



Case Study

Xtreme Expands Its Global Footprint and Elevates Customer Experience with Tata Communications MOVE™

A Legacy of Innovation and Global Expansion

Xtreme, a dynamic Australian enterprise, has been at the forefront of the e-commerce and telecommunications sectors for over 25 years. With its diverse portfolio, the company spans multiple industries, including consumer electronics through Xtreme Online, internet services via Aussie ICT, B2B and Partner offerings under Xtreme Sims. Always evolving, Xtreme is committed to enhancing its service offerings and extending its reach across international markets.

With a vision to solidify its position as a global player, Xtreme aimed to leverage innovative technologies and strategic partnerships to better serve its growing customer base. This forward-thinking strategy led Xtreme to Tata Communications' MOVE™ platform, a key enabler in streamlining their global operations, enhancing service capabilities, and meeting the diverse needs of international customers.

Expanding Global Reach with Uncompromised Quality and Flexibility

Xtreme's journey began with a strong focus on providing SIM card services for Australian travelers heading abroad. However, driven by a clear vision to serve a broader, global market, the company recognized an opportunity to expand its offerings to customers worldwide. With a commitment to delivering innovative solutions and tapping into the growing IoT sector, Xtreme set its sights on becoming a global player, positioning itself to meet the diverse needs of a much broader audience, including international travelers.

To realize this vision, Xtreme sought a robust and scalable platform capable of supporting global SIM service offerings. The company aimed to ensure seamless connectivity across borders, navigate varying regulatory landscapes, and establish itself as a competitive player in the global market. Xtreme was committed to delivering high-quality, flexible solutions and offering adaptable service options for both individual customers and businesses looking to resell services, ensuring tailored solutions that could meet the diverse needs of international markets.



Tata Communications MOVE™ : Global Connectivity and Seamless Service Integration



Xtreme partnered with Tata Communications to harness the global capabilities of the MOVE platform, enabling the company to offer a seamless and reliable service to customers worldwide. MOVE platform's multi-IMSI (International Mobile Subscriber Identity) SIM technology provides extensive global coverage, allowing Xtreme to provide service across 190 countries. Through MOVE, Xtreme can offer both traditional SIMs and innovative eSIM technology, streamlining the customer experience by eliminating the need for physical SIM card exchanges.

MOVE's ability to customize service offerings is a game-changer for Xtreme, enabling the company to design flexible plans tailored to meet the unique needs of various customer segments. Whether for travelers seeking affordable roaming options or enterprises requiring secure IoT connectivity, MOVE's adaptability aligns with Xtreme's strategic vision of delivering high-quality, tailored solutions to a global audience.

eSIM Technology: Revolutionizing Connectivity and Customer Experience

Xtreme's adoption of eSIM technology is at the heart of its strategy to offer more flexible and convenient solutions. As customers increasingly demand greater convenience, the ability to deliver digital SIM cards instantly has become essential. Unlike traditional SIM cards, eSIMs can be activated remotely, allowing users to connect in minutes without waiting for physical cards to be shipped and installed.

This innovation is particularly valuable for international travelers. Xtreme's partnership with Tata Communications enables customers to receive and activate their eSIMs through a

simple QR code scan, which can be completed before departure. This "instant activation" model helps reduce delays, significantly enhancing the customer experience.

Moreover, the ability to create custom data plans tailored to the unique needs of individual customers—whether for daily use or long-term business requirements—gives Xtreme the flexibility to serve diverse market demands. This customization empowers customers to take control of their connectivity, driving higher satisfaction and fostering loyalty.



IoT and Enterprise Connectivity: Expanding Service Applications

Xtreme's focus on IoT connectivity has grown as the company aims to support industries that rely on constant, reliable connectivity. With the MOVE platform, Xtreme is extending its offerings beyond consumer SIM solutions to deliver robust IoT services to enterprises. A key application involves providing SIMs for IoT use cases such as connected elevators and car Wi-Fi solutions. In the case of connected elevators, MOVE ensures emergency call services are facilitated, enabling reliable connections to emergency services in the event of an emergency.

Additionally, Xtreme is working on launching a Car Wi-Fi service that directly connects the car to the internet, allowing users to access and use applications on the car's infotainment system, eliminating the need to rely on their mobile phone's network. It also enables users to seamlessly connect multiple devices to a secure, high-performance mobile network within the car.

These innovative solutions are central to Xtreme's broader vision of integrating MOVE technology into its enterprise offerings, providing businesses with the infrastructure needed to ensure uninterrupted connectivity in critical operations.



Tata Communications MOVE™ has been instrumental in enabling us to create innovative solutions for our customers. The MOVE platform solves many of the challenges traditionally associated with network management, allowing us to offer a flexible experience. With MOVE, we can now provide access to networks across 190 countries, offering customers adaptable and reliable network connectivity as they travel.

Hemant Babbar,
CEO, Xtreme

Enhancing Global Reach and Customer Experience

With its strategic partnership with Tata Communications MOVE™, Xtreme is positioned to make significant strides in service delivery, customer satisfaction, and operational efficiency. Key areas of impact include:



Faster Go-to-Market: The shift to eSIM technology is set to enable quicker service delivery, allowing customers to activate their SIM cards remotely within minutes, reducing time-to-market.



Global Reach: Xtreme will be able to provide seamless connectivity in over 190 countries, extending its services to both consumers and businesses globally.



Cost Savings: The flexibility of MOVE is expected to help Xtreme reduce operational costs by simplifying SIM management and streamlining customer support processes, leading to improved overall efficiency.



Expanded Service Offerings: The integration of IoT connectivity solutions is set to unlock new revenue streams for Xtreme, particularly in high-demand sectors such as automotive and elevator systems, while creating opportunities for innovation in other industries.

Strategic Partnership: Building a Global Ecosystem

Xtreme's partnership with Tata Communications goes beyond technology, reflecting a shared vision for growth and a commitment to customer-centric service. By combining Tata

Communications' robust network infrastructure with Xtreme's expertise in distribution and innovative use case creation, both companies are positioned to drive innovation and meet the evolving needs of customers worldwide.

This collaboration lays the foundation for a powerful ecosystem, enabling Xtreme to continuously expand its reach. Together, they will provide seamless, tailored connectivity solutions that empower businesses globally to stay competitive in an increasingly digital and interconnected world.



Our partnership with Tata Communications goes beyond just technology—it's a true collaboration that aligns with our vision of scaling globally. Tata's robust infrastructure and global reach provide the ideal foundation for our expansion, while their support and expertise enable us to navigate complex markets and address diverse customer needs. Together, we are building a global ecosystem that empowers businesses and customers worldwide with innovative and reliable connectivity solutions.

Hemant Babbar,
CEO, Xtreme



Our partnership with Xtreme reflects the strength of collaboration between two organizations at the forefront of technological advancement. By combining Xtreme's visionary approach with Tata Communications' cutting-edge global infrastructure, we are delivering seamless and reliable connectivity solutions that meet the ever-evolving demands of customers worldwide. Tata Communications takes pride in driving this transformative partnership with Xtreme, enabling businesses to scale with agility and providing solutions that accelerate growth and redefine the possibilities of a connected world.

Deepak Gusain,
Global Sales Head, Tata Communications MOVE™

Build your future through a digital customer experience

If you are an enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?

Transform Now

About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a leading global commtech (communications technology) player powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit www.tatacommunications.com

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