly into their own operations.

Before Flolive, Odido's IoT business ran on a legacy platform inherited from its T-Mobile era. It was engineered for a different customer: massive single-profile rollouts of millions of identical SIMs – prepaid or postpaid connectivity and nothing more.

It supported only LPWAN networks (NB-IoT and LTE-M), with subscriptions from 1 MB to 100 MB per month.

### BUSINESS IMPACT BY THE NUMBERS

**1,000×**

#### More data capacity per device

From 100 MB to 100+ GB per month on a single platform.

**1<sup>st</sup>**

#### Compliant IoT platform in the Netherlands

The first platform to meet the RVIT security regulation.

## THE CHALLENGE

# A proposition constrained on every side

Odido's legacy IoT proposition was limited by technology, by commercial model, and by a rising regulatory bar.

“

Connectivity is part of our core business. It needs to be there, available all the time, and it has to support the customer's business processes. You don't want to mess around putting SIMs in devices depending on the country they go to.



**Mario de Lijster**  
IoT Proposition Manager  
Odido Business

## 01 Locked into low bandwidth

Only LPWAN – NB-IoT and LTE-M with 1–100 MB subscriptions. Smart meters were possible; video, high-data, and AI-driven use cases were not.

## 02 Built for giants, closed to the rest

Designed for enterprises deploying millions of identical SIMs. Smaller customers, retail use cases, and diverse deployments did not fit.

## 03 Connectivity without control

Odido could deliver and connect SIMs – nothing more. No API, no way for customers to integrate connectivity management into their own processes.

## 04 Limited global reach

IoT is global, and Odido's customers deploy globally. The legacy setup left Odido's roaming footprint carrying every international promise.

## 05 A new regulatory bar

The Netherlands introduced the RVIT (Regeling veiligheid en integriteit telecommunicatie), holding mobile networks to the standard of critical national infrastructure. For IoT, it demands local data processing and infrastructure that Dutch authorities can physically inspect and audit.

## One platform. A national differentiator.

Odido ran a full RFP and selected Flolive, which runs underneath Odido's own brand and IMSI. Three requirements drove the decision – and a fourth emerged mid-project that turned the platform into a national differentiator.

### **API-first control**

Customers integrate connectivity management directly into their own operating platforms and business processes – full control over their connectivity.

### **High-bandwidth freedom**

From 1 MB narrowband sensors to 100+ GB per month – on the same platform, with flexibility to switch subscriptions between SIMs as needs change.

### **High-availability coverage**

Odido's first products gave critical-infrastructure customers access to all three Dutch networks, with intelligent steering back to Odido's own network.

### **True global coverage**

Multi-IMSI architecture complements Odido's roaming agreements into seamless, truly global coverage – while Flolive brings Odido's connectivity to its own international customers.

### **Sovereign & secure by design**

To meet the RVIT, Flolive built Odido a dedicated core hosted in the Netherlands – local packet gateways, a locally hosted CMP, and Odido's own IMSI on isolated infrastructure, physically auditable by Dutch authorities.

### **A platform that keeps evolving**

Odido did not buy a fixed feature set. Flolive's core and CMP evolve continuously – every new capability, from intelligent throttling to AI-driven insights, reaches Odido as it is released.

“

Everything that needs to be in the Netherlands is in the Netherlands, and our data doesn't leave the country if it's not allowed to. We said immediately: we will comply, and together with Flolive we will be the first in the Netherlands with a fully operational IoT platform that complies.



**Mario de Lijster**  
IoT Proposition Manager  
Odido Business

## THE RESULTS

# From selling SIMs to operating a platform

With Flolive, Odido expanded from delivering SIM-based connectivity to operating a full IoT platform – and now serves markets it previously could not.

“

I always compare Flolive with Lego – you can build anything from it. Our people now sell IoT because it's not scary anymore. They build customer solutions from standard building blocks. They don't have to say no.



**Mario de Lijster**

IoT Proposition Manager  
Odido Business



### Buyers it could never serve before

RVIT compliance makes Odido the only fully compliant option for Dutch government and critical-infrastructure tenders – where foreign-hosted platforms cannot bid.



### A wider market, top to bottom

Beyond million-SIM enterprises, Odido now serves SMBs, retail, and high-value niches, with eSIM (SGP.32) opening consumer markets such as travel connectivity.



### A sales force that says yes

Reps who once had to decline non-standard IoT requests now shape a solution for almost any use case.



### A wholesale business

IoT MVNOs and service providers build their own branded IoT propositions on Odido's global coverage and sell them as their own.



### A foundation for the AI era

High-bandwidth, sovereign, AI-ready connectivity positions Odido for the coming wave of edge AI and data-intensive IoT – applications that demand the network adapt to where the data lives.



## ABOUT FLOLIVE

# A global network purpose-built for intelligent IoT

FloLive delivers IoT connectivity through a global network purpose-built for intelligent IoT: seamless, secure, adaptive, and compliant.

Powered by distributed core networks and more than 70 local points of presence, FloLive enables low-latency performance, built-in redundancy, and end-to-end security designed to support national and regional compliance requirements.

The platform simplifies global IoT operations through multi-IMSI SIM and eSIM capabilities, enabling single-SIM and single-SKU deployment models with centralized visibility and control.

Trusted by leading global brands and connectivity partners, FloLive empowers partners – such as Odido Netherlands – to thrive by simplifying global IoT operations and delivering measurable business impact.

[Talk to an expert →](#)

## A Network Beyond